TENDINȚE DE CONSUM ȘI STIL DE VIAȚĂ DURABIL A TINERILOR DIN REPUBLICA MOLDOVA

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Abstract. *This study investigates the level of knowledge and implementation of sustainable consumption behaviours among young adults. Conducting a nationwide online survey targeting persons between the ages of 18 and 30, this research assesses their understanding and implementation of these behaviours, offering valuable insights and advice for adopting a sustainable lifestyle.*

Key terms: *sustainable consumption, youth, awareness, adoption, survey, education, environmental issues, lifestyle, consumer behaviour, sustainability.*

The study highlights the imperative for businesses and public policies to comprehend the purchasing patterns and lifestyles of young people in order to advance sustainability. Brands must discern nascent trends and comprehend their contextual significance, adapting to shifts in consumer values and preferences. Consumers' lifestyle, as described by the World Health Organisation, encompasses their own habits and choices that represent their particular values, attitudes, and behaviours. This lifestyle significantly influences their consumption behaviour.

The term "lifestyle" is defined differently by many academic and professional sources. However, all these definitions emphasise that lifestyle encompasses a collection of habits, choices, and behaviours that reflect the beliefs, attitudes, and preferences of an individual or group. These encompass a range of factors, including physical well-being, nutritional intake, daily routines, social connections, personal self-expression, advocacy, and consciousness of societal issues. The lifestyle of young people is notably shaped by various elements, including technology, communication, dietary choices, physical activity, engagement in social causes, awareness of societal issues, as well as the digital landscape and travel experiences.

A strong association exists between lifestyle and consumption behaviour, particularly among young people. Lifestyle exerts a significant impact on one's nutritional preferences, fashion choices, technological acquisitions, leisure pursuits, travel encounters, and sustainable buying decisions. These features are shaped by individual, societal, and cultural influences.

The lifestyle and consumption behaviour of young people can be greatly influenced by cultural and national disparities. These distinctions are influenced by cultural values, fashion, food habits, religious influences, sustainability, media influence, and cultural events. Young individuals in the Republic of Moldova may exhibit a distinct lifestyle and spending patterns that are shaped by cultural, social, economic, and historical variables.

Consumer behaviour refers to the whole set of behaviours, choices, and responses associated with obtaining, utilising, and discarding products and services to fulfil individual needs and wants. This behaviour is impacted by a range of psychological, social, and economic aspects. This description incorporates an intricate cycle of behaviours, thoughts, and emotions that characterise individuals' interactions with the market and products.

This study offers a comprehensive examination of the awareness and implementation of sustainable consumption patterns among young adults, with the objective of evaluating their degree of understanding and conduct in this domain. A web-based questionnaire was administered to individuals between the ages of 18 and 30, encompassing a set of 20 inquiries pertaining to their knowledge, inclinations, and behaviours about sustainable consumption. The study findings demonstrate a widespread recognition of environmental concerns and a readiness to embrace sustainable purchasing practices, but with notable disparities in behaviour, which may be impacted by factors like as age and education.

In order to assess the extent of knowledge and implementation of sustainable consumption behaviours, researchers employed an internet-based questionnaire targeted at individuals between the ages of 18 and 30. The survey encompassed inquiries regarding the participants' knowledge, inclinations, and implementation of sustainable consumption behaviours. An analysis was conducted on the data to evaluate the extent of understanding and implementation of sustainable consumption practices, as well as to verify hypotheses pertaining to these elements.

An important feature of the study is its novelty, providing a current nationwide view on the extent of awareness and behaviours related to sustainable consumption among young people. This study highlights the significance of educational and awareness initiatives, as well as offering a range of choices to promote flexitarian diets. These efforts help to motivate young individuals to adopt a more sustainable way of living.

The findings demonstrate a heightened consciousness of environmental concerns and a willingness to embrace sustainable consumption behaviours among young people. Nevertheless, notable disparities in their conduct were noted, which were influenced by variables such as age and educational attainment.

The research technique involves conducting a nationwide online survey that focuses on assessing the youth's awareness and engagement in sustainable consumption patterns. Analysed data was used to assess the extent of awareness and implementation of these practices, as well as to verify hypotheses concerning affecting factors.

The demographic study revealed a heterogeneous distribution in terms of age, gender, and residential region, with a substantial majority of participants residing in urban contexts. The study found that the lifestyle of young people is swiftly influenced by variables such as technology, cultural shifts, and social changes. Comprehending these modifications is crucial for formulating governmental policies, educational programmes, and social activities that effectively address the requirements and goals of this demographic.

The study conducted tests to validate multiple hypotheses concerning the awareness and sustainable consumption behaviour of young individuals. The study verified the knowledge of environmental concerns among young individuals and their inclination to embrace sustainable consumption habits. In addition, young individuals often utilise public transit and other environmentally-friendly means of travel, purchase locally sourced or organic goods, consistently engage in recycling practices, minimise water and energy usage inside their homes, and actively partake in environmental gatherings or volunteer initiatives.

The study proposes that effective strategies to promote a more sustainable lifestyle among young adults encompass educational and awareness initiatives, advocacy for flexitarian diets, and the provision of a wide range of choices. Furthermore, it is advisable to incorporate sustainability teaching into educational curricula at both the school and university levels, while also enhancing the availability and affordability of sustainable goods and services.

One noteworthy finding of the study is that most of the young participants are conscious of environmental concerns and are enthusiastic about embracing sustainable consumption practices. Nevertheless, there exist notable disparities in their conduct, which may be impacted by variables like as age and educational attainment. The study emphasises the significance of educational and awareness initiatives aimed at motivating young individuals to embrace a sustainable way of living.

The findings demonstrate distinct patterns and actions, such as a predilection for public transit or bicycles, regular recycling, utilisation of local or organic goods, and a decrease in the consumption of meat and animal-based products. This data offers a lucid depiction of the consumption patterns exhibited by young individuals and their degree of dedication to sustainable activities.

Ultimately, this study provides significant insights to the realm of sustainable consumerism by presenting a thorough outlook on how young adults view and

engage in sustainable practices. The outcomes of this study can provide valuable insights for the formulation of policies and strategies aimed at fostering responsible consumption patterns and advancing towards a more sustainable future.

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