


Chapter 20


Towards the Creation of Sustainable Consumption Behaviours: Through Behavioural Economics

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ABSTRACT

Behavioral economics studies human decision-making and aims to eliminate unsustainable consumption. It uses concepts like nudges, framing, and social norms to encourage sustainable behavior. Rewards structures discourage extrinsic motivation and should discourage future dependency. Digital media and technology offer new approaches to behavioral change. To make Head Start interventions effective, a systemic strategy considering social, cultural, and economic contexts is needed. Behavioral interventions correct cognitive biases, use social norms, and appropriate choice architectures. Success depends on an inclusive, ethical solution combining behavioral change, policy design, organizational changes, and community mobilization.

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INTRODUCTION

The World Wide Fund for Nature (WWF) define sustainable consumption as the acquisition and utilization of products that enhance the wellbeing of community, without over exploiting the natural endowment, application of toxics and without polluting. This definition is in harmony with the general principle of sustainability which is the attainment of the triple bottom line which is the economic, social and the environmental. As opposed to thinking of the two concepts synonymously as merely SC is about minimizing usage of resources, sustainable consumption is about changing values, practices and structures to allow for the maintenance of ecological equilibrium. Some of the key area include selection of environmentally friendly products, minimizing waste and application of circular economy. For example, the consumer who chooses locally produced and certified organic products not only is saving the environment but also contributing to the local economies. More sustainable consumption practices include repairing instead of dumping items, use of energy star appliances, and supporting firms to take responsibility for manufacturing products. Each of them enhances the diminution of the emissions of greenhouse gases, the preservation of biodiversity and the promoting of fair distribution of resources. (Glavič,2021). They show that consumption must be sustainable in order to stop the depletion of resources that destabilizes the ecological systems and establish more robust systems that can handle impacts. That means, when success is not only perceived in economic terms but in terms of sustainable prosperity of everyone and the planet, sustainable consumption can redesignate the culture and promote the sustainability of generations. As for practical reasons indicate that sustainability of consumption depends on behavioural change, it is to note that subject and community activities play an essential role in shaping the environmental context. However, there is a split between careful consideration for sustainability and actually changing behaviour in these aspects called the intention-action gap. Behavioral change fills this gap because it change the behaviour, choice and preference of a person. For instance, people may comprehend that having less plastic contributes to more environmental gains yet they will prefer ease, for example, taking water in a plastic bottle. (White et al.,2019). Behavioral change strategies are about making certain forms of behaviour appropriate, convenient, and cheap as opposed to the current, now unpopular, and costly methods. Some examples of these include incentives for use of re-usable containers, subsidizing public transport, and institution of community waste management systems. Behavioral change is the other major component for addressing such psychological barriers as apathy or perceived inefficacy. Hoping that minor, repeated actions will mount up to create change begets an element of responsibility in treatment techniques. Moreover, societal behavior change initiatives can lead to systematic behavior changes since they affect the market which forces

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