

# Research on Increasing Young People's Purchase of Sustainable Products

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**Abstract:** Due to their high concern for environmental issues and their increasing consumer power and influence, the younger generation is playing an increasingly important role in practicing and promoting sustainable consumption and behavior. Through a comprehensive study of related literature, this paper summarizes the factors influencing consumers' choice of sustainable products into four main areas: environmental knowledge and concerns, personal emotions and attitudes, social and family education, and product awareness and cognition. In addition, this paper proposes six strategies for young consumers, including utilizing social platforms, strengthening psychological drives, upgrading packaging design, catering to design styles, changing promotional methods, and improving product quality, to attract and satisfy their demand for sustainable products.

**Keywords:** Young People; Sustainable Development; Sustainable Products

## 1. Introduction

The relationship between humans and nature is one of the most important topics today. Global climate change is causing increasing damage to our planet and is widely recognized as one of the most worrisome challenges humanity has ever faced [1]. Shutaleva et al. [2] also point out that global issues such as environmental problems, global climate change, and social and gender differences urgently require us to revisit our global perspective and realize the important role of sustainable development in global governance. Individual socio-environmental behaviors, on the other hand, are the most effective way to combat climate change and protect the environment, and therefore we must have a broader recognition of the importance of sustainable development at the level of collective responsibility, involving companies and citizens by their respective roles [3]. What is clear is that issues related to the environment and society are particularly salient among young people, because young people inevitably inherit the world and live with the potential deterioration of the social and ecological environment bequeathed to them by their predecessors [3]. As early as 2004, Bentley et al. [5] mentioned that young consumers have a very important value of interest in participation in the concept and practice of sustainable living. It is important to study the green purchasing behavior of the younger generation because they represent the future consumers, workers, and innovators of our society [6].

Young people are also, unsurprisingly, displaying a heightened concern for environmental issues. In the fall of 2018, a new youth movement emerged globally. This campaign is motivated by a shared concern for the future of this planet, and students around the world have begun skipping school every Friday to publicly voice their strong demands to combat climate change. While the long-term impact of this so-called Future Friday movement on policymaking remains to be proven, it suggests that young people are not only taking on environmental responsibility as political citizens but may increasingly take advantage of opportunities to engage as sustainability-conscious consumers [7]. However, unsustainable production and consumption patterns tend to lead to inappropriate utilization of limited and scarce natural resources, which further accelerates the deterioration of environmental conditions [8]. There are different types of actions that people can choose to take to protect the environment, and purchasing sustainable products is one of them [9]. Currently, the market for sustainable products is seen as an area with great potential growth, economic returns, and opportunities for new jobs, and it plays a central role in the shift of the economy towards sustainability [10].

As an important part of the future society, the behaviors and preferences of the younger generation as consumers, workers, and innovators have a significant impact on the long-term development of society and the environment. Therefore, how to motivate young people to buy sustainable products is of great practical significance in promoting the shift of enterprises to a greener and more socially responsible

mode of production, boosting the development of the market for sustainable products and contributing to the realization of the goal of sustainable development.

## **2. Necessity of Focusing on Young People**

The rise of Future Friday represents the growing interest of a new generation of young people in environmental issues and reflects their indispensable influence in advancing social transformation. This global protest not only highlights young people's deep concern about climate change and environmental destruction but also demonstrates their determination to pursue a sustainable future. Because of this, young people are seen as an important target group for interventions against unsustainable consumption habits, as well as key agents in setting the path for the development of more responsible lifestyles [11]. However, even though young people show positive attitudes and actions towards environmental protection, there is a relative paucity of research on their relationship with sustainable development. Singh et al. [12] emphasize that our understanding of young people in terms of sustainable development is still shallow compared to adults.

It is therefore crucial to strengthen research and learning on the sustainable behaviors of young people. Through deeper learning, we can better understand the needs and motivations of young people and thus formulate more targeted and effective policies and measures, as explained in more detail in the following three aspects of the need to focus on young people's research:

### **2.1. High Concern for the Environment**

Czajkowska & Ingaldi [13] emphasize that the younger age groups have a particularly strong interest in the environment and are enthusiastically engaged in solutions to environmental problems. This positive attitude stems in part from their deep concern for the future, as they recognize the enormous impact of environmental problems on people and the planet, and want to adopt measures to improve the current situation. Previously, it has been pointed out that the main reason for the higher level of concern about environmental issues among the younger generation is their ability to exchange information without borders [14]. In this way, they can quickly learn about the current environmental situation and solutions, and quickly communicate this information to a wider public, resulting in a more influential environmental movement. Family and social environmental factors likewise influence the younger generation's interest in environmental issues. They are likely to have been taught by their parents, teachers, or other elders to develop strong environmental awareness and good behavior from an early age [15].

The high level of concern and active participation of young people in environmental issues is the result of a combination of factors, including concern for the future, the ability to utilize digital technology, and the influence of the family and social environment. Taking these factors together, it is easy to see that young people's concern for environmental issues is not accidental, but rather a comprehensive manifestation of their multifaceted qualities, and that such concern and participation have injected more vitality and hope into the future cause of environmental protection.

### **2.2. Rising Consumption Power**

More than half of young participants say they are more willing to bear the higher financial cost of sustainable products and cite ethical business versus manufacturing as their top selection factor when shopping, according to the results of a 2019 survey released by Computer Generated Solutions (CGS) [16], a global provider of business applications, corporate learning and outsourcing services. This data set reveals a new generation of young people with a growing interest in sustainability, providing a challenging set of issues for businesses. Particularly when considering that young consumers are increasing their power of consumption, they have greater disposable income and may be more flexible in their decision to invest their money in a wide range of products [17].

As a large and powerful target customer group, young people have complex consumer behavior, with diverse lifestyles and a greater tendency to make one-off emotional purchases [14]. This means that companies need to pay more attention to and understand the needs and preferences of young people to provide products and services that suit their lifestyles and consumption habits while meeting their expectations for sustainable and ethical business.

### ***2.3. Growing Consumer Influence***

In family shopping decisions, couples are jointly involved in brand selection, however, Hundal [18] notes that children also play a key role in this process. They often make suggestions that influence the family's decision to choose products and brands. This phenomenon may be attributed to the fact that young people's interest in new trends, fashions, and technologies, as well as their extensive use of social media and the internet, make them play an integral role in the family's purchasing decisions. In addition to their influence in the household, young consumers also have a significant impact on the purchasing decisions of their peers [19]. Typically, young people are subject to social pressures and influences among their peers, especially when it comes to fashion, brands, and consumer behavior. They want to be in line with their peers to show their taste and identity and therefore are more inclined to choose products and brands that are similar to those of their peers.

With the continuous development of society and technology, young people's increased awareness of consumption and the popularization of social media have made them more inclined to express and publish their views. Together, these factors have contributed to the growing influence of the younger generation in the consumer sphere, and they have become important drivers of various consumer behaviors.

## **3. Sustainable Development and Products**

### ***3.1. Sustainable Development***

In 1987, the World Commission on Environment and Development (WCED) first proposed a definition of sustainable development. Shortly thereafter, Robins & Roberts [20] gave a further definition of sustainable consumption as consumption that balances the expenditure of time and money while meeting the basic needs of life and satisfying the needs of future generations. Bedford et al. [21] defined a sustainable lifestyle as a pattern of action and consumption that aims to meet basic needs while providing a higher quality of life while minimizing the use of natural resources, the emission of waste and pollutants, and without compromising the needs of future generations. In addition, the United Nations identified sustainable consumption and production as one of the Sustainable Development Goals (SDGs) in 2015. The new definition states that an environmentally conscious lifestyle is one in which natural resources are utilized in a responsible way to conserve them, including simple but effective daily behaviors such as conserving water and electricity, recycling, purchasing eco-products, using environmentally friendly transportation, and sharing bicycles [22].

### ***3.2. Sustainable Products***

In 1999, Robins stated that the development of sustainable practices is no longer solely the responsibility of wealthy economies and specific sectors of the economy. Instead, it has become the responsibility of all stakeholders including, but not limited to, industry, government, customers, and community sectors [6]. For businesses, achieving sustainable practices has become a widely recognized industry trend, but strategies are often developed for short-term success or to target a particular segment of the market [23].

Nowadays, the global community expects more and more companies to carry out socially responsible activities [24]. To increase the visibility and awareness of the various activities within the CSR framework, companies can vigorously publicize these activities to their customers so that consumers understand the consequences of environmentally and socially responsible behavior, and it also helps to increase consumers' concern for the well-being of others [4]. This concern for the environment has led to an increasing consumer demand for eco-friendly products [14]. As a result, many companies have begun to establish themselves as environmentally friendly and offer products that have less impact on the environment, thus providing benefits to the end user, such as using products with fewer harmful ingredients and saving energy or materials [8]. This also illustrates that for businesses to operate and remain active in the market, they must comply with certain environmental regulations.

To achieve sustainable development, we should pay more attention not only to the creation and promotion of environmentally sustainable products but also to green consumerism as it is one of the ways to achieve sustainable development [8]. Currently, the market for sustainable products has become one of the fastest growing, economically efficient, and most employable industries, which is important for economic transformation [10].

#### **4. Factors Influencing Purchases**

In this section, this paper integrates numerous research findings to provide an in-depth analysis of the core elements that influence users to purchase sustainable products. The paper summarizes these factors as environmental knowledge and concern, personal emotions and attitudes, social and family education, and product awareness and cognition. The results of the study show that these factors significantly influence consumers' purchase intentions for sustainable products, which is important for promoting the continued development of the sustainable product market.

##### **4.1. Environmental Knowledge and Concerns**

Mostafa's [25] findings suggest that knowledge about the environment largely determines consumers' perceptions of environmentally friendly products, which further determines their willingness to purchase sustainable products. With increasing concerns about environmental impacts, consumers become more sensitive to sustainable products when making purchasing decisions [14]. In today's world, there is an increasing focus on environmental issues as well as the environmental friendliness and sustainability of products. This trend is not only in developed countries but has also started to emerge in developing countries. For example, a study by Yadav & Pathak [26] found that the young population in India has also begun to pay more attention to environmental issues when purchasing sustainable products, which indicates that environmental concerns are gradually becoming part of the global consumer trend and is not just limited to the younger generation in developed countries. Also, this study states that environmental concerns have the most significant impact on consumer purchase intentions.

##### **4.2. Personal Emotions and Attitudes**

Young people's core values and emotional desire for a change in environmental conditions are significantly influential in shaping their sustainable behavior [27]. In addition, the findings of Matthies and Wallis [28] highlight the importance of consumer attitudes in sustainable product purchase intentions. Further, a recent study by Czajkowska & Ingaldi [13] also emphasized the internal factors of sustainability success. They pointed out that in addition to external factors such as technology and policies, internal factors such as individuals' awareness, psychological state, values, and ecological consciousness play a key role in achieving the goals of sustainable development, especially in activities that involve the protection of the family and personal environment.

##### **4.3. Social and Family Education**

Lee's [29] study found that peer partners had the most significant influence on young people in Hong Kong when it came to green consumption behavior. This finding suggests that social interactions among peer groups play an important role in influencing individuals' consumption habits. In addition, family and social factors have also been shown to have a significant impact on an individual's environmental behavior. In the family, the role of parents in transmitting environmental awareness and values to their children cannot be ignored, and their words and teachings are crucial in shaping the consumption attitudes of the next generation [28]. Ziesemer et al. [7] also showed that young people's autonomy is influenced by factors such as family structure, living conditions, and cultural backgrounds. These factors interact with each other and together shape the consumption habits and attitudes of the younger generation, which have a profound impact on their choice of sustainable products.

##### **4.4. Product Awareness and Cognition**

Hojnik et al. [8] in their study specifically emphasized the importance of consumer awareness of eco-products in translating environmental concerns into eco-product purchase intentions. This points out that the level of consumer cognition of eco-products plays a crucial role in the adoption of environmentally friendly behaviors. The study by Al-Swidi & Saleh [30] supports this view by pointing out that consumer cognition of sustainable products covers several dimensions, such as energy efficiency, packaging, hazardous ingredients, and recycling. They also found that increased consumer awareness of these aspects significantly improves their environmental behavior, which promotes more environmentally friendly purchasing behavior. Regarding this phenomenon, some scholars have recognized the direct impact of sustainable product knowledge on eco-friendly product purchasing preferences, and thus they argue that increasing market awareness and cognition of sustainable products not only improves consumers' consumption habits but also further contributes to the sustained growth of the sustainable

product market [31].

## 5. Strategies for Boosting Purchases

Different generations and consumers differ significantly in many ways, which cover the social and economic opportunities and difficulties they face, their types of technological activities, their awareness of social perspectives, and the norms and life experiences of their communities [32]. These differences result in each generation of consumers displaying their specific consumption patterns and behavioral preferences. This is especially true in the younger generation, which is undergoing the transition from childhood to adulthood, thus presenting more diverse and less clearly defined consumption preferences; research has shown that their characteristics are rather disjointed, which makes them a highly visible consumer group [7]. Today's young people are well-educated, digitally savvy, and interested in political and social change, and as such have become one of the most dominant consumer forces [33], and they are even more likely to exhibit unique characteristics in terms of consumption [34]. These include an interest in new technologies, a quest for ease of use, a desire for security, and a tendency to temporarily escape reality [33]. In addition, research has shown that young people tend to be more responsive and flexible than others, preferring collaboration and innovation, which drives them to think deeply about social issues [14]. Relative to other age groups, these young people are more likely to look up more before making a purchase and are convinced that technology can effectively contribute to their habits. In addition, they not only think deeply about current behavioral patterns and future trends but also are more eager to become long-term supporters of the green market in the long run.

However, despite these positive attributes of young people, their social consciousness is not fully translated into practical action [35]. Therefore, when developing strategies for sustainable change, it is important to focus on capturing the attention of young people and ensuring that the messages communicated are attuned to their self-interests and idealism. This group must be made to realize that their contribution as consumers to sustainable practices is crucial while encouraging them to put their ideals of empathy into practice and action to move society in a more sustainable direction.

For young consumers, price is one of the most important bases for their purchasing decisions [36]. However, young consumers seem to be reluctant to buy environmentally friendly products [37], and a possible reason for this phenomenon is the general financial difficulties faced by young consumers, especially students or the unemployed [38]. Generally, sustainable products are perceived to be more expensive than traditional products. However, our findings suggest that young consumers are willing to spend more money if they can buy eco-friendly products [39]. Precisely because the youth population has unique consumption habits and insights into sustainable products, we need to develop specialized strategies for them. These strategies should aim to encourage young people to somewhat overcome economic difficulties and contribute to sustainable development.

### 5.1. Utilizing Social Platforms

Young people exhibit a strong sense of group belonging, social awareness, and a desire to help others [9], making them somewhat of an ideal audience for engaging in sustainable behaviors. To motivate young people to adopt sustainable consumption behaviors, engaging with the media, trendsetters, and celebrities who are influential in shaping young people's consumer culture to shape their non-material aspirations is an important opportunity [4]. Before this, based on existing consumer socialization literature and mass media research, Lee [29] also noted that exposure to media messages about the environment should promote green purchasing behavior among young people. According to Shutaleva et al. [2], the results of the study showed that the main source of young people's access to information about environmental behavioral practices is the media, i.e., social networks, messengers, and friends/acquaintances, and that eco-behavior is encouraged and discussed among friends/acquaintances. The key factors influencing the formation of environmental behavioral practices are mass media and social networks, where the most common social network used by young people to get information about eco-behavioral practices is Instagram, and the key players are bloggers.

Young people are increasingly socially and environmentally conscious, and they are increasingly inclined to consider sustainability factors in their consumption choices. As a result, the media, social networks, and trend-setters with which they are closely connected, as well as those celebrities who can influence their consumption concepts, have become an important force in shaping their awareness of sustainable consumption. Therefore, strengthening the popularization of sustainable consumption concepts in the mass media, guiding eco-interactive discussions in the circle of friends, and promoting eco-friendly brands and sustainable products in social channels can help foster a more enthusiastic attitude towards sustainable consumption among the younger generation.

### **5.2. Strengthening Psychological Drives**

Willman-Iivarinen [40] summarized the psychological drivers of ethical/sustainable consumption among the younger generation, stating that consumption is not just about satisfying needs, but can be used as a social currency, an identity proposition, a tool for self-branding, and a means of communicating personal values and regulating emotions. Thus, sustainable consumption among young people is not only a personal behavior, but also a way of peer-to-peer communication to demonstrate a shift in personal values or ideals [41]. This psychological drive also motivates young people to purchase sustainable products. For example, research by Kamleitner et al. [42] suggests that consumers often perceive reused products, including those made from recycled materials, as opportunities to express themselves and feel special. Meanwhile, Adigüzel & Donato [43] also noted that consumers anticipate positive emotional experiences, such as pride, from using products made from recycled materials because they have contributed to creating a better world. Furthermore, not only do positive psychological emotions drive sustainable behavior, but negative emotions also have potential. For example, when young consumers are reminded by eco-labels to buy eco-friendly products, they may feel guilty if they do not buy sustainable products [44].

The younger generation's inclination towards ethical and sustainable consumption is not only a manifestation of personal behavior but also a socio-cultural expression. They see consumption as part of their social interactions and express their values and ideals through the purchase of sustainable products. This psychological drive not only evokes a desire to buy sustainable products but also drives them to scrutinize their purchasing choices from an emotional and socially responsible perspective. A deep understanding of the psychology of the younger generation in the consumer market is therefore crucial for the business community and policymakers, which will help them to respond more effectively to the various demands of consumers.

### **5.3. Upgrading Packaging Design**

Smith & Brower [45] found that while many companies offer sustainable products and are committed to sustainable operations, consumer environmental awareness is relatively low due to a mismatch between corporate communications and consumer environmental awareness. Their findings suggest that millennials pay attention to a company's reputation, read product labels, and look for clues on product packaging to recognize whether a product is environmentally friendly, and that specific symbols and terminology are thought to be effective in communicating green messages. The emphasis on packaging and labeling has been recognized by several scholars. Rokka & Uusitalo [46] stated that product packaging is critical to consumer choice, and green packaging in particular has a significant impact on their choice. Their study showed that consumers preferred eco-friendly packaging, while non-recyclable plastic packaging could lead to negative perceptions of product utility. Widjoj & Yudianto [47] also showed that packaging factors play an important role in green purchasing behavior as it is the point of contact between the consumer and the product. At the same time, product packaging can provide cues to young people, thus helping consumers make the actual purchase decision [12]. In addition, labeling of sustainable products deserves attention; besides serving as a sign of quality assurance, labels are crucial for conveying information to young consumers [47]. For example, images of the natural environment may help to construct positive beliefs about product attributes, thereby increasing the salience of eco-friendly product features [48]. Scholars have offered some insights into the stylistic aspects of packaging and labeling design. Gunelius [49] argues that products that use clean design, packaging, and advertising are "greener" in the eyes of the younger generation. Smith & Brower [45] also point out that this concise, clean look can differentiate sustainable products from similar products, as well as reduce comparisons with other products.

For the younger generation of consumers, product packaging and labeling play a crucial role in influencing their choice and perception of eco-friendly products. By understanding the perceived needs of consumers and subtly conveying green messages in packaging and labeling design, companies can better engage the younger generation of consumers and motivate them to purchase sustainable products.

### **5.4. Catering to Design Styles**

For some young people, projecting a green image may be seen as "fashionable", i.e. they see environmental protection as a lifestyle and a personal symbol of identity. However, for some young consumers, this is not of paramount importance. For example, youth who are not interested in green clothing are more concerned with style, price, brand, and fashion, and therefore green clothing may not meet their needs [50]. Moon et al. [51] also noted that sustainable products are often perceived as not being fashionable, trendy, or in line with consumers' needs. They conducted a study to address this issue by surveying 327 consumers in South Korea, and the results showed that the two behavioral attitudes,

environmentalism and fashionism, are not in direct conflict, but can be complementary. Therefore, sustainable products should be associated with fashionable and cool images to attract these young consumers [29]. In addition, Niinimäki & Koskinen [52] point out that design styles that are in line with young people's preferences not only attract them to buy but also deepen their emotional attachment to the product. For the product category of green apparel, Khare & Sadachar [50] suggest that apparel manufacturers can collaborate with fashion designers to introduce green apparel that is in line with global fashion and style. This will help to attract young people who are into the latest fashion and are not picky about green clothing, combining green clothing with the latest designs will help to make the product category relevant to a larger consumer base.

Although environmental identity is seen as a trend among young people, not everyone is interested in sustainable products. However, a growing body of research suggests that the combination of sustainable products and fashion is feasible, as environmentalism and fashionism are not contradictory. Therefore, combining sustainable products with fashion design is expected to appeal to a wider group of young consumers.

### ***5.5. Changing Promotional Methods***

As young consumers who are environmentally friendly and socially friendly, they tend to consider the potential impact of their behavior on the environment and society when shopping. Hence, an appropriate strategy for companies is to emphasize their corporate characteristics that are environmentally and/or socially proximate to fit in with young people's self-identities [4]. According to Woodside [53], storytelling is an effective tool through which companies can capture the attention of young people more persuasively through compelling stories. On the other hand, Lee [29] points out that it is crucial to adopt a softer, emotional, and sympathetic tone when communicating environmental concepts as the concept itself encompasses emotional elements such as saving the world, social responsibility, harmony with nature, harmony between human beings and the environment, and love for one's community and country. His study showed that audiences tend to perceive a hard and matter-of-fact tone as inappropriate or lacking warmth. Witek & Kuźniar [54], on the other hand, stated that an important issue in constructing marketing messages about environmentally friendly products for this group is the credibility of the message, and pointed out that managers should focus on minimizing the conflict between hedonism, economic motives, and environmental motives for the younger generation.

Younger generations are becoming more concerned about a company's stance on social obligations and environmental protection, and they look forward to supporting companies that are committed to social and environmental sustainability. Therefore, companies should be aware of this trend and adjust their communications to better communicate with young consumers. By shifting their communication methods to emphasize environmentally and socially relevant corporate attributes and adopting emotional storytelling, companies can better capture the attention of young people and build a trustworthy brand image.

### ***5.6. Improving Product Quality***

The conventional wisdom is that green products do not work as well as 'non-green' products [55]. The vast majority of consumers ask, "What's in it for me if I use a 'green' product? In practice, green claims are unlikely to appeal to mainstream consumers unless they also provide desirable benefits such as cost savings or improved product performance [56]. Even some consumers purchase sustainable products for reasons other than environmental, such as the market growth of organic food and energy-efficient appliances due to consumers' desire for them to be safe and save money, respectively [57]. However, based on research, Ottman et al. [55] state that successful sustainable products can appeal to mainstream consumers or lucrative niche markets and often command a premium by offering 'non-green' consumer values such as convenience and performance. Their research also suggests that successful marketing of sustainable products requires demonstrating non-green consumer value, with at least five desirable benefits commonly associated with sustainable products: efficiency and cost-effectiveness; health and safety; performance; symbolism and status; and convenience. In addition, so-called economic-ecological combination effects can be observed in certain types of green behaviors, such as the purchase of low-energy products that provide both environmental and economic benefits [58].

While the conventional wisdom is that sustainable products are not as practical as non-sustainable products, research has shown that successful sustainable products can attract mainstream consumers or lucrative specific markets. At the core, green goods need to be contrasted with other non-sustainable products, demonstrating clear competitive advantages in various aspects such as efficiency, health, and performance, and thus achieving win-win results in terms of environmental protection and economic benefits. Enterprises should therefore emphasize these advantages when promoting sustainable products

to appeal to a broader consumer base.

## 6. Conclusion and Discussion

Overall, the interaction between humans and nature has become an important issue of global concern, especially in the face of challenges such as global climate change. The younger generation, as a key component of the future society, is not only assuming environmental responsibility at the political level but is also driving the development of the market for sustainable products. Firstly, the young generation's high level of concern for environmental issues and active participation in environmental protection activities stems from their concern for the future and their ability to utilize digital technology, which makes them an important force in driving sustainable consumption. Second, as young people's consumption power rises, their demand for sustainable products also increases, and companies need to pay more attention to and understand their needs and preferences to fulfill their purchasing decisions. In addition, the growing influence of young people in their families and social networks, and the fact that their purchasing decisions not only influence family shopping behavior but also have a significant impact on their peers, providing companies with broader market opportunities.

This paper provides an in-depth analysis of young people's decision-making behavior when choosing sustainable products and the elements that influence this. Based on a comprehensive study of several pieces of literature, the paper summarizes the key factors influencing consumers' choice of sustainable products, including environmental knowledge and concerns, personal emotions and attitudes, social and family education, as well as product awareness and cognition. In addition, the paper proposes six strategies for young consumers, aiming to guide the market and companies to better meet this group's demand for sustainable products. First, use social platforms and mass media to enhance the dissemination of sustainable consumption concepts; second, strengthen psychological drives to combine sustainable products with personal identity and emotional needs; then, upgrade packaging design and product labeling to make them more attractive and environmentally friendly; then, cater to design styles and combine sustainable products with fashionable designs to appeal to a wider range of consumers; in addition, change promotional methods to emphasize the company's environmental stance and social responsibility to match the values of young people; and finally, improve sustainable product quality, highlighting the advantages of efficiency, health, and performance to achieve a win-win situation for both the environment and the economy. Through the combined use of these strategies, companies can better meet the needs of the younger generation of consumers for sustainable products and promote the realization of sustainable development.

Although this paper covers a wide range of topics, it unfortunately does not explore the potential impact of gender differences on sustainable product consumption behavior. For the most part, gender differences are significant, with studies showing that women globally are more likely to adopt and consume ethical products and are more involved in environmental activities [59]. In addition, the findings of Hojnik et al. [8] showed that female consumers were more prominent in environmental concern, eco-product awareness, and environmental responsibility compared to their male counterparts. Therefore, there is a need to explore the influence of gender factors on sustainable product consumption behavior in depth in future studies.

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