



**UNVEILING THE DIVERSE DIMENSIONS OF SUSTAINABLE CONSUMPTION,  
ECOLOGICAL BEHAVIOR, AND ENVIRONMENTAL AWARENESS AMONG  
PAKISTAN'S UNIVERSITY STUDENTS: AN EMPIRICAL STUDY**

Asad Ali Khan\*

Department of Economics and Finance  
Muhammad Ali Jinnah University, Karachi  
Pakistan  
asadakhan92@yahoo.com

Muhammad Meraj

Faculty of Social and Basic Sciences, Economics Department  
Muhammad Ali Jinnah University, Karachi  
Pakistan

Hafiza Marium Asif

Social Science Department  
Muhammad Ali Jinnah University, Karachi  
Pakistan

\*Corresponding Author email: [asadakhan92@yahoo.com](mailto:asadakhan92@yahoo.com)

Submitted: 12 January 2024

Revised: 16 March 2024

Accepted: 24 March 2024

Peer-review under responsibility of 9<sup>th</sup> ASIA International Conference (Langkawi, Malaysia) Scientific Committee

<http://connectingasia.org/scientific-committee/>

© 2024 Published by Readers Insight Publisher,

Office # 6, First Floor, A & K Plaza, Near D Watson, F-10 Markaz, Islamabad, Pakistan,

[editor@readersinsight.net](mailto:editor@readersinsight.net)

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/4.0/>).



## ABSTRACT

The earth is on the verge of environmental disaster. The nature is turning its horn in terms of ecological positioning. Floods are being evident in the deserts, and hot and humid weather occurred in cities that once considered as chilly and breezy. A rapid change in weather conditions indicates or bells an alarm for the entire humans to retrospect their behavior towards the nature or environment. This paper is an effort to address the issue narrated above. It describes the environmental awareness among the university students in Pakistan. A country which is vastly affected due to recent weather changes or it is paying the price of industrialization of other countries because yet it is largely dependent on primary sector. The study recognizes the pressing need for sustainable consumption practices in Pakistan's environmental landscape. Its objectives include understanding the factors influencing sustainable consumption, delving into the underlying drivers of eco-consciousness, and investigating the dynamic relationships between student characteristics and ecological consciousness. Employing a robust methodology, the research explores existing literature and analyzes empirical results, revealing a high level of acceptance of ecological awareness and sustainable practices among participants. The findings exhibits the significance of integrating sustainability into higher education institutions, providing essential insights for policymakers and educators in steering Pakistan towards a more environmentally conscious future.

**Keywords:** *Sustainable Consumption; Pakistan; Environmental Awareness; University Students*

## RESEARCH HIGHLIGHTS

This study accentuates the imperative for sustainable consumption practices in Pakistan's intricate environmental challenges. The awareness about the environment among the university students plays an important role because they comprise the future leaders and policy makers in most of the countries. (Wardhana, 2022). This research explores the dynamic interplay between eco-consciousness, ecologically responsible behavior, and green consumption. The findings signify the pressing needs for sustainable practices in Pakistan's environmental landscape. The study's objectives span unraveling the influences on sustainable consumption, understanding drivers of eco-consciousness, and investigating dynamic relationships between students' characteristics and ecological awareness. With a robust methodology encompassing literature examination and empirical analysis, the study reveals a noteworthy acceptance of ecological awareness and sustainable behaviors among the participants. The insights emphasize the urgency of integrating sustainability into higher education institutions, providing essential guidance for policymakers and educators to cultivate more consciousness about eco-friendly behavior in Pakistan.

---

## Research Objectives

Embarking on a comprehensive exploration with multifaceted objectives. Firstly, it endeavors to untangle the intricate elements influencing sustainable consumption patterns among university students in Pakistan. Understanding these patterns is pivotal for devising effective environmental strategies (Sun et al., 2019). Secondly, the research aims to delve into the underlying factors shaping eco-consciousness and ecologically responsible behavior within this demographic. This objective seeks to unravel the

motivations, and influencers driving eco-friendly practices. Lastly, the study investigates dynamic relationships between students' characteristics, consumption habits, and ecological consciousness. This holistic approach provides a nuanced understanding of the interconnected dynamics, shaping environmental awareness and behaviors. The overarching goal is to offer comprehensive insights into these relationships, allowing for targeted interventions and informed policies. By achieving these objectives, the research contributes valuable knowledge to the broader discourse on sustainable practices, particularly within the crucial demography of university students in Pakistan.

## **Methodology**

This research employs a robust and comprehensive methodology to navigate the complexities of sustainable consumption and eco-consciousness among university students in Pakistan. The approach encompasses a thorough review of existing literature to establish a contextual foundation. The literature review delves into global and regional studies, providing insights into sustainable consumption patterns, eco-consciousness determinants, and the dynamic relationships between these variables. Subsequently, the study ventures into empirical analysis, employing surveys to gather primary data from the students of various universities in Pakistan. The survey instrument is designed to capture participants' demographics, consumption habits, and attitudes toward sustainable practices. It provides an in-depth qualitative perspective, allowing for a richer understanding of motivations and challenges, related to eco-conscious behavior. Sampling involves a diverse representation of university students across disciplines, ensuring a comprehensive view of the demography. The collected data shows rigorous analysis including descriptive and regression, employing SPSS software and statistical tools to identify patterns, correlations, and trends. The ethical considerations are paramount, ensuring participants' confidentiality, informed consent, and adherence to ethical guidelines. The methodology aims for transparency, replicability, and reliability, providing a solid foundation for drawing meaningful conclusions and actionable recommendations. This comprehensive approach enables the research to uncover the nuanced dynamics of sustainable consumption and eco-consciousness among university students in Pakistan.

## **Results**

This investigation sought to unravel the intricate dynamics shaping university students' eco-conscious behaviors and green consumerism and their subsequent impact on ecological awareness. Empirical evidence derived from the study highlights the substantial influence of both environmental behavior and green consumption on participants' ecological consciousness. University students demonstrated a widespread acceptance of ecological awareness, green consumption, and eco-friendly behavior, indicating a positive orientation towards sustainable practices. The survey findings accentuate the perceived significance of promoting ecological consciousness, particularly within the educational context. Recognizing the pivotal role of universities as educational institutions, the study emphasizes the need for active encouragement of stakeholders to contribute to fostering a sustainable environment. Recommendations for higher education institutions include

the formulation of relevant policies and plans incorporating green and sustainable concepts within the university domain, accompanied by supportive infrastructures.

## Findings

The study illuminates the profound impact of university students' eco-conscious behaviors and green consumerism on ecological awareness. Empirical evidence exhibits the widespread acceptance of sustainable practices, with participants displaying positive orientations. While the study's influence is undeniable, limitations arise from its focus on Pakistani universities, challenging global generalization. Future research should explore additional variables, expanding beyond specific activities to grasp a more comprehensive understanding. Recognizing these intricacies, the study advocates for policy actions to enhance ecological awareness among university students, proposing interventions like integrating sustainability into curricula and fostering green campus initiatives.

## References

- Sun, Y., Liu, N., & Zhao, M. (2019). Factors and mechanisms affecting green consumption in China: A multilevel analysis. *Journal of Cleaner Production*, 209, 481–493. <https://doi.org/10.1016/j.jclepro.2018.10.241>
- Wardhana, D. Y. (2022). Environmental Awareness, Sustainable Consumption and Green Behavior Amongst University Students. *Review of Integrative Business and Economics Research*, 11(1), 242.

### Author's Biography



**Asad Ali Khan** is currently associated with Mohammad Ali Jinnah University, Karachi, Pakistan for pursuing his MS degree in Economics and Finance. He has finished writing a couple of research paper and eager to present his research to the national/international audience/researchers.



**Dr. Muhammad Meraj** is a renowned Economist who is currently serving as an Associate Dean, Faculty of Social and Basic Sciences, and Head of Economics Department at Mohammad Ali Jinnah University. He has acquired his Ph. D from Ritsumeikan Asia Pacific University, Japan. He is the Editor of Jinnah Business and Economics Research Journal (JBERJ), and Jinnah Research Bulletin. He is also an Editor-in-Chief of PSYientist (a quarterly magazine on Psychology research). Besides, a number of publications in national and international journals, he has published a book titled Life in the times of corona pandemic. He has also presented his research work at various international conferences. His areas of research are poverty alleviation, gender equality, population and fertility, microfinance and microcredit, and development studies.



**Hafiza Mariam Asif** is currently serving at Mohammad Ali Jinnah University as a Lecture in the Social Science department. Her expertise and areas of interest are English Language Literature and Linguistics. She has participated in various national and international conferences. She also has vast experience of working with SPELLT and the British Council. Her area of interest is Gamification, Ecological awareness, and contemporary challenges and opportunities in language learning etc.