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**A VÁLLALATOK MINT A FENNTARTHATÓ FOGYASZTÓI
MAGATARTÁS HAJTÓERŐI**
**COMPANIES AS CHANGEMAKERS FOR SUSTAINABLE
CONSUMER BEHAVIOURS**

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1. INTRODUCTION

Sustainability is one of today's most serious topics, including social, environmental, and economic difficulties (Banyte et al., 2020). As a matter of fact, 2030 is the deadline for accomplishing the SDGs (Sustainable development goals) of the U.N. (United Nations), including goal 12 for sustainable consumption and production.

In contrast, the SDGs 2020 Report showed that the world is still not achieving its objectives by 2030 (U.N., 2020). Consequently, there is a severe problem and a discrepancy between what we should be doing and what we are doing. While observing society, consumption and production are viewed as distant and significant notions unrelated to us. But, we are the ones purchasing things and, business, operating enterprises. What aggregate the situation more, present consumer behavior is less responsible than it was five years ago (Ari & Yikmaz, 2019). As a result, shifting to a more sustainable lifestyle is vital. Consumers must understand and behave accordingly that consumption is more than just purchasing. It also recognizes, comprehends, and engages with the product's behind-the-scenes procedures. Consumers are part of the solution and influence change by choosing what has fewer adverse environmental consequences.

However, we can achieve that only by making consumers aware and engaging in sustainability practices (Roy, 2021). Furthermore, what is missing is how to incorporate and educate people in an effective way to be more engaged in sustainability. In fact, business is one of the leading players and influencers in consumer purchasing behaviors. In this setting, companies, particularly those in the sustainable sectors, may be able to convince customers to follow and embrace a more sustainable lifestyle.

In this context, this research investigates various strategies and actions companies can take to engage consumers more in adopting sustainable lifestyles. This aim I am approached by the research questions as follows:

1. What are the core causes of unsustainable behaviors?
2. What are the most trustworthy advertisements and sources of motivation for sustainable consumption?
3. How could the SHIFT framework be used to engage consumers more in sustainability?
4. What are Roche's enterprise actions toward sustainability?
5. What are the various solutions and strategies companies can take to raise the consumer level of sustainability awareness and engagement?

To reach this goal, the research methodology is built on three pillars. First, an online questionnaire of 240 consumers was conducted and cross-analyzed to collect the data and examine the research questions. Furthermore, I have prepared a case study of the company Roche, which is involved in CSR and SDGs, to identify realistic strategies for increasing consumer sustainability awareness and engagement. The third pillar analyzes the SHIFT framework and how it could be applicable in this context.

2. CONCEPTUAL FRAMEWORK

2.1. SUSTAINABLE DEVELOPMENT

In fact, in 1983, the “United Nations Commission on Environment and Development,” also known as the “Brundtland Commission,” influenced the definition of the term “sustainability.” Sustainable development means meeting present demands without affecting future generations' ability to satisfy their own needs (Keeble, 1988). It has risen as an alternative approach to addressing damage to the ecosystem caused by resource overhunting, ecological pollution, climate change, and population growth (Damico et al., 2022). The Brundtland Commission published its final “Our Common Future” report in 1987. (Commonly known as the Brundtland Report).

Furthermore, three aspects of sustainability (social, economic, and environmental) were identified in 1994 by Elkington and the Triple Bottom Line (James, 2022). The triple bottom line is a very known dimension in academics and industries. First, the social component comprises treating people with dignity and ensuring that employees, stakeholders, and the society in which a business operates treat individuals responsibly, ethically, and long-term (Purvis et al., 2019). Second, the environmental component, the most known and significant aspect, is about reducing carbon footprints, water use, non-biodegradable material, and inefficient practices (Bocken, 2017). Third, the economic component is a firm's ability to earn enough cash to continue functioning for an extended period by finding a balance in creating money that aligns with the other sustainability aspects (Purvis et al., 2019).

2.2. SDGs AND GOAL 12

In 2015, the 2030 Agenda for Sustainable Development was announced to eliminate poverty. Plus, it aimed to help to bring peace, wealth, and opportunities for all on a safe planet. To ensure the human rights of everyone, the United Nations published 17 Sustainable Development Goals (SDGs), which request a revolution of the financial, economic, and political structures that regulate our communities today (U.N., 2020). Simultaneously, U.N. set a target to achieve these 17 goals by 2030. The world leaders agreed on these goals at the historic United Nations Summit in September 2015, which entered into force in January 2016

(U.N., para. 1). Among these goals is goal 12, Sustainable Consumption and Production (SCP). SDG 12 is critical to accomplishing the SDGs since it promotes several of them and is necessary for long-term development. It is all about achieving more with less. Besides, it is about disconnecting economic growth from environmental deterioration, reducing resource consumption and harmful materials, and encouraging environmentally friendly lifestyles (U.N., para.2). As well as the generation of waste and pollutants across the whole consumption and production cycle. As a result, sustainable consumption and production encourage resources and energy efficiency, the availability of green and good jobs, and a higher standard of living (Valor et al., 2020).

However, many businesses abuse the SDGs. For example, the textile sector is now the second-largest cause of clean water pollution after agriculture, and many clothing brands, abuse textile workers in underdeveloped countries (U.N., 2020). Furthermore, compared to 2010, the global material footprint grew by 17.4% in 2017. By cutting production costs and improving the effectiveness of the food chain, less food is lost or wasted, which can contribute to environmental sustainability. Today, we waste 13.8% of what is produced and \$400 billion annually in shipping, storage, and processing losses. Additionally, we are polluting water more quickly than the natural cycle would allow, putting the systems essential to our survival and advancement in danger (U.N., 2020). That is why it is vital to be aware and engaged to achieve goal 12, as it is crucial to the long-term development of a sustainable economy that benefits both individuals and the earth.

2.3. SUSTAINABLE CONSUMPTION

Nowadays, consumption has become an integral component of modern life. It speeds up consumer movement and mobilizes mass consumption. However, it is frequently said that consumerism gives birth to materialism while ignoring future needs, sustainability, goods and service behind the scenes, their origins, and environmental effects (Quoquab & Mohammad, 2016). For example, food production and consumption account for around one-third of household environmental impact worldwide (Simeone & Scarpato, 2020).

As a result, sustainable consumption is highly needed. In this context, sustainable consumption means using products and services that satisfy minimum requirements and improve people's lives while using fewer natural resources, toxic elements, waste, and reduced pollution all across their entire lifecycle, so that outcomes' needs are not compromised. (Ari & Yikmaz, 2019). Consequently, a socially responsible consumer makes purchase and

consumption decisions based on their awareness of environmental and social issues. They consider traditional purchase factors (price, quality, etc.) and the product's social and ecological implications. In fact, it is proven that consumers can make a difference by purchasing from sustainable and local sources and exerting pressure on corporations to adopt sustainable business practices. (U.N., 2020).

Furthermore, sustainable consumption is critical since, as demonstrated, individual consumption choices have enormous environmental consequences (White et al., 2019). consequently, unless we begin making more sustainable decisions, we will be unable to protect our planet or continue operating as we already do. Businesses may play an essential role in aiding customers in developing sustainable behaviors in this circumstance.

2.4. CORPORATE SOCIAL RESPONSIBILITY

CSR (corporate social responsibility) is a management approach getting popular in the twenty-first century. CSR is when businesses incorporate environmental and social concerns into their operations and relationships with stakeholders (U.N, n.d). Moreover, CSR was seen as a pyramid that includes society's economic, political, social, and personal aspirations on organizations at any particular period (Carroll 1979, 1991). CSR's four-part concept was first presented in 1979. Carroll removed the four-part idea in 1991 and rebuilt it as a CSR pyramid. Examples of ethical duties include being ecologically sustainable, providing fair salaries, and refusing to do business with dictatorial nations (Smith, n.d). While legal obligations might consist of everything from securities rules to labor law, environmental legislation, and even criminal justice (Carroll, 2016). Economic responsibility means that enterprises must be capable of sustaining themselves by being profitable and able to attract shareholders and owners to engage and have enough funds to continue operations. Meanwhile, the philanthropic obligation of business is seeming to be flexible or voluntary. As a result, this category is generally seen as exemplary in terms of "corporate citizenship." (Carroll, 2016). Moreover, it is mainly seen as an essential element of the CSR pyramid. In the same context, a component of profitable business practice. According to Cone (2010), when an industry is perceived as excellent corporate citizens, it may develop lasting, loyal connections with consumers who consider themselves as investors in the firm or brand through their buying power (Du et al., 2010).

In summary, supervisors are accountable for achieving goals not just inside their organizations but also for the good of society (Asemah et al., 2013).

Critical CSR problems include green initiatives, eco-efficiency, resource efficiency, stakeholder participation, labor protections and conditions of employment, employee and community interactions, social equality, equality between women and men, human rights, good governance, and anti-corruption strategies (U.N., n.d).

3. RESEARCH METHODOLOGY

The methodology of this research paper has three pillars:

1. An online survey to collect data from the customer's perspective.
2. A case study of the company Roche to acquire data from a business perspective.
3. An analysis of the SHIFT framework and its application in raising consumer awareness and engagement about sustainability.

3.1. SURVEY

As a first pillar, an online survey was conducted in the scope of this research paper to collect data from the customer's perspective. This survey aimed to gather information about people's awareness, knowledge, and engagement toward sustainability.

The participants' profiles are as follows: 240 persons took the survey from 60 countries. As figure 2 shows, six continents were present (33.8% from Europe, 23.8% from Africa, 35.8% from Asia, 0.8% from Australia/ Oceania, 4.2% from North America, and 1.7% from South America). Respondents aged under 18 years old to above 53 years old, but the highest percentage, 70.4%, are aged between 18 and 30 years old, while the lowest percentage was 0.8% for those below 18 years old (Figure 1).

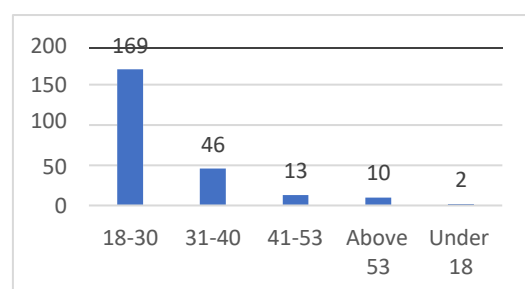


Figure 1: Division of survey participants by age

Source: Author creation based on the survey answers

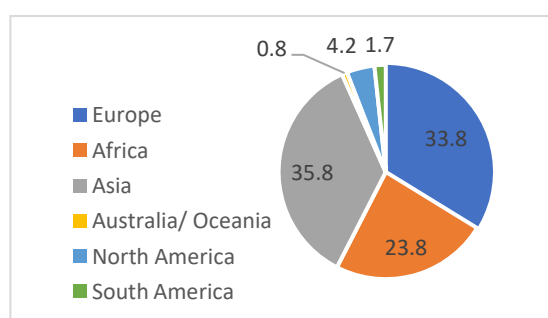


Figure 2: Division of survey participants by continent, in %

Source: Author creation based on the survey answers

The questionnaire separated two categories of consumers. The first category is people who answered either “yes very much” or “yes” to “Do you follow a sustainable lifestyle?”. The second category is the respondents of “a little bit” or “not at all” to the same question.

Data was collected about the different sources of motivations behind sustainable lifestyle, strictly for category one. Besides, the root causes behind unsustainable behaviors are only for category two. Furthermore, the online survey helped to acquire data from both categories about the most trusted types of advertisements, sustainable lifestyle practices, and different solutions to help adopt a more sustainable and environmental lifestyle. Furthermore, the consumers suggested how companies can help them adopt a sustainable lifestyle.

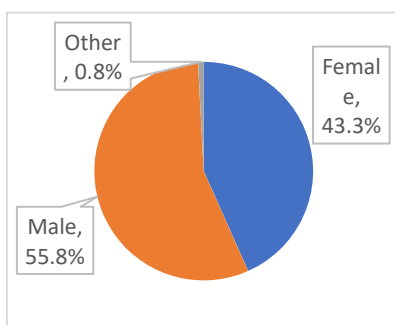


Figure 5: Division of survey participants by gender

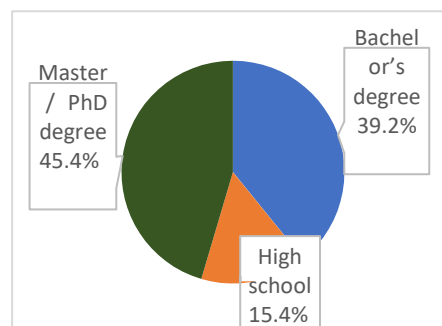


Figure 4: Division of survey participants by educational level

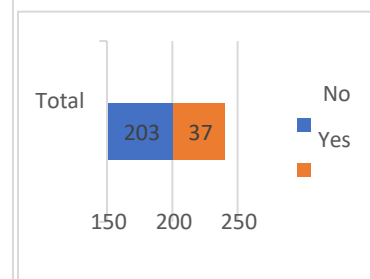


Figure 3: Division of survey participants by having children or not

Source: Author

Source: Author creation based on survey answers

As figure 3 shows, survey takers are 43.3% females, 55.8% males, and 0.8% others. 45.4% of participants have a master’s or Ph.D. degree, 39.2% have a bachelor’s degree, and 15.4% have a high school level of education (Figure 4). The majority of survey responders, 203 participants, representing 84,6%, do not have children. In contrast, 37 persons, meaning 15.4%, have children (Figure 5).

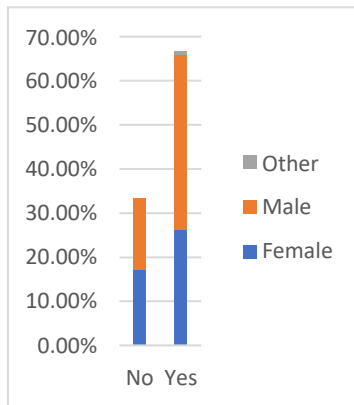


Figure 8: Percentage of survey answers of “Do you work?” based on their gender

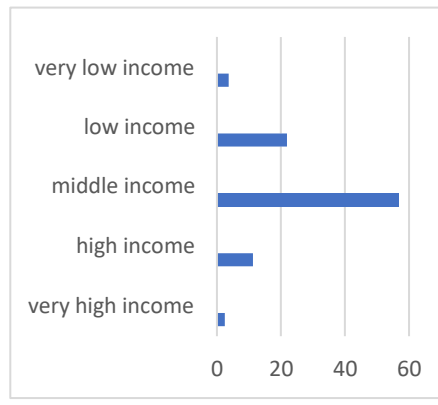


Figure 6: Division of survey participants' who work by income level by %

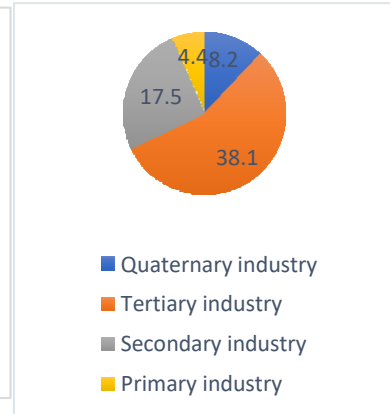


Figure 7: Division of survey participants' who work by industry by %

Source: Author creation based on survey answers.

Based on figure 6, 66.7% have a job (26.3% are female, 39.6% are male, and 0.8% are others). The rest, 33.3%, do not work (17.1% female, 16.3% male, and 0% others).

All four sectors were present and are divided respectively 40% work in the Quaternary industry, 38.1% in the tertiary industry, 17.5% in the secondary industry, and 4.4% in the primary industry (Figure 8). Participants were from different social classes where 11.3% have a high income, 21.9% have low income, 56.9% have middle income, 2.5% have a very high income, and 3.7% have very low income, while 3.7% were not applicable (Figure 7).

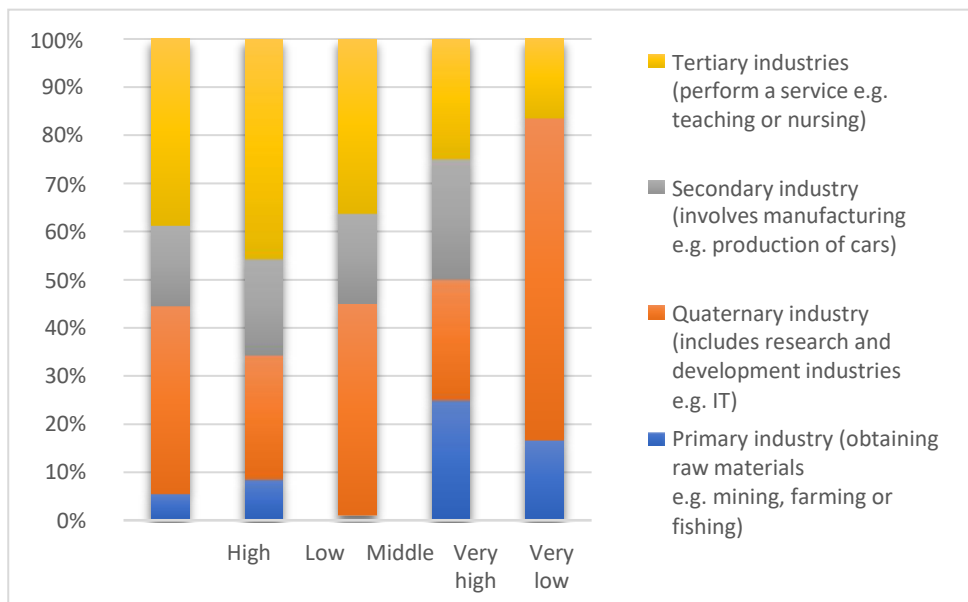


Figure 9: Percentage of survey participants level of income by their industry

Source: Author creation based on the survey answers.

Following the figure 9, of those with a high income, the majority of them, 38.9%, are from quaternary and tertiary industries, respectively. In comparison, the lowest 5.6% were from the primary industry. For survey workers with middle income, the majority were from the quaternary industry representing 44%. At the same time, most survey participants who have very low income come from the quaternary industry, 66.7%.

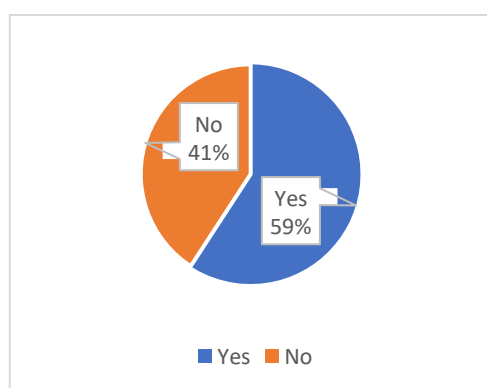


Figure 10: Division of survey participants by being a student or not

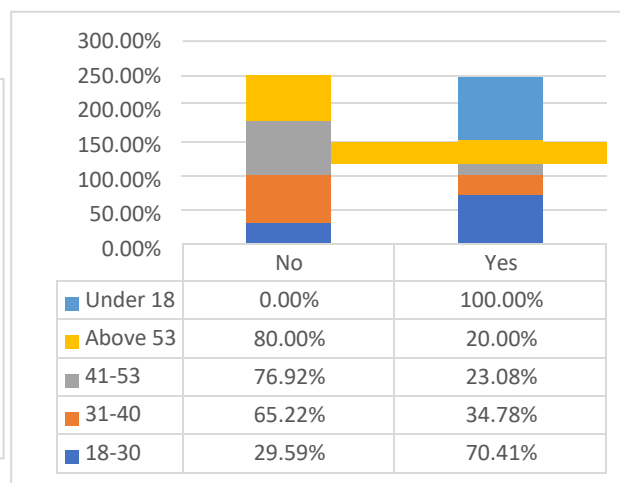


Figure 11: Results of "Are you a student?" by "How old are you?"

Source: Author creation based on survey answers.

The majority of participants, 59.2%, are students, while 40.8% are not (Figure 10). Most survey participants under 18 are students, as are those between 18 and 30. The older the survey participants, the fewer pupils there are; the contrary is true (Figure 11).

3.2. CASE STUDY

Nowadays, while numerous companies are abusing SDGs in various ways, there are precious companies that include SDGs and involve CSR in their business. Some enterprises recognize the need for more sustainable business practices and put massive efforts into raising sustainability awareness among their employees, consumers, and stakeholders. Among them is Roche.

As a second pillar, I had a virtual meeting with the Community lead of the "green ideas community" in Roche, Budapest, Hungary. To examine the company's perspective of raising awareness of consumers about sustainability. Likewise, to identify realistic strategies for increasing consumer sustainability awareness and engagement. As a matter of fact, Roche was

established in 1896. It is a Swiss international healthcare corporation with two divisions: pharmaceuticals and diagnostics. The headquarters of the company are in Basel. Roche is a leading source of in-vitro diagnostics, a global supplier of revolutionary creative solutions across severe disease categories, and one of the world's largest biotech firms.

Furthermore, provide people with life-changing remedies. Roche is appealing because it integrates sustainability into Roche's business strategy and is an essential component of everyone's employment at Roche. Moreover, the three pillars of sustainability are included in the Roche corporate model. Besides, CSR is essential to Roche's operations, general goals, and overall culture.

3.3. ANALYZE THE SHIFT FRAMEWORK

Finally, in the third pillar, I have analyzed the five components of the SHIFT framework. These components are social influence, Habit formation, Individual self, Feelings and cognition, and Tangibility. This pillar aims to determine how to use the SHIFT framework as a successful technique to encourage environmentally friendly customer behavior, whether the solution is a product, a service, or a behavioral change.

4. DATA ANALYSIS

4.1. FUNDAMENTAL ANALYSIS

Do you know what sustainability means?

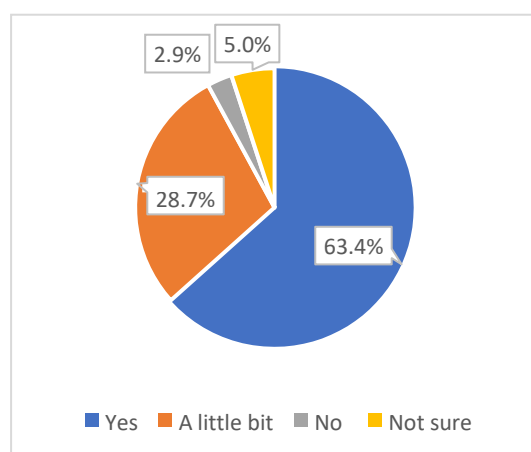


Figure 12: Survey answers to "Do you know what sustainability means?"

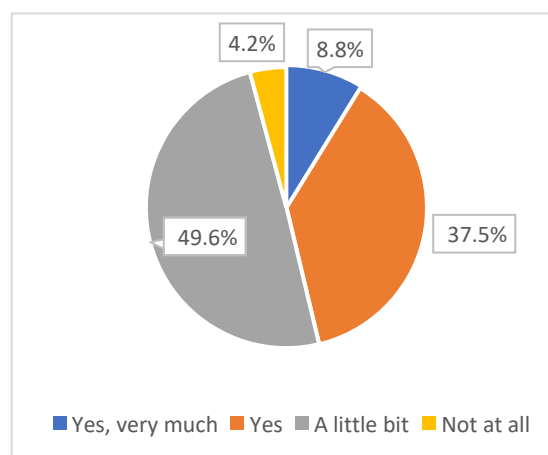


Figure 13: Survey responses to "Do you follow a sustainable lifestyle?"

Source: Author creation based on survey answers.

Based on figure 12, the majority of survey respondents (63.4%) understand what sustainability is. While almost 3/10 understand the concept of sustainability (by answering

"a little bit"). In other words, 92.1% of people surveyed had some concept of sustainability. In comparison, 5% are unsure if they understand what it means to be sustainable. On the other hand, people who know nothing about sustainability and its significance have the lowest proportion (2.9%).

As figure 13 shows, most questionnaire participants, representing the ½, follow a sustainable lifestyle only "a little bit." In comparison, 3/8 of those surveyed live a sustainable lifestyle (37.5% stated "yes"). Furthermore, 8.8% of people follow a "very much" sustainable lifestyle. However, 4.2% do not live a sustainable lifestyle at all.

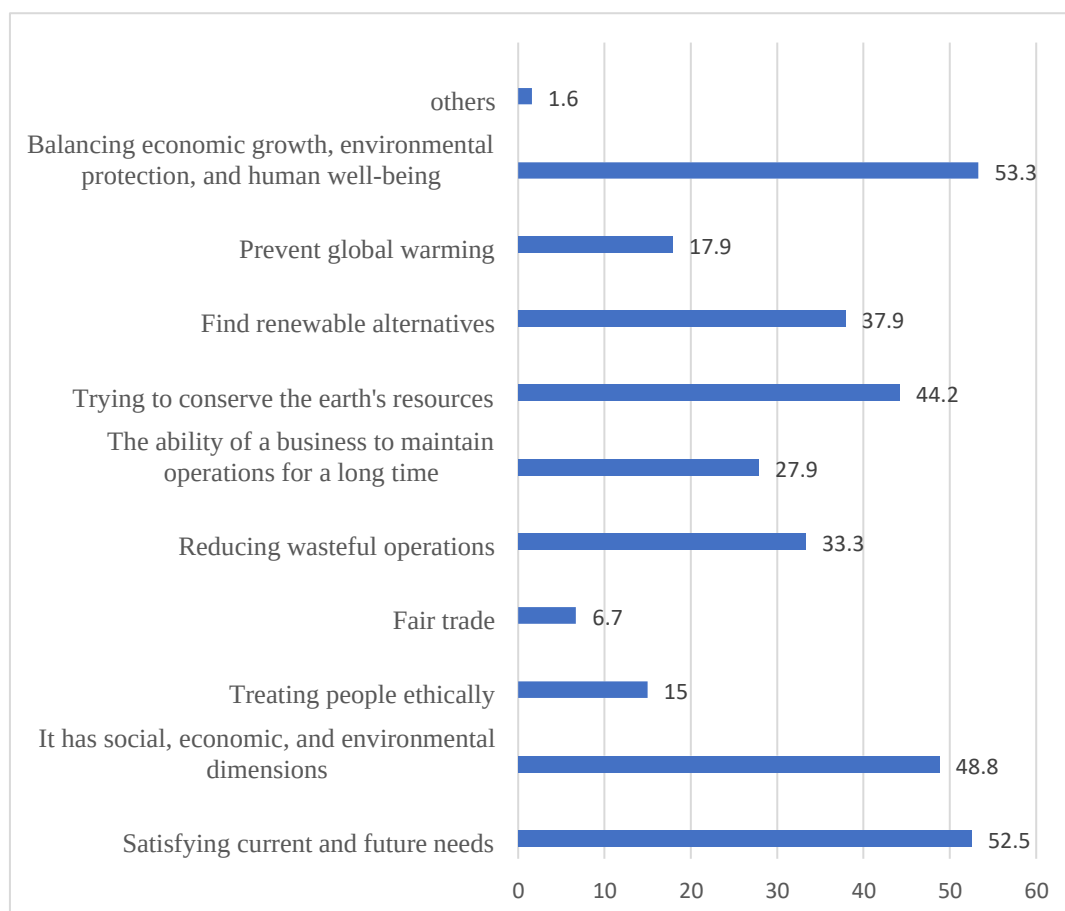


Figure 14: Survey answers to "Mark 3 of the following that you think most cover the meaning of sustainability"

Source: Author creation based on the survey answers.

From the figure 14, almost ½ of survey respondents are aware that sustainability encompasses "satisfying current and future needs" (52.5%) and "balancing economic growth, environmental protection, and human well-being" (53.3%). Furthermore, 48.8% are familiar with social, economic, and environmental sustainability. Besides, 44.2% understand sustainability as "trying to conserve the earth's resources." Additionally, 37.9% know that

sustainability goals aim to discover renewable alternatives. While just one-third are aware that sustainability includes "reducing wasteful operations." However, just 17.9% are aware that preventing global warming is also covered. 3/20 out of the participants selected "treating people ethically" as a definition of sustainability. A minority, 6.7%, are aware of fair trade as a sustainability principle. In contrast, few respondents chose "others" as an option. They cited the following "the ability to sustain the human position in our ecosystem" Add to that, "all of the above but for how much now and for how long in the future?" and "creating a sustainable system in every corner of the world."

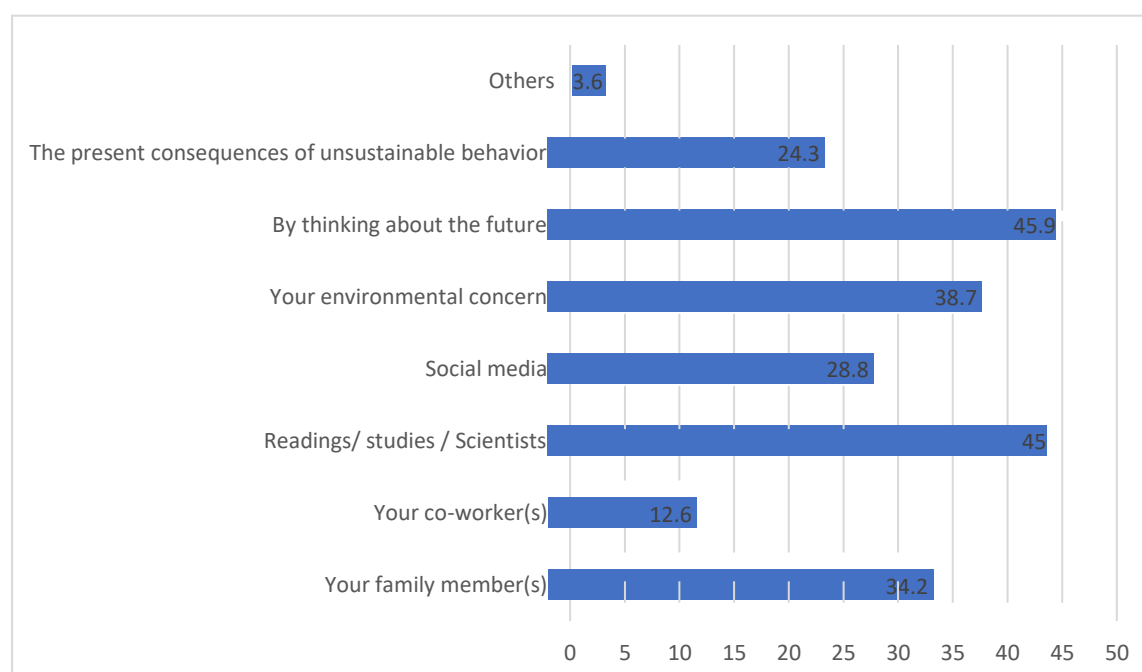
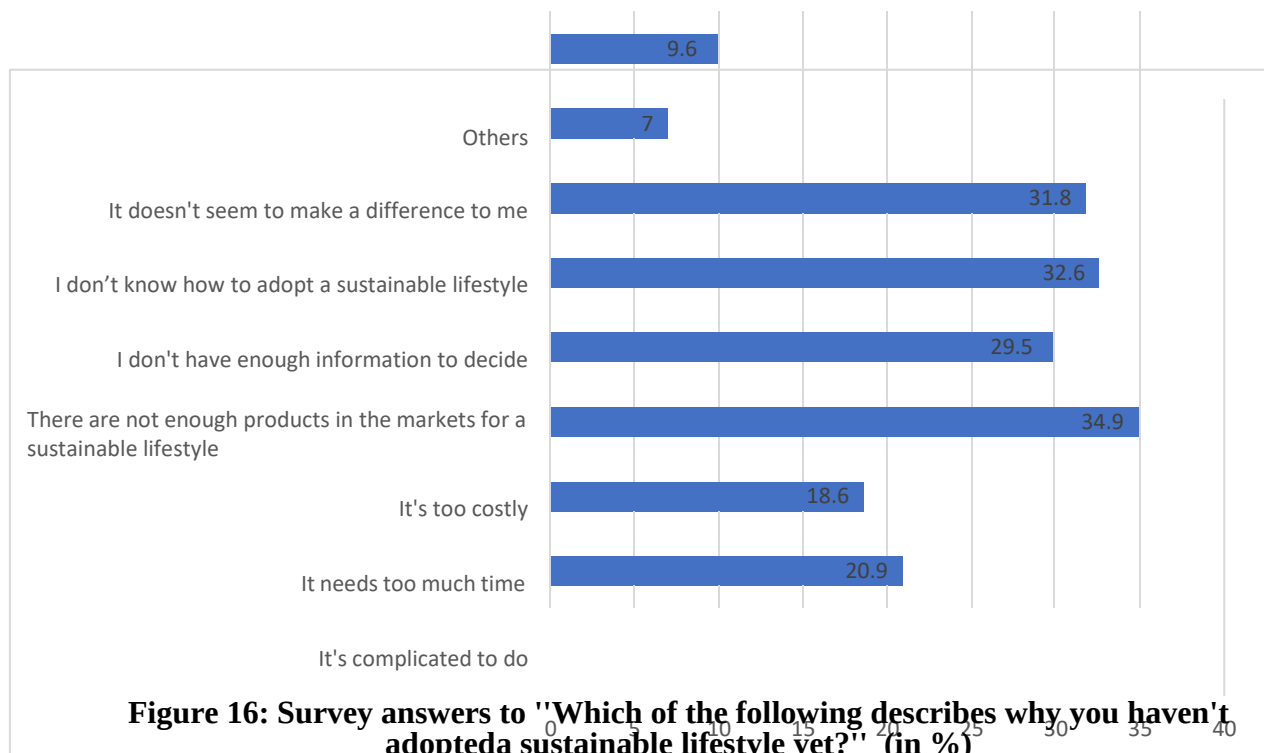


Figure 15: Survey answers to "Who influenced you to follow a sustainable lifestyle? OR What motivates you?" (in %)

Source: Author creation based on the survey answers.

Figure 15 represents that only survey participants who replied "yes" or "yes very much" to the question "Do you follow a sustainable lifestyle?" can see this particular question. As a result, 111 participants had access to it. Their source of motivations and influence were as follows: 45.9% of those who live a sustainable lifestyle were motivated by "thinking about the future" or by "reading, studies, scientists" (45%). Meanwhile, "environmental concern" ranks third as a source of motivation for 38.7% of survey participants. Additionally, family members inspire 34.2% to live a more sustainable lifestyle. While only 12.6% see their "co- workers" as a source of motivation behind their sustainable lifestyle. In contrast, a minority picked the "others" option and wrote such as "feeling responsible for keeping the beauty of this world for the following generation, as a human being who is part of humanity and "friends ".



Source: Author creation based on the survey answers.

Survey respondents who replied "no" or "not at all" to the question, "Do you follow a sustainable lifestyle?" were able to see this question. In all, 129 people took part.

Following the figure 16, the most common explanation for survey participants' unsustainable behaviors was "it is too costly," which accounted for 34.9%. While almost a third of those surveyed picked the reasons "I do not know how to adopt a sustainable lifestyle" and "I do not have enough information to decide." 29.5% believe there are not enough items on the market for sustainable living, which is why they have not begun their trip in sustainability. While 1/5 feel it is complicated to do, 18.6 think it "needs too much time." Likewise, 7% believe that living a sustainable lifestyle makes no difference.

While some participants selected the "others" option and cited the following: "laziness," "sustainability is not about personal choices, but rather about political choices on a societal level, e.g., what energy systems are chosen, or what legislation is implemented." Additionally, another participant declared sustainability "needs much

planning, to begin with." Meanwhile, a respondent cited, "it is a process. Done step by step. I cannot achieve it now, but I am building towards it".

Similarly, a participant said, "I am adopting the lifestyle little by little." Moreover, a survey taker thinks that "it is a relatively more expensive lifestyle,". Likewise, "it takes energy and time to learn new habits" for another participant. While a participant believes that "our human nature and our culture and our economy are not designed to be sustainable, so even if we try to do something even a little way, we are still going to fail." However, someone cited that "the prevailing mentality in our society is far from achieving sustainability."

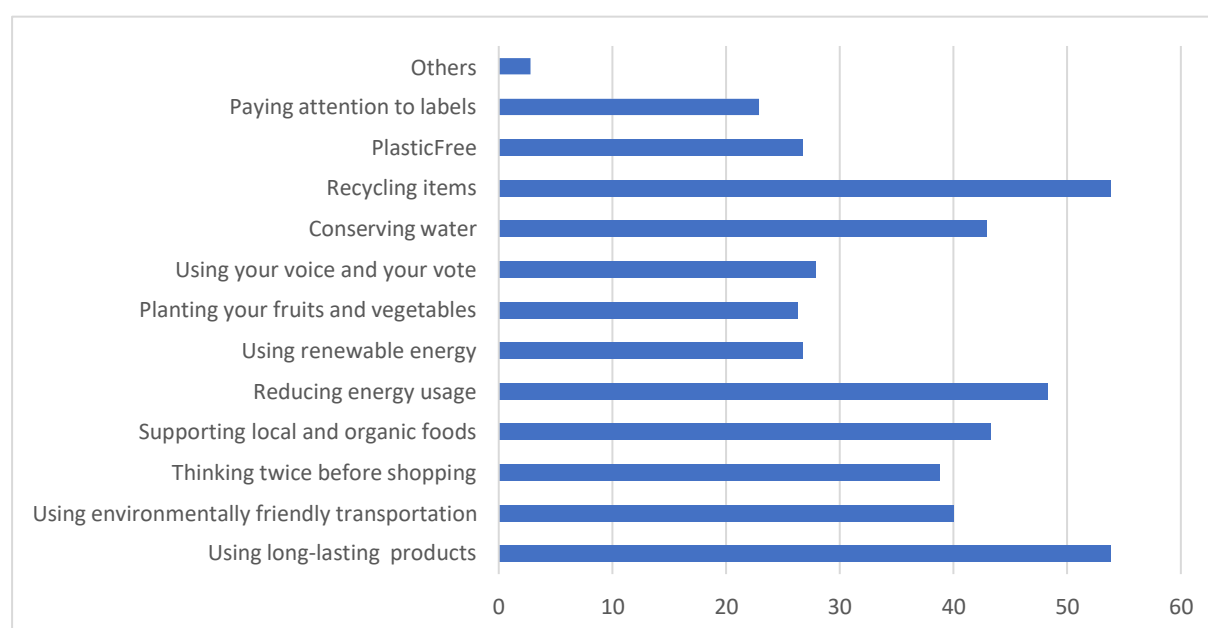


Figure 17: Survey answers to "Which of the following sustainable lifestyles do you practice? You can choose several answers"

Source: Author creation based on the survey answers.

Through the figure 17, most questionnaire participants, almost half, adopt "recycling items" and "using long-lasting products" as practices towards sustainable living. 48.3% are lowering their energy use. Moreover, 43.3% support local and organic foods, and 42.9% practice "conserving water." Besides, two-fifths of people use ecologically friendly transportation. At the same time, more than one-third of them think twice before shopping. Meanwhile, 27.9% of people have spoken out and voted. While 26.3% grow fruits and vegetables, 26.7% use renewable energy and follow "plastic-free" behaviors. However, only 22.9% of people pay attention to labels.

While 2.8% chose to write in "others" options such as "being vegetarian," "following a healthy lifestyle," or "following a vegan lifestyle."

Furthermore, a participant declared in the "others" option, "I do not eat meat, I live in a flatshare, I only use public transport even though I can drive, I shop second hand and vintage often." While someone else said, "charity shopping, up-cycling items at home."

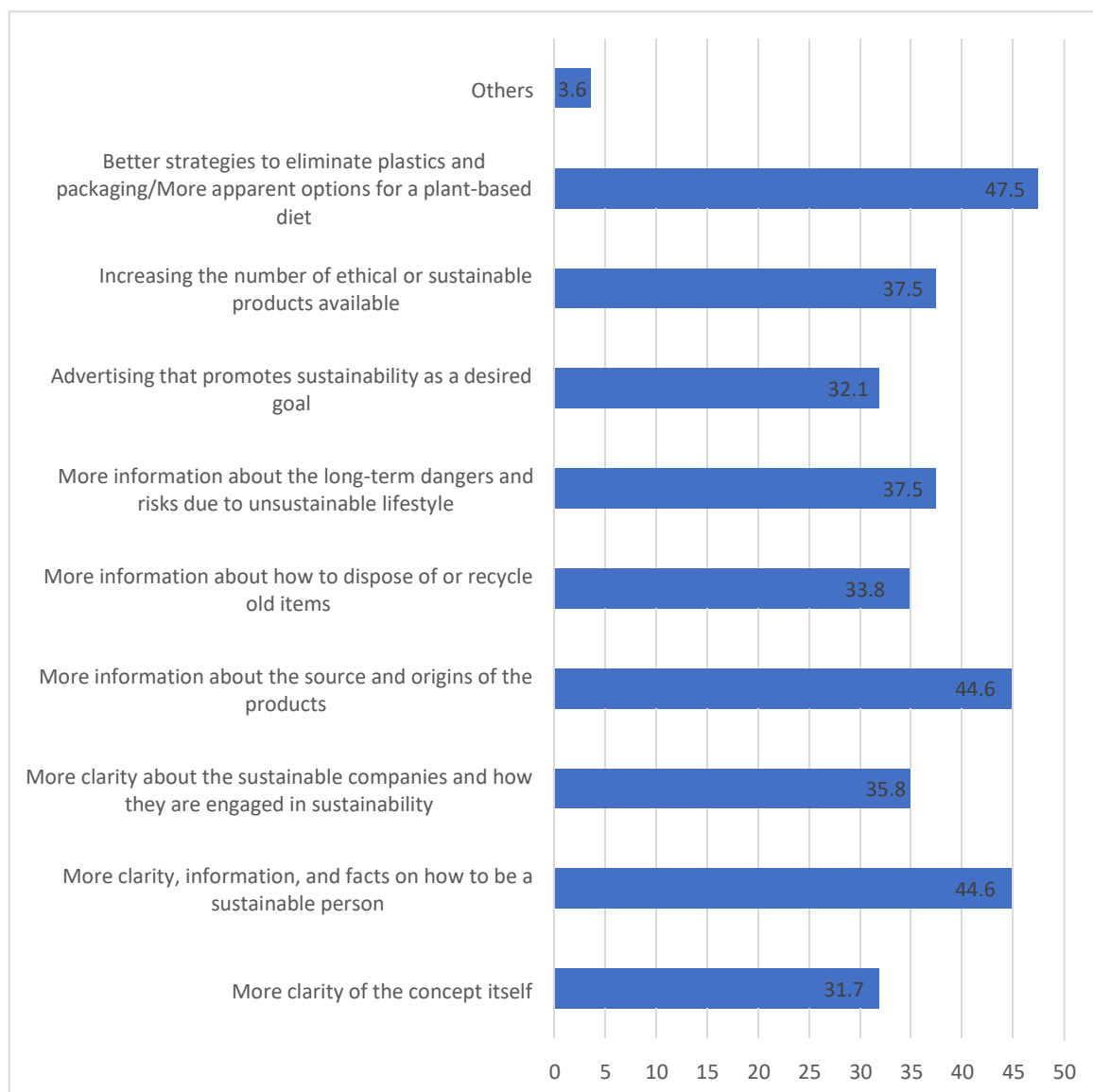


Figure 18: Survey answers to "Which of the following, in your opinion, may help you adopt a more sustainable and environmentally friendly lifestyle?" (in %)

Source: Author creation based on the survey answers.

Based on figure 18, the Majority of participants, 47.5%, believe that "Better strategies to eliminate plastics and packaging/More apparent options for a plant-based diet" might

assist them in adopting a sustainable lifestyle. Further, to be inspired to live a sustainable lifestyle, 11/25, representing 44.6% survey participants, seek both "More clarity about the sustainable companies and how they are engaged in sustainability" and " More information about the source and origins of the products." Additionally, 37.5% want " More information about the long-term dangers and risks due to unsustainable lifestyle" and " Increasing the number of ethical or sustainable products available."

Withal, 35.8% of them feel that providing " More clarity about the sustainable companies and how they are engaged in sustainability" will drive them to begin their journey in sustainability. However, one-third want "More information about how to dispose of or recycle old items," and 32.1% want more " Advertising that promotes sustainability as a desired goal."Also, "More clarity of the concept itself" is agreed with by 31.7%.

In contrast, a minority of participants decided to put in the "others" option, such as "the ability to buy food unpackaged in plastic and more information about the carbon footprint of each product you buy, as I never know, for example, which sort of vegetable has a lower CO2 footprint." Besides that, "Different political policies example, more nuclear power stations, and less overfishing" and "industries starting to be sustainable, a more sustainable market, less plastic wrapped vegetables, better quality clothes at accessible prices."

While another participant wrote, "encourage people to change their habits and be more environmentally sustainable style by offering them alternative good quality products with affordable price and giving discount and points to let them use the new environmentally friendly products enthusiastically." Furthermore, a respondent declared "less moralizing and less bundling of environmentally friendly focus with politically correct "progressive" views." On top of that, a respondent thinks that "sustainability needs to be defined in particular areas such as social, economic agriculture, etc." However, someone else believes that "the idea of living a sustainable life is contradicted by the high consumerism of the "sustainable" industry; many low-income communities are already more sustainable out of need."

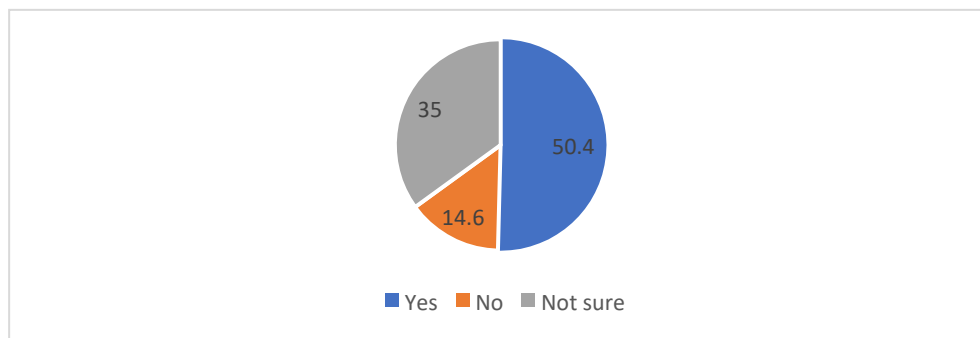


Figure 19: Survey answers to “Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable practices?” in %

Source: Author creation based on the survey answers.

½ of survey participants are willing to pay more for goods and services if they know the firm behind them is devoted to ecologically sustainable or ethical practices. While the remaining half was distributed as follows: Even while firms promote sustainability, 35% are unsure, and 14.6% will not pay a higher price for goods and services (Figure 19).

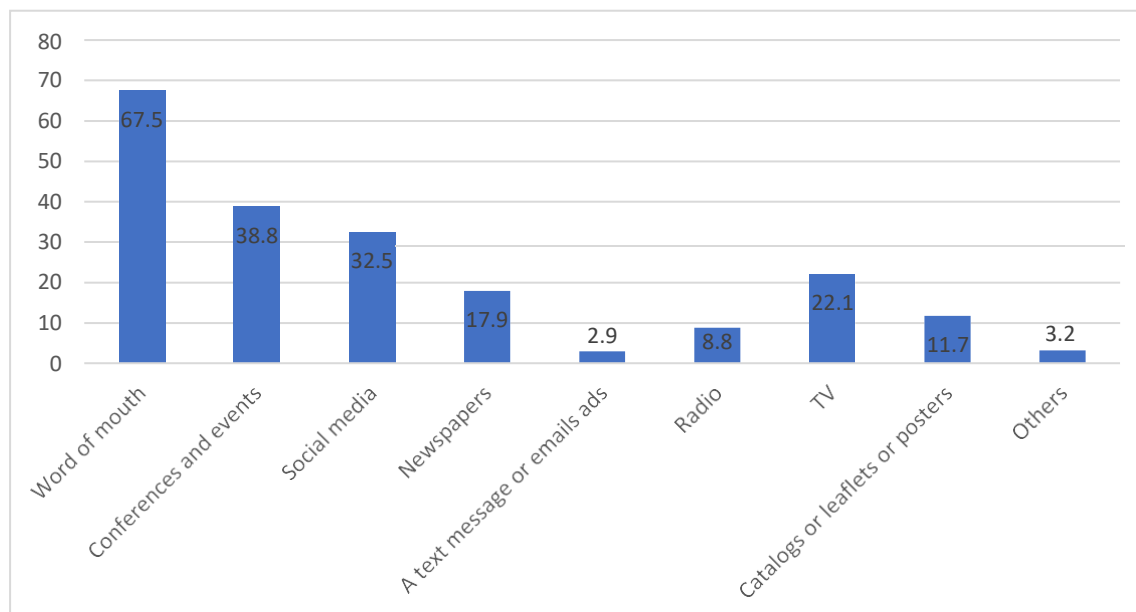


Figure 20: Survey answers to "Which types of advertisements do you trust themost?"

Source: Author creation based on the survey answers.

Figure 20 shows that almost two-thirds of survey takers agreed that "word of mouth" is reliable advertising. Above that, 38.8 believe that conferences and events are trustworthy

advertising. While 8/25 people trust social media advertising, 22.1 % chose television, and 17.9% declared that newspaper advertising is reliable. Almost one-tenth trust "catalogs, leaflets, or posters." Only 8.8% opted for radio. However, 3.2% wrote in the "others" option, such as "rating Google." Additionally, someone cited "I lost my confidence in ads." Likewise, a participant declared, "I do not think I trust advertisements." Furthermore, one believes in "group discussion and exchanging ideas and information." In contrast, someone else believes in "scientific articles and reports." At the same time, another respondent declared, "radio, TV, YouTube programs that I trust. Not ads", and one wrote, "scientific studies and reading from recognized sources such as universities and research centers."

4.2. CROSS ANALYSIS

In this section, I have analyzed most cross-links of the survey answers. The aim is to know how the answers change based on variables like gender, age, education level, type of work-industry, income level, having children or not, and student status. The essential survey questions that were crossed analyzed are the following:

- "Do you know what sustainability means?"
- "Do you follow a sustainable lifestyle?"
- "Who influenced you to follow a sustainable lifestyle?"
- "Which of the following describes why you have not adopted a sustainable lifestyle yet?"
- "Which of the following, in your opinion, may help you adopt a more sustainable and environmentally friendly lifestyle?"
- "Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?"
- "Which types of advertisements do you trust the most?"

"Do you know what sustainability means?"

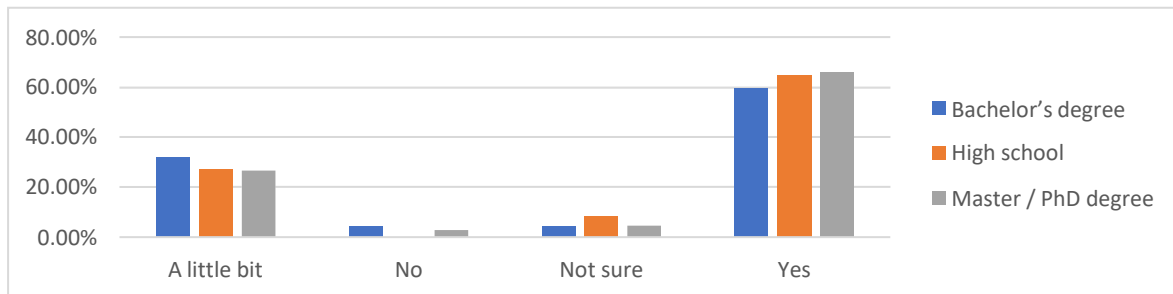


Figure 21: Results of "Do you know what sustainability means?" by "what is your educational level?"

Source: Author creation based on the survey answers.

Most individuals who understand what sustainability signifies have a master's or doctoral degree (66 % of participants with a master's or doctoral degree), followed by people who have completed high school (64.8% of them) and those who have a bachelor's degree come next (represents 59.5% from bachelor degree participants).

Figure 21 shows that while individuals with only a high school diploma and bachelor's degrees tend to have the least amount of knowledge as most of them answered "a little bit" to the question "Do you know what sustainability means?" followed by those with master's and doctoral degrees. The percentages for "no" and "not sure" are pretty low because most participants know what sustainability means. Participants in high school receive the highest scores for the "not sure" choice, followed by bachelor's and master's/Ph.D. degrees.

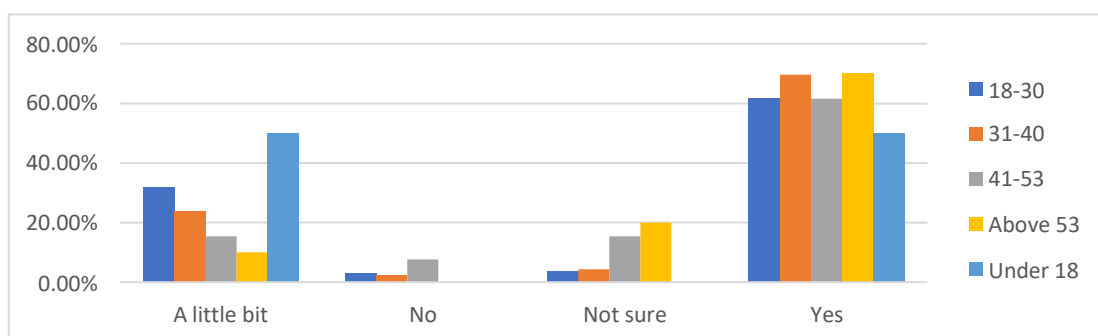


Figure 22: Results of "Do you know what sustainability means?" by "How old are you?"

Source: Author creation based on the survey answers.

In comparison to other age categories, survey participants above 53 years and those between the ages of 31 and 40 seem to know more about sustainability. After that, the 41–53 age group and the 18–30 age group (Figure 22). Most of those who understand sustainability "a little bit" are under 18, followed by those who are 18–30, 31–40, and 41–53. However, a significant portion of those who responded "not sure" are over 53, followed respectively by 41–53, 31–40, and 18–30 (Figure 22).

"Do you follow a sustainable lifestyle?"

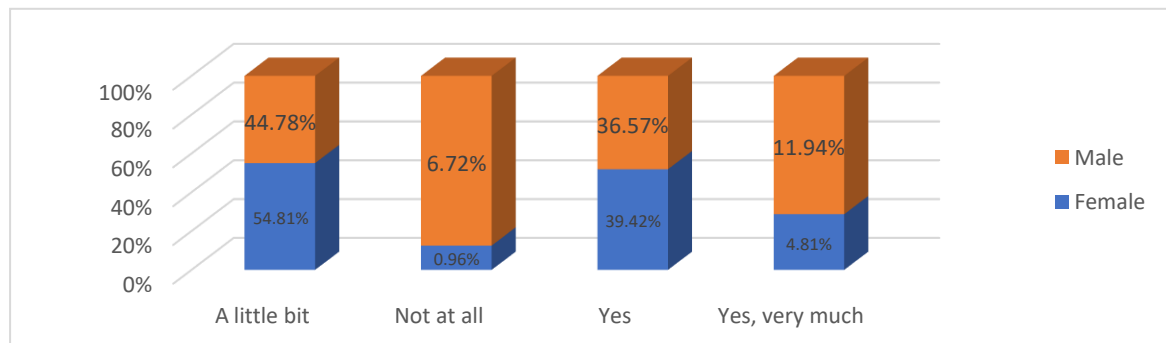


Figure 23: Results of "Do you follow a sustainable lifestyle?" by "what is your gender?"

Source: Author creation based on the survey answers.

Figure 23 shows that men make up most of the survey participants who practice a sustainable lifestyle "very much." While most who responded "yes" to the question "do you live a sustainable lifestyle" were female. Boys, more often than girls, picked "not at all," while females tended to respond "a little bit" more frequently.

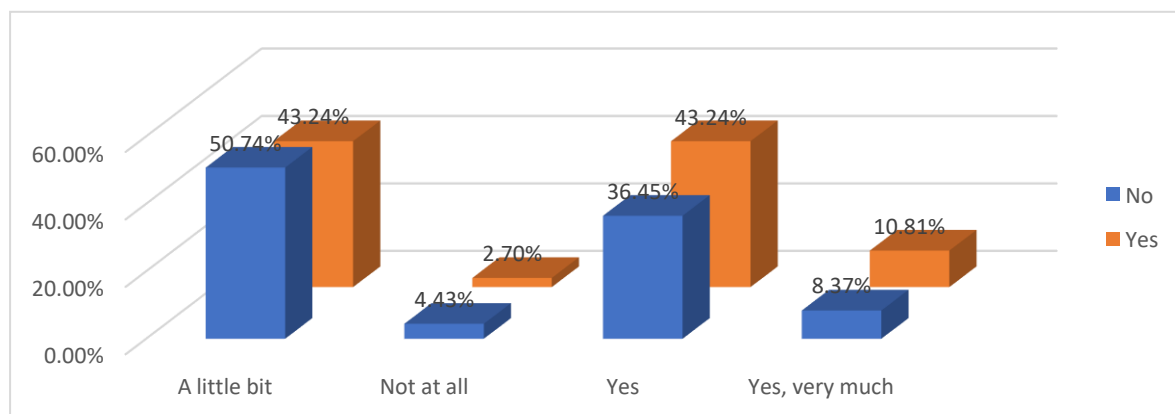


Figure 24: Results of "Do you follow a sustainable lifestyle?" by "Do you have children?"

Source: Author creation based on the survey answers.

Based on figure 24, most of those who said "yes very much" when asked if they live sustainably are parents (10.81% of participants have children vs. 8.3% of participants who do not have children). The same holds for the "yes" response (43.2 % of participants who have children vs. 36.4% of participants who do not have children). The percentage of respondents who replied "not at all" or "a little bit" to the identical question, on the other hand, is correct.

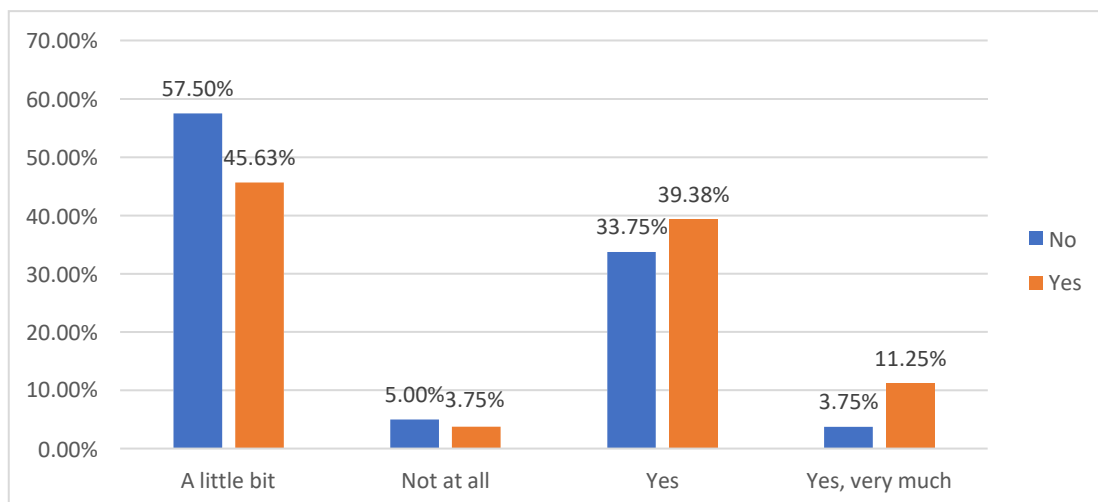


Figure 25: Results of ‘Do you follow a sustainable lifestyle?’ by ‘Do you work?’

Source: Author creation based on the survey answers.

People who work have more sustainable lives than those who are unemployed (11.25% of those who work said "yes very much," compared to only 3.7% of those without jobs). The same applies to those who choose "yes" (39.3% of people who work while 33.7% of people who do not work). The converse is true for "a little bit" and "not at all" responses (Figure 25).

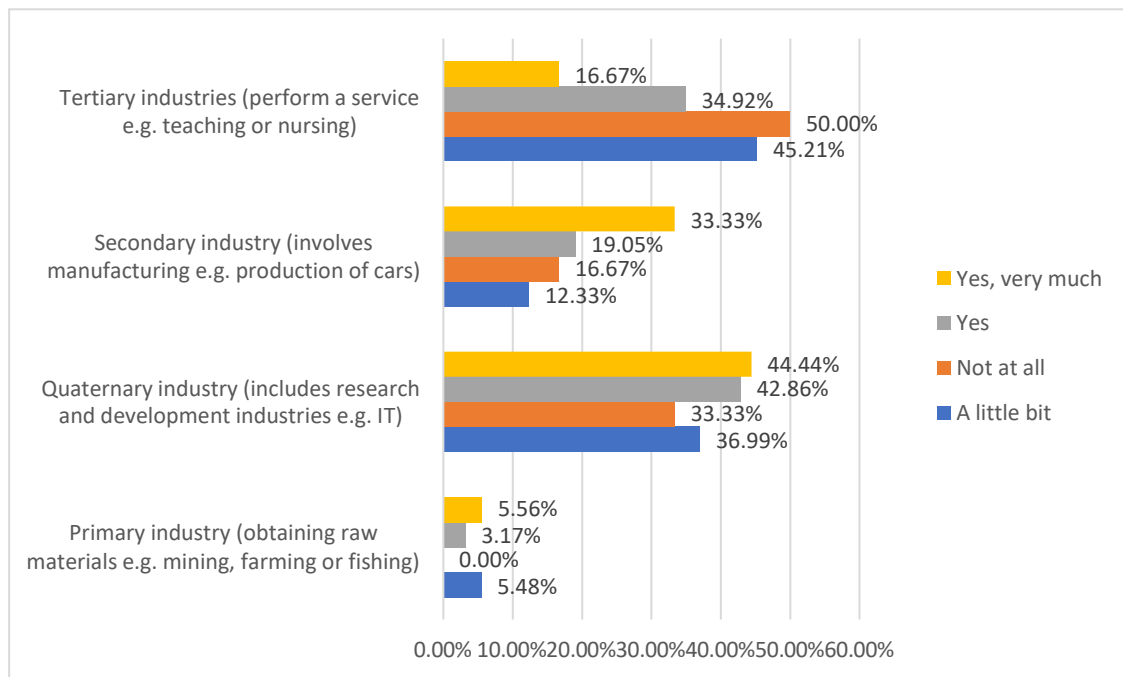


Figure 26: Results of “Do you follow a sustainable lifestyle?” by “which industry do you work in?”

Source: Author creation based on the survey answers.

From the figure 26, most survey respondents who work in the secondary industry, 33.33%, and the quaternary industry, 44.44%, tend to lead very sustainable lifestyles. In contrast to those who work in the tertiary industry, where the majority of them, 50 %, do not lead very sustainable lifestyles, and from the primary industry, where participants are more or less evenly divided between "yes very much" and "a little bit," respectively.

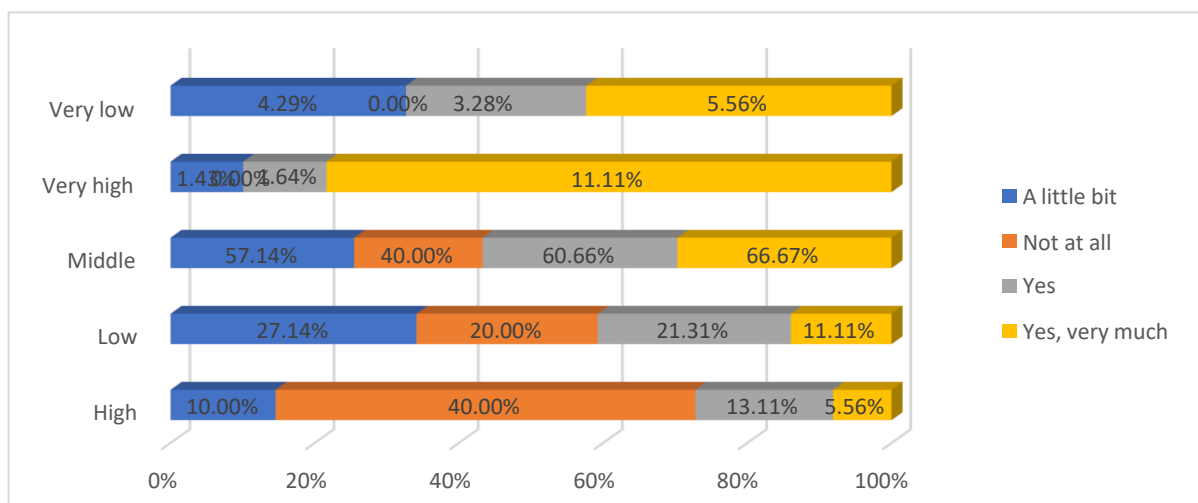


Figure 27: Results of “Do you follow a sustainable lifestyle?” by “How would you describe your income?”

Source: Author creation based on the survey answers.

The vast majority of people with very high incomes tend to live "very much" sustainably. However, those who identified as having a "high" income typically do not live very sustainably. Middle-class survey respondents are more likely to lead sustainable lifestyles. The majority of "low-income" survey respondents live sustainably only "a little bit." While the majority of people who reported having "very low" income often lead "very much" sustainable lifestyles (Figure 27).

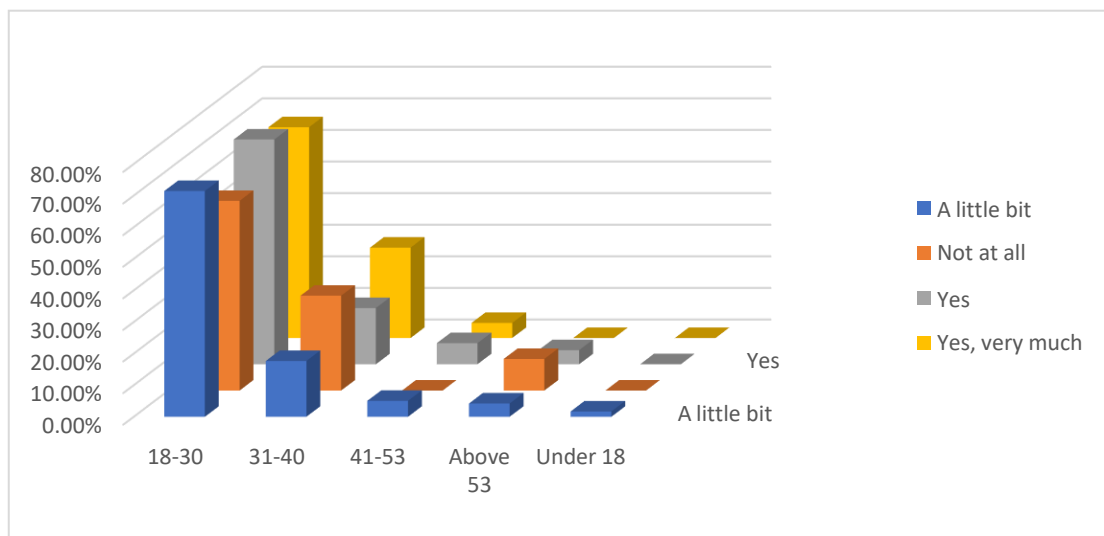


Figure 28: Results of "Do you follow a sustainable lifestyle?" by "How old are you?"

Source: Author creation based on the survey answers.

Figure 28 shows that the significant portion of persons who live sustainably is between the ages of "41-53" and "31-40." On the other hand, those above 53 are less likely to live sustainably. While the majority of respondents between the ages of 18 and 30 often responded "very much" or "yes." To the question, "Do you follow a sustainable lifestyle."

"Who influenced you to follow a sustainable lifestyle?"

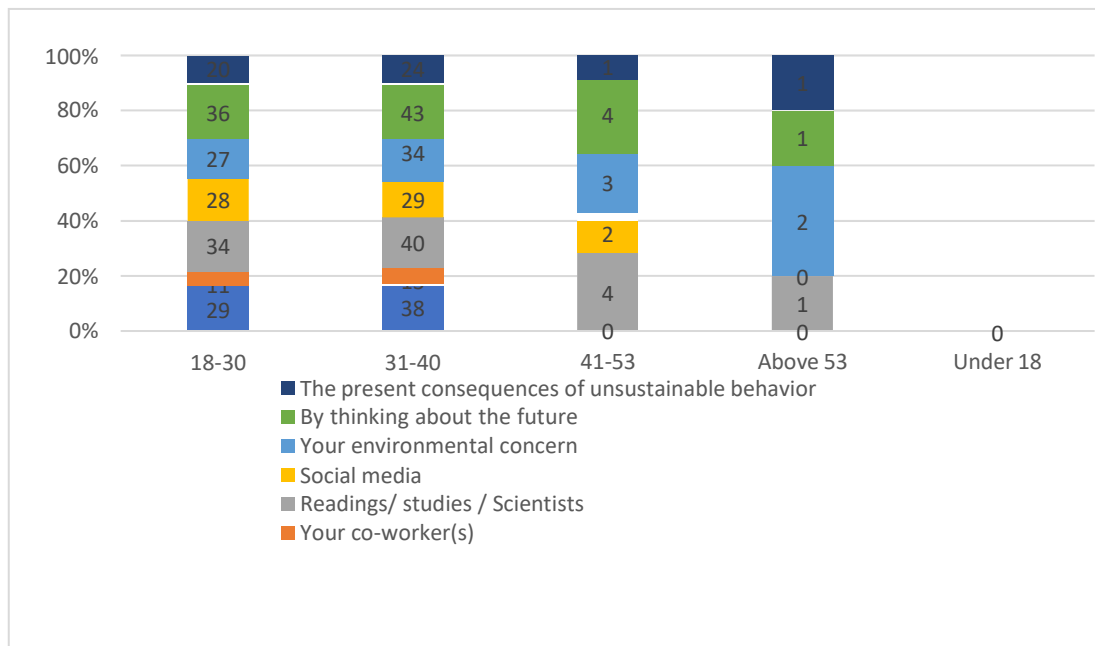


Figure 29: results of ‘Who influenced you to follow a sustainable lifestyle?’ based on ‘How old are you?’

Source: Author creation based on the survey answers.

Participants in the survey who follow a sustainable lifestyle between the ages of 18 -30 and between the ages of 31 - 40 are most influenced by "thinking about the future," followed by "readings/studies/scientists." Afterward, by "their family members." (Figure 29).

The sources of inspiration for survey respondents between the ages of 41 and 53 who live sustainably include "thinking about the future," "readings, studies, and scientists," followed by "their environmental concern." Participants in the survey who are over 53 and lead sustainable lifestyles report that environmental concerns and future planning have an equal impact on their decisions. Since survey takers under 18 do not lead sustainable lives, this question did not appear to them (Figure 29).

"Which of the following describes why you have not adopted a sustainable lifestyle yet?"

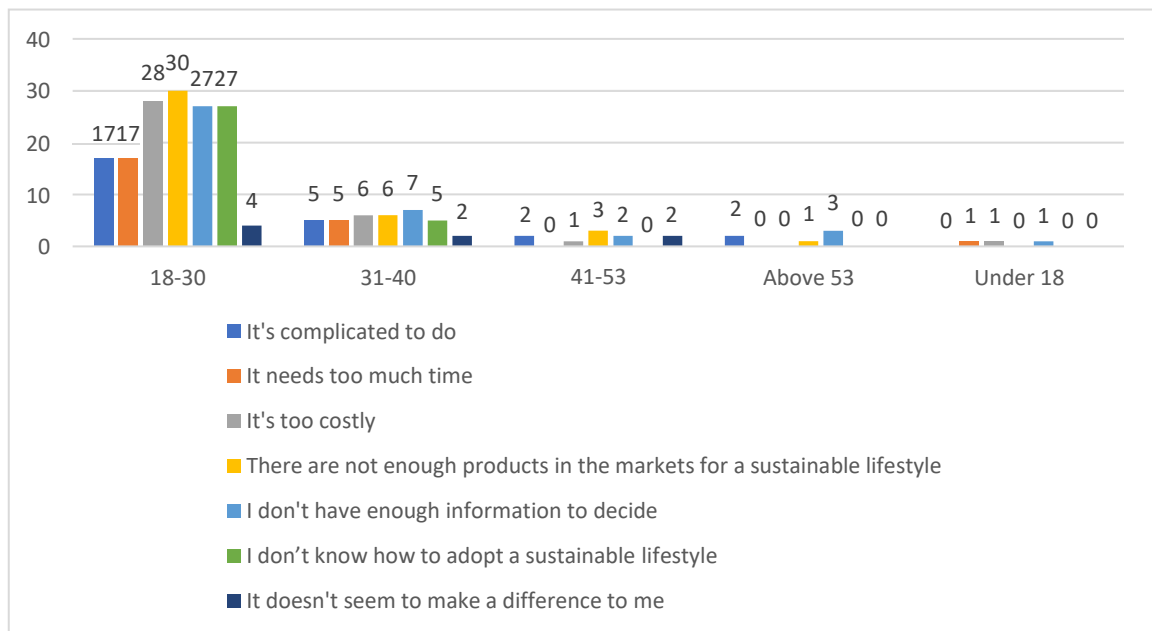


Figure 30: Results of “ Which of the following describes why you haven't adopted a sustainable lifestyle yet?” by “How old are you?” in %

Source: Author creation based on the survey answers.

Based on figure 30, all of the listed reasons behind unsustainable behaviors were chosen. However, there were some deviations. The majority of questionnaire participants who do not lead a sustainable lifestyle selected respectively "there are not enough products in the markets for a sustainable lifestyle" and "it is too costly." Followed by "I do not have enough information to decide" and "I do not know how to adopt a sustainable lifestyle." While those between the ages of 31 and 40 who do not often live sustainably tend to say, "I do not have enough information to decide," followed by, "there are not enough products in the markets for a sustainable lifestyle," and "it is too costly."

Those aged between 41 and 53 tend not to follow a sustainable lifestyle because there are not enough products in the markets for a sustainable lifestyle, followed by "I do not have enough information to decide" and "it does not seem to make a difference for me." However, for those above 53, the majority of them are not concerned due to their lack of information to decide, followed by "it is complicated to do"; however, people under 18 think that "it needs too much time" it is too costly." They do not have enough information to decide.

"Which of the following, in your opinion, may help you adopt a more sustainable and environmentally friendly lifestyle?"

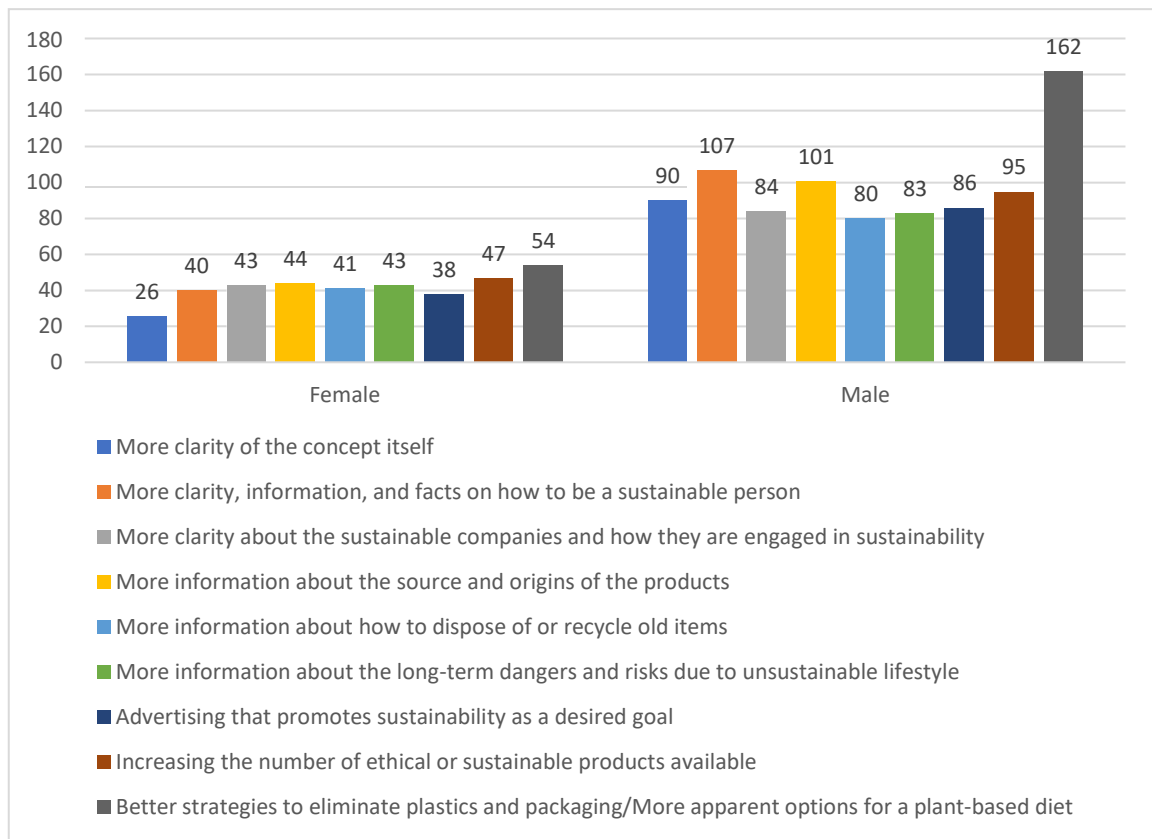


Figure 31: Results of "Which of the following, in your opinion, may help you adopt a more sustainable and environmentally friendly lifestyle?" based on 'what is your gender?'"

Source: Author creation based on the survey answers.

Figure 31 indicates that males and females who took the survey tend to have different opinions about possible solutions that could help them adopt a more sustainable lifestyle. Men believe that "better strategies to eliminate plastics and packaging/more apparent options for a plant-based diet" should come first, followed by "more clarity, information, and facts on how to be a sustainable person," and finally, "more information about the source and origins of the products," when compared to women. After all, "increasing the number of ethical or sustainable products available" then "advertising that promotes sustainability as a desired goal."

However, the majority of females respondents said they wanted better strategies to eliminate plastics and packaging/ more apparent options for a plant-based diet" followed by

"increasing the number of ethical or sustainable products available." Then, "more information about the source and origins of the products". After that "more information about the long term dangers and risks due to unsustainable lifestyle." Furthermore, more clarity about the sustainable companies and how they are engaged in sustainability."

"Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?"

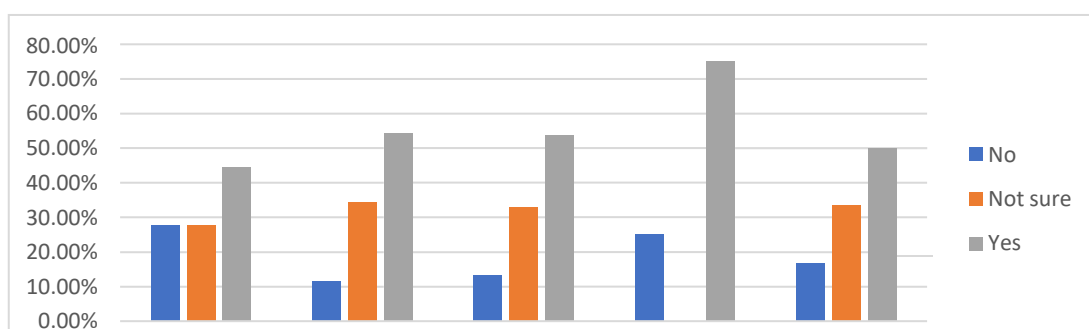


Figure 32: Results of ‘Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?’ Based on ‘How would you describe your income?’

Source: Author creation based on the survey answers.

Based on figure 32, plurality of survey respondents from all wage brackets agreed that they would be prepared to pay extra for products and services if they knew the company providing them was devoted to ethical and ecologically responsible business practices. On the contrary, the lowest percentages were "not sure" and "no."

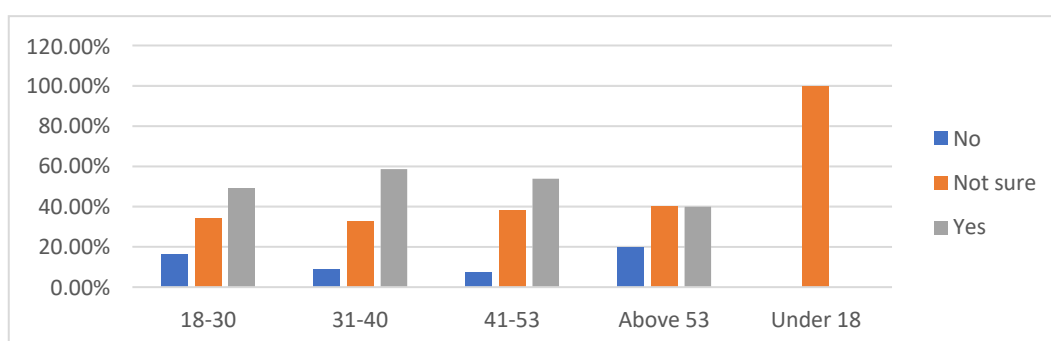


Figure 33: Results of ‘Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?’ Based on ‘How old are you?’

Source: Author creation based on the survey answers.

Most survey participants aged between 18-30, 31-40, and 41-53 answered "yes" to the question Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?. However, most of those over the age of 53 equally split between saying "yes" and "not sure" in response to the same question. In contrast, those who are under 18 of them answered "not sure" to the same question.

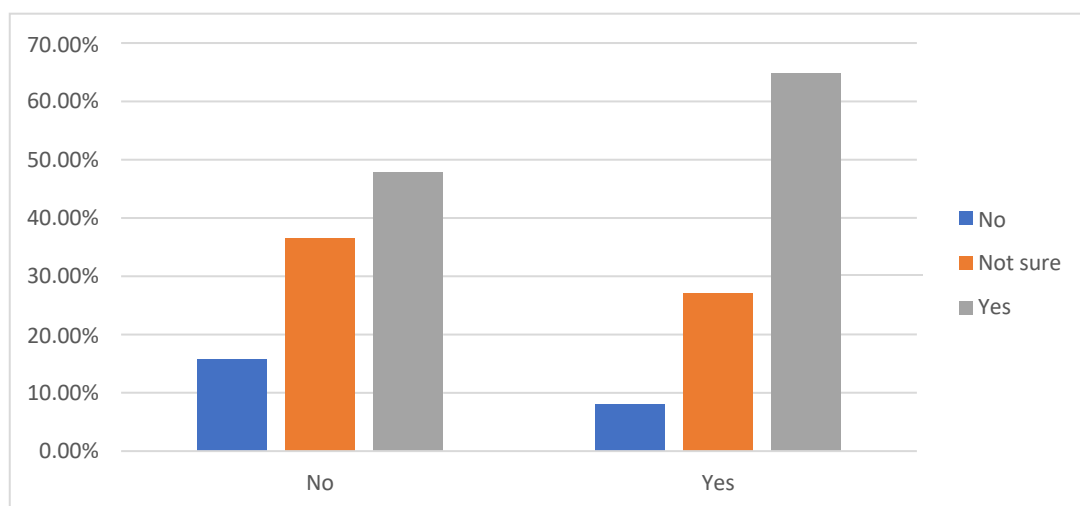


Figure 34: Results of “Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?” Based on “Do you have children?”

Source: Author creation based on the survey answers.

To the question, "Would you pay more for goods and services if you knew the company behind them was committed to environmentally sustainable or ethical practices?" the majority of survey respondents, whether or not they are parents, replied "yes," followed by "not sure," and then "no." (Figure 34).

"Which types of advertisements do you trust the most?"

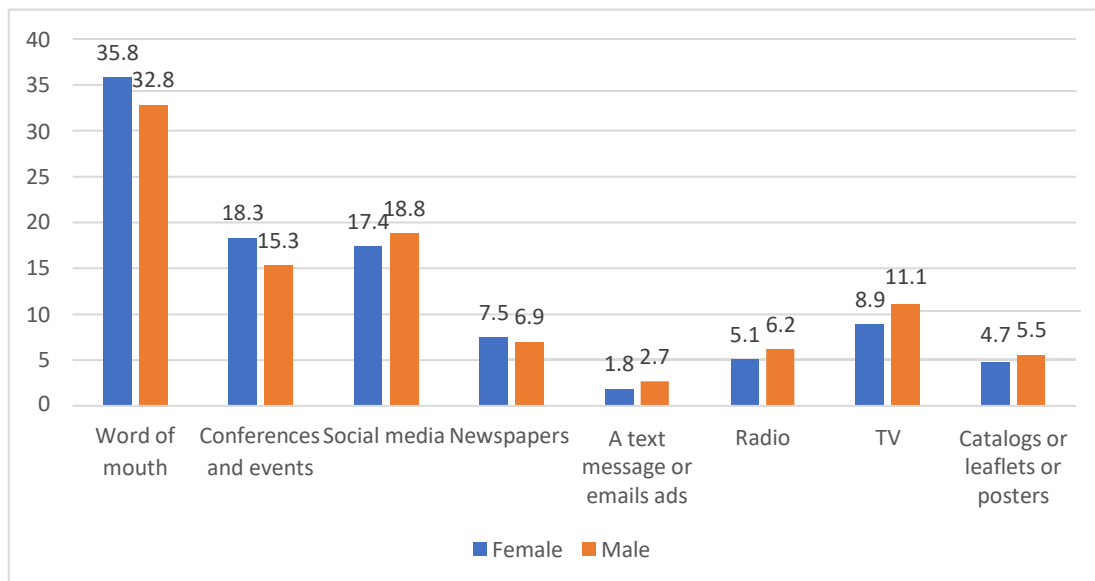


Figure 35: Results of “Which types of advertisements do you trust the most?” Based on “what is your gender?”

Source: Author creation based on the survey answers.

Men who participated in the questionnaire tended to have a higher level of trust in Word of mouth, conferences, and events; newspapers tend to be trusted more by male survey participants. However, compared to male participants, female participants tend to place greater faith in social media, text message or email ads, radio, TV, catalogs or leaflets, or posters than male participants (Figure 35).

5. DISCUSSION

5.1. SURVEY DISCUSSION

According to Figure 12, even though the majority, 63.4%, understand sustainability, they do not live a sustainable lifestyle. The majority of them, 49.6%, follow it to some extent "a little bit" (Figure 13), which might be explained by a considerable divide and distinction between awareness and execution, and between what we are supposed to do and what we are doing. Furthermore, behavioral change has several barriers (Padilla, 2018).

5.1.1. ROOT CAUSES BEHIND UNSUSTAINABLE BEHAVIORS

Based on the survey answers, for those who do not follow a sustainable lifestyle, the root causes behind unsustainable behaviors are the following:

Costly: The plurality, 34.9 %, of survey respondents who had not yet embraced a sustainable lifestyle stated that the reason is that it is too expensive (Figure 16). Some individuals are aware of sustainability but do not practice it due to competing goals and a restricted budget, particularly those aged 18-30 and 31-40 (Figure 28). Furthermore, the majority of individuals with low or moderate wages are students. One of the most critical factors for acquiring a product is the price. While people are becoming more mindful of the need for sustainable behavior, price and quality dominate consumer behavior (Padilla, 2018). Consequently, that is why, in Figure 19, survey takers tend to be divided almost equally; a ½ are willing to pay more for goods and services if they know the companies behind them are committed to environmentally sustainable or ethical practices. They are primarily from "very high" or "high" incomes (Figure 32). Furthermore, another ½ answered "not sure" and "no" and are primarily lower-income students. Moreover, most of those answering "yes" declared they have children (based on Figure 34).

Lack of information: The absence of information is the second most common underlying cause of survey respondents who do not practice a sustainable lifestyle yet. 32.6% chose "I do not have enough information to decide," while 31.8 % selected "I do not know how to adopt a sustainable lifestyle" (Figure 16). Furthermore, all the age groups agreed that these two roots cause it (Figure 30). Lack of knowledge is a critical root cause since information is essential in decision-making (Charles, 2011). According to research and evidence, humans do not spend to harm the environment: the environmental costs arising from the pursuit of well-being (Akenji & Chen, 2016). As a result, many are uninformed of the need to select a sustainable lifestyle and its advantages and implications. As a result, one of the significant fundamental causes of unsustainable behaviors is a lack of knowledge regarding sustainability.

Furthermore, some people are unaware of enterprises that adhere to sustainable development goals and their efforts toward a more sustainable future. These people are unable to identify these companies from others. As a result, a lack of knowledge creates barriers to decision-making. The decision-making process does not begin until information regarding a problem is available (Devine et al., 2004). As a result, customers will continue to engage in unsustainable behaviors, attitudes, and choices in the lack of knowledge.

Simultaneously, sufficient information is critical for increasing consumer engagement in sustainability. Likewise, education also plays a role in spreading awareness about sustainability, in Figure 21, most people who know what sustainability means have a master's or a Ph.D. degree.

A market shortage of environmentally friendly items: According to 29.5% of participants, there are lack of items for a sustainable lifestyle (Figure 16), especially people aged between 18 and 30, as Figure 30 shows. As a consequence, two fundamental reasons emerged. First, specific countries, primarily industrialized nations, have a sufficient supply of sustainable things on the market. However, customers are ignorant of this because companies fail to communicate about their sustainable products. Second, there is a shortage of sustainable things available to customers in other countries, particularly in emerging economies.

Complexity: 20.9% are frustrated by adopting a sustainable lifestyle since it is difficult and time-consuming for them (Figure 16). It is also important to mention that a lack of information may lead individuals to assume that implementing sustainable practices is difficult since they do not know what to do. It is also difficult for them since it sometimes takes effort, time, money, and practice. One of the most significant impediments to sustainable consumer behavior is that customers often view such behaviors as personal costs, such as extra labor, more significant expenditure, lower quality, or decreased attractiveness (White et al., 2019).

Time-consuming: As seen in Figure 16, 18.6% of respondents felt that leading a sustainable lifestyle takes too much time. In fact, nowadays, people tend to prefer shorter time-consuming solutions, especially when they lack knowledge; it takes time for them to search and find sustainable products and services, embrace their lifestyle and make sustainable choices (2022, De Smet). Survey respondents who are parents tend to live more sustainably than those without children (Figure 24). The explanation is that parents tend to worry more about their children's future. Thus they take the time and effort to practice environmentally friendly habits. In fact, they realize the time they put in is an investment in their own and their children's future.

5.1.2. Most trusted types of advertisements

Based on the survey answers to the question "Which types of advertisements do you trust the most?"

Word of mouth: When customers promote items and services to individuals with close ties, such as family and friends, this is known as word-of-mouth marketing (WOM). (Hayes, 2021). The majority of survey respondents (67.5%) identified "word of mouth" as the highest trustworthy source of ads (Figure 20), with female participants trusting it more than males (Figure 35). The reason for this is that individuals typically place their faith in those who are close to them (Glover, 2022). As a result, if they propose anything, they believe in it and choose to follow it. For centuries, word-of-mouth recommendations have influenced purchasing decisions (Kapadia, 2018).

Meanwhile, individuals begin to distrust advertisements, as one participant stated, "I lost my confidence in ads" in response to the question, "which types of advertisement do you trust the most?." Similarly, one stated, "I do not think I trust advertisements." As a result, those who do not trust advertisements tend to believe in suggestions from close friends.

Conferences and events in the survey, 38.8% of respondents went to conferences and events, representing the second largest percentage of trusted forms of ads (Figure 20). In the meanwhile, females trust conferences and events more than males (Figure 35). Event marketing refers to any event held by a firm to promote a product or service. Furthermore, conferences and live or virtual events are the most prevalent formats (Tomlinson, 2020). "Furthermore, even if advertising is increasingly concentrated on digital events and conferences, this remains a popular and accepted trend. The reason is that companies may establish emotional connections, dialogues, and trust with existing or potential clients by providing a human touch in the conferences that the digital world usually lacks (EMI & Mosaic, 2016). Live events consume 1.7 times the average marketing budget of the most successful organizations (Bizzabo, 2018). People trust conferences and events to connect directly with firms, discover them, and obtain a feeling of their exceptional brand image (CMO Council & E2MA, 2013). Furthermore, one participant believes in "group discussion and exchanging ideas and information" that can be found in conferences and events.

Because events allow knowledge sharing and produce a type of contact between firms and customers (Rowe, 2018), 84% of participants say they have a more favorable opinion of a company, product, or service after attending an event (EMI & Mosaic, 2016).

Social media: According to questionnaire replies (see Figure 20), 32.5% preferred social media over other multiple-choice alternatives, making it the majority's third most trusted way of advertisement. Besides that, male participants chose this form of advertisement more than female (Figure 35). The reason is that social media allows customers to connect by making suggestions, writing reviews, participating in online forums, and making recommendations, all of which contribute to consumer confidence in social media (Ridings and Gefen, 2004). As a result, one study respondent claimed: "rating Google" as a source of trust as Pan & Chiou (2011) declared that this electric word of mouth created by social media assists clients in making purchasing selections. One of social media's two most essential components is recommendations and reviews. Consumer feedback on various products and services is accessible and of tremendous value to customers and businesses (Nambisan, 2002).

Furthermore, these exchanges increase trust. 71% of individuals are more inclined to purchase due to social media referrals (Ewing, 2019). Potential clients also rely on

recommendations. According to studies, other users' ideas spark the interest of potential buyers more than vendor-generated product material (Ridings and Gefen, 2004). As a result, social media is a forceful mode of communication and an influencing instrument.

5.2. INTERVIEW DISCUSSION

Roche has been awarded, in 2020, for the eleventh time, the most sustainable firm in the Dow Jones Sustainability Indices Pharmaceuticals Index (DJSI). This rank was based on an extensive examination of economic, social, and environmental performance. The rating recognizes Roche's commitment to sustainability as an essential component of its business strategy. As well as in Marketing Tactics, Environmental and Ethical Reports, Operational Eco-Efficiency, Climate Strategy, and Corporate Social Performance and Charity, Roche excelled. Therefore, Roche Budapest, Hungary, has many communities. One of them is the "green ideas community." Through my virtual meeting with this community lead, I had great ideas and information about their goals, actions, and initiations. This community was created in 2020, and they began online efforts before moving offline after the pandemic was over. The purpose of the green community is to raise awareness and action toward a more sustainable and green earth. Furthermore, to raise awareness of the sustainable options accessible in various areas, such as how we eat, buy, live, and travel, to promote the health of our environment. In this context, the green community of Roche Budapest has done various actions and activities for their employees.

The following are some of their actions:

- Green quiz Roche reloads days: to bring and create awareness for green themes, they provided an optional exam quiz about sustainability for employees. And they chose 13 champions based on their highest scores. The awards were a basket of green goodies and extra applause points.

- Green community s 30-day challenges: It was a 30-day challenge to go beyond employees' comfort zone to become more sustainable. The task was to choose one of the activities from a list and commit to performing it for 30 days. Some examples from the list were:

- Going vegetarian (The goal of this challenge was to eat less meat and more plant-based foods, and as David Attenborough stated, "The planet cannot support billions of meat-eaters")
- Not using plastic bags while buying vegetables and fruits. The aim was instead of using plastic bags to buy vegetables and fruits, encourage people to buy textile bags

and use them for a more extended period, or utilize upcycling bags to reduce the amount of plastic bags used.

- Selective garbage collection, not buying new clothing, not running the water when brushing your teeth, adopting green commuting and transport means, and much more.
- Celebrating World Animal Day and World Pet Day on October 4: the objective is to promote the status of animals to improve health standards worldwide, mobilizing a worldwide force to make the world a better place for all animals.
- Sharing with workers apps that might improve awareness about sustainability: such as the app "Tudatos vasarlo," which aims to decrease the negative environmental and health effect of their household management.
- Open hours with the green community and workshops: to share knowledge, suggestions, and information about sustainable practices. Furthermore, they held two seminars in the same context: Workshops on creating bath bombs and homemade laundry soap.
- As environmental protection in practice: A volunteering guided tour of the wastewater treatment facility on 12.07.2022 to increase awareness about what happens to polluted water that goes down the drain, as well as to teach workers more about water treatment and the value of water.
- Celebrating world water day: this community celebrated with volunteering employees World Water Day On March 22 by asking colleagues to lift their water glasses and take a minute to appreciate this vital resource. Meanwhile, to increase awareness of World Water Day, a United Nations celebration since 1992, focus on subjects related to clean water, sanitation, and hygiene (washing), following the aims of the Sustainable Development Goals. They also wanted to promote the sustainable use of freshwater resources and advocate for resource management.
- Celebrating Earth Day and holding a drawing exhibition for Roche Kids: they asked Roche employee's kids who want to do the artwork; the theme of the drawing is earth day, and everyone up to the age of 18 was eligible to participate. So, many children had the opportunity to feed their imaginations and made stunning drawings about Mother Earth on April 22 to show support for environmental protection. Consequently, they held a Roche children's drawing exhibition: The exhibition was held digitally, and each participant was given a small yet meaningful gift.

- Speaker series on mindful travel: an event was held, and they shared their experiences, suggestions & tricks from within and outside Roche on how to incorporate mindfulness into our travel decisions
- Budapest bike challenge: to encourage employees to use bikes and be fit, healthy, and active, and they awarded prizes and won various prizes.
- Garbage collection initiation: where they had the chance to collect garbage from public places and aimed to raise awareness about the importance of keeping the planet in good shape, clean and safe.

5.3. SHIFT FRAMEWORK

SHIFT framework is an abbreviation of social influence, Habit formation, Individual self, Feelings and cognition, and Tangibility. It is a valuable tool for identifying the most effective strategies for promoting environmentally friendly consumer behavior, whether the answer is a good, a service, or a shift in behavior (White et al., 2019).

The SHIFT framework consists of the following components:

Social influence: The existence, conduct, and intentions of others frequently influence consumers. Social influences are among the most potent aspects influencing long-term customer behavior change (Abrahamse & Steg, 2013). Additionally, it bases on social standards, charisma, and group membership (Weingarden, 2019).

Habit formation: While some sustainable habits need only a specific step, many others take repeated activities that demand the development of new behaviors. Habits are acts that persist over time because they have mostly become habitual as a result of frequently repeated environmental cues. (Kurz et al., 2014). As many typical habits are not sustainable, habit transformation is essential for long-term behavior change (Verplanken, 2010). It includes eliminating bad habits and developing new ones (White & Habib, 2018).

Self-identity: Factors related to a person's self can have a significant impact on consumer behavior, such as self-concept positivity, identity, self-consistency, self-efficacy, and personal variances (White et al., 2019).

Feeling and cognition: Consumers choose one of two paths to action: one motivated by emotion or one inspired by cognition (Shiv & Fedorikhin, 1999). This argument is congruent with theories claiming that in decision-making, either an intuitive, emotive route or a more deliberate, cognitive route might prevail (Epstein, 2003).

Tangibility: One distinguishing feature of sustainable consumerism is that environmentally beneficial acts and effects might appear abstract and far from the self (White & Habib, 2018). However, most sustainable consumer actions involve putting aside more direct

and proximate personal motives to favor acts with inadequately effects focused on others and will be fulfilled only in the future (Amel et al., 2017). Furthermore, as changes arise slowly over time and ambiguity surrounds problems and their resolution, pro-environmental results are challenging to track and assess (White et al., 2019). So tangibility element refers to making the effects more tangible (Nandisha et al., 2021).

In practice, the SHIFT marketing framework integrates various methods marketers use to assess consumer interactions (White & Habib, 2018). Thus, the SHIFT framework helps companies and marketers better understand the obstacles impacting their potential consumers' purchase decisions and inform them of the added value supplied by their products or services (Autere, 2018).

It is challenging to encourage change toward more sustainable methods of life. Understanding the causes and beliefs that promote behavioral change toward sustainable consumption is one aspect of this complexity. In this context, the SHIFT framework can assist in overcoming the "attitude-behavior gap" that is typical in sustainable situations. Although consumers show good sentiments toward pro-environmental activities (Trudel & Cotte, 2009), they do not always follow through. This gap between what customers say and what they do is probably the most challenging barrier for marketers, businesses, policymakers, and non-profit groups attempting to encourage sustainable consumerism (Johnstone & Tan, 2015; Prothero et al., 2011).

5.4. SYNTHESIS

This subchapter combines the three previous subchapters, survey discussion, interview discussion, and SHIFT framework discussion, to answer the central question of this research paper what are the different strategies and actions companies can take to increase consumers' level of awareness and engagement about sustainability?

Businesses must focus on altering customer behavior rather than simply raising awareness. In fact, there is broad agreement that understanding the context in which consumers' associated behaviors are developed is essential for designing more effective and sustainable lifestyle policies and practices (Akenji & Chen, 2016).

It is critical to shift from a concerned to a proactive consumer. In this context, businesses should develop solutions that point to the core causes to have efficient strategies. Second, firms should employ the most trusted kind of advertisement and source of motivation and influence to persuade customers. Third, to reach their aim, businesses must use the SHIFT framework and strive to learn from other businesses implementing measures to encourage a more sustainable lifestyle among their staff and customers.

. The following are some of the strategies that businesses might do to assist consumer awareness and engagement about sustainability:

5.4.1. Strategies using the SHIFT framework first element: Social influence

Social influence, for example, social norms, might impact sustainable behaviors since such influence substantially affects the sustainability of consumer behavior (Cialdini et al., 2006; Peattie, 2010). Consumers may be encouraged by societal norms to practice, for example, recycling (Oskamp et al., 1991; White & Simpson, 2013) and choosing food that is obtained in a sustainable manner (Dowd & Burke, 2013).

Businesses could use one of the most trustworthy forms of advertising, such as conferences or events, to resolve a sustainability issue or to raise awareness. The reason is that, according to survey participants, lack of information and knowledge on adopting a sustainable lifestyle was one of the top root causes of unsustainable behavior. Furthermore, in figure 18, 47.5% of survey respondents, or the majority, stated that "Better strategies to eliminate plastics and packaging/More apparent options for a plant-based diet" can assist them in adopting a more sustainable and ecologically friendly lifestyle. With this in mind, businesses might conduct conferences to explain and demonstrate alternative tactics and solutions.

On the other hand, companies can conduct conferences, as it is one of the most trusted types of advertisement (Figure 20) to offer sufficient information about the origin and source of products, as indicated by 44.6% of respondents votes (Figure 18) . People will become aware of sustainable items on the market due to this.

However, in the meanwhile, it is critical to use social norms to successfully influence customers, such as calling by the person's name, holding hands, and making eye contact.

Furthermore, organizations might be inspired by Roche Budapest's "Green ideas community," which is adopting measures such as open hours with the green community where people can chat, share, and exchange ideas and information about sustainability and the necessity of raising awareness. Moreover, the 30-day challenges, for example, to increase involvement among staff, who are also consumers. Furthermore, it has been demonstrated that it had a beneficial influence and created a difference in the workforce.

5.4.2. Strategies using the SHIFT framework second element: Habit Formation

Positive behaviors may be strengthened by engaging in activities that encourage repetition and uncomplicated long-term actions (White et al., 2019). In this context, businesses can promote social media, the third most trusted source of advertisement according to the survey (Figure 20). Businesses can also provide more clarity, information, and facts on how to be a sustainable

person, as 44.6% believe it will help them adopt a more sustainable lifestyle (Figure 18). Furthermore, firms may provide more information on how to dispose of or recycle outdated things since 33.8% of survey participants require it (Figure 18). However, if companies follow sustainability principles and use sustainable alternatives, many people will be driven to live sustainably. However, it is vital to continue advertising sustainable products and practices so that customers get accustomed to them via repetition to build new habits and to modify detrimental behaviors since people acclimatize to change over time (Frederick & al, 1999).

Furthermore, businesses should enhance employee awareness, like Roche does, since, after a while, employees at such organizations will influence their family members, resulting in a cycle of habit change from one person to another. Likewise, 34.2% of survey respondents who declared they practice sustainable actions agreed that their family members influenced them to follow a sustainable lifestyle (Figure 15). In this instance, word of mouth, which is the most powerful method of influence (Figure 20), according to the survey, will help increase the number of people living sustainably.

Meanwhile, businesses must remember that particular activities that alter people's habits take time and repetition to enable employees to adopt the new habit and reject the old. Furthermore, businesses may communicate and promote their new habits and cultures on social media platforms since customers want to know what businesses are doing to help them.

Another essential point to make sustainable lifestyles less complex and challenging for customers is to provide sustainable items at the same price as unsustainable ones because the cost is the top crucial root cause of unsustainable behaviors for survey respondents. This may make it harder for customers to develop lasting habits. Furthermore, many sustainable initiatives are time-consuming, labor-intensive, or difficult to perform, discouraging individuals, as survey respondents stated in the source, for underlying reasons of unsustainable behavior (Figure 16). As a result, making the action simple to complete is one technique for increasing long-term habit formation (Houten et al., 1981). Companies may encourage sustainable behaviors by providing recycling bins nearby, requiring less complicated recycling sorting, and installing sprinkler systems with "low-flow" options (White et al., 2019).

On top of that, making sustainable practices the norm is one approach to simplifying them (Frederiks et al., 2015; Theotokis & Manganari, 2015). In reality, because consumers' cognitive resources are often limited, streamlining the decision-making process may assist them in developing more automatic, long-term habits (Steg & Vlek, 2009). Furthermore, organizations could end their awareness initiatives with exercises or games to make them simple, straightforward, and memorable. In this regard, the Roche Budapest green ideas

community organizes quizzes, challenges, bikes, bike competitions, drawing exhibits, and other entertaining activities to raise awareness while having fun.

Besides that, companies can include specific resources, especially photos, which is vital because visuals help people grasp the theoretical portion of awareness seminars. Furthermore, giving customers precise feedback on their behavior is another technique for promoting long-term habit creation. Feedback on the person's skill or the user's prior behaviors, such as water and energy usage, can be offered (White et al., 2019). The Roche green community offers prizes and presents in most of its activities to encourage participation. This strategy, as proven, inspires employees to attain higher performance. As a result, Roche offers employees the sense that the company values their efforts, which also helps in habit formation.

5.4.3. Strategies using the SHIFT framework third element: Individual Self

One strategy for influencing individuals is to call attention to the identification of a particularly sustainable product, service, or attitude (Green & Peloza, 2014; Nolan et al., 2008). According to studies, sustainable features have a more significant influence on customers if their self-relevant aims are realized (Schuitema & Groot, 2015). Furthermore, self-interests may surpass other motivations, mainly if sustainability arguments include both self-centered and ecological reasons for living sustainably (Edinger-Schons et al., 2018). So, while encouraging individuals to be more sustainable, helping them feel good about themselves and having a solid self-concept is crucial since this will assist them in changing their unsustainable behaviors. On top of that, Roche promotes and rewards its staff for their contributions to green events and workshops.

5.4.4. Strategies using the SHIFT framework fourth element: Feelings and Cognition

On the one hand, Consumers, on the other hand, are more inclined to engage in pro-environmental behavior if it benefits them (Corral-Verdugo et al., 2009). Performing sustainable activities can create a friendly sensation that spreads and results in more exceptional positive service impression reviews. Giebelhausen and colleagues (2016). Positive emotions such as enthusiasm have affected consumer desires to minimize their usage of plastic bottles, and optimism may stimulate the creation of long-term habits (Peter & Honea, 2012).

Companies may use pleasant emotions during awareness seminars or events to better affect individuals in this setting. As a result, consumers feel that eliciting happy emotions can favorably affect their environmental behavior. The company Roche spreads enjoyment and engagement through its numerous initiatives and acts, such as engaging even the children of Roche workers in these activities, such as drawing exhibitions for children on Earth Day.

Sharing these ideas with their family and children will help them feel better and motivate them to continue developing long-term solutions.

On the other hand, it is critical to prevent exacerbating negative emotional states (Kollmuss & Agyeman, 2002). However, more modest activation of negative emotions might be beneficial (Meng & Trudel, 2017; Peloza, White, and Shang, 2013). According to one study, "expected guilt" can inspire people to do pro-environmental acts (White et al., 2019).

Based on this, companies may use social media, text messaging, or email marketing to instill anticipated guilt in customers by teaching them, for example, about the long-term hazards and risks associated with an unsustainable lifestyle, of which 32.1% of respondents agreed within the survey (Figure 18). Education might include issues such as the impact of microplastics on the ocean. Furthermore, "collective shame" might serve as a springboard for environmental action (Ferguson et al., 2011). Companies, for example, might share knowledge about their country's enormous carbon footprint in newspapers or on television; by being exposed to such information, customers will feel a feeling of collective guilt, which impacts their propensity to support sustainable causes and behaviors (White et al., 2019). This could confirm that in the third place, the source of motivation behind sustainable practices of survey takers was "Your environmental concern" 38.7 % (Figure 15), which means feeling and being concerned about the environment can be a great source of motivation to start living sustainability.

5.4.5. Strategies using the SHIFT framework fifth element: Tangibility

As customers are generally present-focused, businesses should aim to connect the advantages of sustainability to people's current priorities because sustainability is typically future-focused. Additionally, it is critical to urge people to think more abstractly and focus on sustainable behavior's long-term benefits (Reczek et al., 2018). Most survey participants who declared they follow a sustainable lifestyle chose "thinking about the future" as the highest source of motivation and influence, with 45.9% behind their eco-friendly practices (Figure 15).

Individuals' present-focused biases can be minimized by urging them to consider future generations or their children's futures (White et al., 2019). As a result, this mindset might be a solid motivation to begin living a sustainable lifestyle.

Furthermore, businesses like Roche might advertise volunteer programs related to sustainability. They provide events for employees outside of the workplace, such as the garbage activity, a bike race, and a guided tour of the wastewater treatment facility. Such measures will

make it simpler for people to be satisfied with their families and consider the long-term benefits of their activities. All of this will help them change their behavior.

In a nutshell, businesses should build their potential solutions on the five SHIFT framework parts since they successfully change client habits. However, they should address the core reasons for unsustainable behaviors by utilizing the most trusted advertisements and motivational sources. It is also critical to learn from other successful businesses employing strategies and measures to increase awareness and involvement in sustainability.

6. CONCLUSION

In a nutshell, it is time to be aware of, respect, and adhere to the 2030 Agenda for Sustainable Development Goals, especially goal 12, about sustainable consumption and production to save our planet and its resources for us and the coming generations. Otherwise, we will be forced to pay a high price and face terrible consequences in the future.

As it is critical to bridge the mismatch between what consumers say and what they do, businesses may assist customers in increasing their sustainability awareness and engagement. Moreover, to get more involved in sustainable activities, it is critical to alter customers' attitudes from concerned to proactive.

To briefly answer the research questions based on the research methodologies I used:

- the core causes of unsustainable behaviors are that sustainable products and services often cost more than unsustainable ones. Plus, consumers lack understanding about the need to adopt a sustainable lifestyle, how to identify sustainable products, and how to adopt a sustainable lifestyle. Likewise, a lack of sustainable products in the markets. On top of it, a sustainable lifestyle is complicated and requires much time. In this context, businesses may implement strategies that address the core issues.
- The most trustworthy advertisements are mostly word of mouth, conferences, events, and social media. So, companies should also employ the most trusted forms of advertising while promoting their sustainable products and awareness activities.
- The most sources of motivation for sustainable consumption are thinking about the future, books, studies, scientists, environmental concerns, family

members, and the consequences of unsustainable behaviors. Consequently, businesses must address such topics to motivate and influence consumers to start their journey toward a sustainable lifestyle.

The SHIFT framework can raise awareness and engagement for more sustainable practices through its five elements. Therefore, companies should include the SHIFT framework in their strategies since it aids in persuading people's attitudes and beliefs to engage in more sustainable actions and behaviors:

- Social influence is crucial in shaping customer behavior.
- Habit formation aids in the modification of long-term consumer unsustainable behaviors.
- The individual self consists of self-efficacy, recognition, and identity.
- Feelings and cognitions such as good self-image and negative emotions such as anticipated or collective guilt impact feelings.
- Tangibility is achieved by orienting clients toward the long term to overcome the problem of viewing sustainability as abstract and intangible.
- Roche enterprise is trying to raise awareness about sustainability as the example of the "Green ideas community" of Roche, Budapest, Hungary, which implements activities, challenges, and quizzes for their employees in this regard. Furthermore, it is strongly advised to learn from other successful organizations involved in sustainability, CSR, and incorporating the SDGs into their corporate strategies, objectives, missions, everyday life, and culture.
- In order for companies to raise awareness and engagement of sustainability, they should implement strategies and actions which addressing the root causes using the most trusted types of advertisements, and sources of motivations, based on the five elements of the SHIFT framework and through learning from other corporations who are successfully raising awareness about sustainability.
- Adopting sustainable practices and delivering sustainable products and services may improve companies' business since they will acquire clients' trust by displaying their care for people and the environment. People typically trust people that encourage and motivate them to maintain a healthy lifestyle. Furthermore, when customers are concerned about sustainability, they purchase more from firms that support sustainable development goals. As a result, companies that help clients increase their degree of sustainability will prosper.

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Interview

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AUTHOR CONTRIBUTION

The author contributed to this field of study by approaching the topic of increasing consumer awareness and engagement from an unusual angle, specifically through companies' actions and activities. This is for two reasons. The first argument is that businesses are major influencers of customers' purchasing behaviors. The second is that by assisting consumers in becoming more engaged in sustainable consumption, businesses may profit in the long run. Furthermore, the author concluded that raising consumer awareness of sustainable consumption is insufficient. As a result, there is a need to increase consumer engagement and participation in sustainable consumption, because not every consumer who is aware of the need to live a sustainable lifestyle is engaged and involved in it, according to the author's survey cross-data analysis. Hence, there is a gap between the level of awareness and the level of engagement of consumers. Additionally, in this research, the author offered a list of actions that businesses may take to increase consumers' knowledge of, involvement in, and participation in sustainable consumption. What is new and relevant is that these recommended actions and solutions are the combination of a three-pillar investigation, the SHIFT framework analysis as it helps in changing consumers' habits, consumer perspectives on this topic through a cross-analysis of a survey prepared and conducted by the author, in which 240 consumers took part, and company perspectives through a case study of the Roche corporate community's "green ideas community."

