



**KAUTZ CONFERENCE**  
**ON BUSINESS AND ECONOMICS**  
TRANSFORMING GLOBAL  
CHALLENGES INTO OPPORTUNITIES



## **Transforming Global Challenges into Opportunities**

**The impact of AI, sustainability, digital transformation on the future of business, economics and society**

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# Sustainability in Practice: Understanding the Intention-Behavior Gap Among Middle-Class Consumers in Lucknow

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**Background and introduction:** We observe a discrepancy between the attitude and the actual behaviour of the consumers. This is "attitude-behavior gap." To save our ecosystem this gap has to be closed. The main research questions are: (1) How conscious are the middle class consumers in Lucknow about sustainability and ethical consumption? (2) What main elements explain the discrepancy between knowledge and sustainable buying behavior? (3) How may this gap be closed and action-oriented sustainable consumption encouraged?

## Objective:

1. To find out how conscious urban middle-class Lucknow consumers are of sustainability and responsible consumption.
2. To compare consumers' intentions with their actual practices on sustainable living.
3. To find the structural and personal obstacles stopping customers from turning awareness into environmentally friendly behavior.
4. To investigate how sociocultural elements influence environmentally friendly consumer behavior.
5. To investigate how peer behavior affects sustainability.

**Methodology:** The method is analytical—to pinpoint elements causing behavioral changes—as well as descriptive—to gauge degrees of awareness. Data are gathered using a cross-sectional time frame. Targeting urban middle-class Lucknow residents aged 18–45, the survey is stratified random depending on income and age. Primary technique of data collecting is a structured questionnaire survey; optional in-depth interviews follow. With Cronbach's alpha score was 0.84, the dependability of research instrument proved

**Results:** Information gathered from 200 Lucknow middle-class urban consumers offers insightful analysis of present behavioral trends, perceived obstacles, and possible incentives for sustainable living. Results expose a clear difference between awareness and behavior. Of the respondents, an astounding 85% said they knew about problems with sustainability and responsible consumption. This disparity emphasizes how insufficient awareness by itself is to inspire environmentally friendly purchasing behaviour.

## Conclusions:

### Theoretical Results

1. Validated Intent-Behavior Gap
2. Impact of Socio-Demographic Elements
3. Forecasters of Ecological Behavior
4. Communication and social influence roles

### Practical Findings

1. Obstacles to Sustained Consumption
2. Value of Reliable Brands
3. Designed Interventions for Important Groups
4. Using Social Impact

### Significance

1. Filling up Sustainability's Intention-Behavior Gap
2. Contextual understanding from a population under researched

### 3. Evidence-Based Finding

#### **Limitations and future research directions:**

1. Investigating regional differences in sustainable consumer behavior by means of comparative studies among several urban categories—tier 1 tier 2, and rural areas of India.
2. Design Using Longitudinal Research
3. Behavioral Interventions Experimentally: Future studies can help create causal evidence by evaluating strategies including influencer marketing, eco-labeling, and pricing incentives using field tests or randomized controlled trials.
4. Incorporation of more psychographic variables.

**Keywords:** consumers, awareness, intention, action, behavior gap, sustainable development, responsible consumption, purchase behavior