

Unraveling the relationship between well-being, sustainable consumption and nature relatedness: a study of university students

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Abstract-

Many empirical studies have found an association between sustainable consumption and well-being. However, the direction of causality between these constructs remains unclear. Well-being could be an antecedent of sustainable consumption or, sustainable consumption a driver of well-being; also, there could be a reciprocal relationship between these two constructs. Alternatively, both well-being and sustainable consumption could be outcomes of another construct that could be masking a relationship between well-being and sustainable consumption. This study aims to advance the well-being and sustainable consumption research by testing these three relationships in a longitudinal study with young consumers (n=369). The findings show that when controlling for the constructs at Time 1, the relationship between the focal constructs is no longer significant. Results lead to support the hypothesis that sustainable consumption and well-being are explained by a particular trait of the individual, nature relatedness, so that individuals with greater nature relatedness are more likely to adopt a sustainable lifestyle and have greater well-being. Nature relatedness thus acts as a predictor of both focal constructs. This result implies that by nurturing nature relatedness, societies will achieve the double dividend of well-being and sustainability.

Index Terms- Well-being . Happiness . Sustainable consumption . Nature relatedness . Longitudinal study

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