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## Responsible consumer behavior: Best practices and management challenges

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### Abstract

This study investigates behavioral factors influencing responsible consumption patterns and addresses conceptual ambiguity within the theoretical framework of responsible consumption. A quantitative survey was conducted between November 2024 and February 2025 in Kazakhstan (N = 400, aged 18–66) and Russia (N = 402, aged 18–67). The questionnaire assessed participation in responsible consumption practices, consumer choice determinants, self-assessed responsibility, and willingness to change consumer behavior. Correlation and regression analyses were applied to evaluate how variables affect responsible consumption practices and cultural patterns. Results show that in Kazakhstan, 52.96% of the variance in responsible consumption engagement is explained by consumer choice, self-assessment, and readiness for behavioral change, whereas in Russia, the explained variance is 42.58%. Key drivers include consumer choice, self-perceived responsibility, and willingness to change consumer behavior, while demographic factors such as gender and age have low impact. Institutional frameworks, including fines and educational programs, also shape consumption practices differently in the two countries. The findings suggest that both individual and institutional factors contribute to the transition toward responsible consumption. Further research is required to advance responsible consumption by considering economic conditions, regulatory frameworks, and cultural norms. Such an approach will enable policymakers and businesses to apply integrated strategies that align institutional measures with individual responsibility, thereby fostering the development of an environmentally conscious society.

**Keywords:** Ecological behavior, Ecological consumption, Green consumption, Responsible consumption, Sustainable consumption, Sustainable management.

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**Transparency:** The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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## 1. Introduction

The idea of responsible consumption originates from various scientific schools and fields. Some of the most fundamental approaches include the concept of sustainable development [1-3] theory of planned behavior [4] «value – belief – norm theory» and «attitudes – behavior – context theory» [5-7] the theory of consumer values [8] norm activation theory [9] the theory of social attitudes, considering the ecological approach [10] the theory of responsible consumption [11] the concept of ecological marketing [12] and etc.

The concept of "sustainable development" firstly was introduced in the United Nations report "Our Common Future", which was published in 1987. It is defined as a process of change that ensures that the scale of resource use, the direction of investments, and the orientation of technological development are consistent with both current and future needs [13]. This definition has become one of the most widely cited today. The very definition of "sustainable development" encompasses the key features of the various concepts related to enhancing the quality of life, ensuring environmental safety, optimizing resource use, changing consumption patterns, and modifying responsible consumer behavior.

It is worth noting that the terms "sustainable consumption" and "responsible consumption" are often used interchangeably in the English-language academic literature. However, there are some differences in their semantic meanings in the Russian-language sources. This has led to some confusion regarding the precise definition of the concept. A more accurate interpretation of this term would be "consumption aimed at sustainable development". Moreover, the idea of "responsibility" is interpreted as an focus on sustainable development in a broader context [14].

In this context, the concept of responsible consumption can be a crucial element of a comprehensive approach to sustainable development. Many scholars consider it important to emphasize responsible consumption as a potential way within the framework of sustainable development [15, 16]. There is an ongoing discussion among scientists regarding the conceptual ambiguity of responsible consumption [17].

Haider, Shannon, and Moschis criticize the lack of a commonly accepted, unified approach to creating a conceptual model for responsible consumption. They attribute this to the complexity and breadth of the subject, noting that in order to create a comprehensive picture, it is necessary to integrate concepts from various fields of study, including sociology, economics, psychology, philosophy, and anthropology, among others [18]. The difficulty of forming a unified approach to such a complex phenomenon has also been noted by Connolly and Prothero [19], Georgantzis Garcia, et al. [20], Vargas-Merino, et al. [21] and Shabanova [22]. Thus, the concept of responsible consumption may have various theoretical approaches, depending on the field of science, research goals, and the perceptions of the authors and application areas. Shabanova [23] in her research concluded that: "...the specificity of the approaches determines the uniqueness of each concept's contribution to the "common goal" and, at the same time, creates a platform for productive interdisciplinary collaboration."

Cherrier notes that the concept of sustainable development examines the overall impact of human activity in the area of consumption on the global ecosystem [24]. The results of this impact can be positive or negative, and can be voluntary or compulsory, arising from restrictive social norms [24]. Vargas-Merino, Rios-Lama, and Panez-Bendezú concluded in their study that responsible consumption is a crucial concept in society and the environment, due to its direct link with the broader concept of sustainable development [21]. They emphasized the importance of this concept, which helps to justify the idea of balancing consumption with environmental and economic concerns [21].

There are various perspectives on how consumer patterns should evolve, e.g., altruism, opinion leadership, attitudes toward big business and brand values, beliefs in advertising ethics influence responsible consumer behavior [25]. Thus, Scammon and Mayer [26] and Wolske, et al. [27] believe that consumer behavior transition should occur not through administrative decisions, but rather through responsible consumer choice. According to Stern [7] people determine their own values and priorities, which then influence their behavior based on their beliefs and norms. These values and beliefs particularly are focused on responsible consumption Stern [7]. Geels, et al. [28] however, believe that government should actively guide sustainable changes in consumption and production systems and encourage it through various programs and initiatives.

It is important to note that in a scientific discourse of transitioning to a circular economy, responsible consumption forms a new culture and model for modern society. This concept is based on principles such as environmental friendliness, ethics, sociability, and economy [21] and defines responsible consumption as the use of products and services that meet the needs of consumers while contributing to improving quality of life and reducing negative social impact, thus ensuring the well-being of future generations. Borah, et al. [29] in their study, attempt to assess the influence of environmental knowledge on responsible consumers' behavior. The authors conclude that there is a link between the factors mentioned: the research hypothesis confirmed and it shown that perceived environmental awareness significantly influences consumers' decisions to purchase eco-friendly products.

## 2. Best Practices of Responsible Consumption in Russia and Kazakhstan

In the context of global climate challenges, the need to modernize the economy and improve the quality of life of the population, Russia is intensifying its efforts to integrate sustainable development principles into national strategies and practices. This process affects legislation, public policy, regional initiatives, the corporate sector, education and infrastructure development, forming an integrated approach to achieving long-term stability. Special attention is paid to the UN Sustainable Development Goal 12 "Responsible consumption and production" as a key element of the transition to a "green" and cyclical economy.

The Russian Federation is demonstrating a consistent movement towards integrating the principles of sustainable development, with a special focus on SDG 12 "Responsible consumption and production". A legislative framework has been created and is being improved. Measures are being actively implemented within the framework of the Ecology national project (including the creation of a Municipal solid waste management infrastructure under the auspices of the Russian environmental Operator), and a long-term low-carbon development strategy has been adopted.

The Table 1 illustrates the diversity of approaches to managing responsible consumer behavior in Russia. The objectives of stakeholders cover a wide range of measures, from direct regulatory action to incentives and educational initiatives. The effectiveness of these measures depends on the coordinated work of all actors and consideration of the specifics of various industries and regions.

**Table 1.**  
Overview of Responsible Consumption Practices in Russia.

Category	Examples of Initiatives/Regulations
State	<p>Code of Administrative Offenses of the Russian Federation (dated December 30, 2001, N 195-FZ):</p> <p>Illegal dumping of garbage in unauthorized places: Fine for unauthorized garbage disposal: 1,000-2,000 rubles (\$11.89 - \$23.78); fine for trash on the road: 300 rubles (\$3.57); if garbage obstructs other road users: up to 10,000 rubles (\$118.9); leaving construction debris in a forest: up to 5,000 rubles (\$59.46); if a forest fire results from a cigarette butt: up to 3,000 rubles (\$35.57); if someone else's property is damaged by a cigarette butt-induced fire: up to 5,000 rubles (\$59.46); in case of repeated violations, the fine amount is doubled.</p> <p>Air pollution by vehicles (individuals): Fine of up to 2,000 rubles (\$23.78); in case of repeated violations, the fine amount doubles; entry into a "green zone" by a low-emission class car: first violation: a fine of 1,000-5,000 rubles (\$11.89 - \$59.46); in case of repeated violations, the fine amount is doubled.</p> <p>Water pollution (individuals): Fine from 2,000 to 2,500 rubles (\$23.78 – \$29.75); in case of repeated violations, the fine amount is doubled.</p> <p>Other relevant initiatives and regulations in Russia: Federal Law No. 280 dated August 3, 2018 ("On Organic Products and Amendments to Certain Legislative Acts of the Russian Federation"); As part of the "Ecology" national project, modern waste processing facilities (KPO: Vostok, North, South, and Don in the Moscow region) have been commissioned throughout the country; Presidential Fund for Environmental and Conservation Projects; Decree of the State Government of the Russian Federation No. 1587 dated September 21, 2021, "On approval of criteria for sustainable (including green) development projects in the Russian Federation."</p>
Education	<p>Russian universities are actively participating in the federal program "Priority 2030," where Sustainable Development (SD) is identified as one of the strategic directions.</p> <p>Moscow State University (MSU): Offers educational programs in SD, Environmental, Social, and Governance (ESG) principles, and environmental management; organizes the international creative week "Sustainability Week" ("Sustainable Development"); engages in environmental and sustainable development project activities; supports school projects focused on Corporate Social Responsibility (CSR) and energy audits.</p> <p>Higher School of Economics (HSE): Provides educational programs such as "Environmental Economics and Sustainable Development" and "Management of Low-Carbon Development"; organizes "ECoin," a quest promoting responsible consumption.</p> <p>Tomsk State University: Offers a Master's Degree program titled "Sustainable Development of the Territory."</p> <p>Tomsk Polytechnic University: Provides a course on "Sustainable Human Development" as part of its Master's degree program "Environmental Problems of the Environment"; runs an open school for sustainable development, offering online courses on sustainable development and responsible</p>

	consumption. St. Petersburg State University: Developing the "Green University" initiative, which aims to integrate the SD concept, particularly focusing on environmental aspects, into the university's operations, including administrative buildings and dormitories.
Business	Sber: Offers "green" financial products and is developing an Environmental, Social, and Governance (ESG) strategy. It informs clients about environmental initiatives through its digital platforms. Retail (Magnit, X5 Group, VkusVill): These retailers are reducing the use of virgin plastic and introducing recyclable packaging. They also feature eco-labeling and dedicated "green" shelves or sections in their stores. Lenta, Interspar, Magnit, Bystron, etc.: These stores highlight products with verified environmental characteristics. Ozon, Lamoda: These online marketplaces feature "Leaf of Life" eco-labeling, offer private label (STM) products with eco-characteristics, and have dedicated eco-sections in their online stores. Business - Expansion of Natural and Organic Food Production: Siberian Cedar eco-factory; SAVA LLC Collection Points for Recyclables and Unwanted Items: Magnit, X5 Group, Lenta, VkusVill: installation of reverse vending machines ("fandomats") for collecting containers; LIME, Melon Fashion Group: provide clothing collection points; Vkusville, M.Video, Pyaterochka, Perekrestok: operate reception points for batteries and plastic caps; "Perekrestok" and "Collector": offer containers for collecting unwanted items such as clothes, shoes, toys, bags, and textiles. Incentives for Sustainable Practices: X5 Group: Offers bonuses for customers who decline plastic bags and use reusable containers; Magnit, Vkusville: provide bonuses for customers who return bottles via fandomats; Starbucks coffee shops, ABC of Taste, Endorphin, etc.: offer discounts to customers who use reusable mugs. Other Responsible Business Initiatives: Tvoe, "Charity Shop": focus on responsible fashion/clothing; "Ethnomir," Absolute Siberia: engaged in responsible tourism; 4fresh: exemplifies responsible retail.
Digital Platforms	Educational Projects and Actions: The EKA Movement: Conducts environmental campaigns, festivals, and events, including the creation of an interactive map called Ecowiki; creation of eco-centers ("Collector") and recycling collection points from NGOs: Examples include the NGO "Separate Collection"; recyclemap card: Originally a Greenpeace Russia project, it is now supported by volunteers. Platforms for Promoting Responsible Consumption and Sustainable Development: The Client – Responsible Consumption Platform of SberUniversity: ( <a href="https://sberuniversity.ru/ESG/course/responsible-consumption/">https://sberuniversity.ru/ESG/course/responsible-consumption/</a> ); SKOLKOVO Zero Waste League Platform: ( <a href="https://www.skolkovo.ru/events/10072020-otvetstvennoe-potreblenie/">https://www.skolkovo.ru/events/10072020-otvetstvennoe-potreblenie/</a> ); Smartica AXIS Platform: ( <a href="https://smarteka.com/">https://smarteka.com/</a> ); Platform 1+: ( <a href="https://nplus1.ru/material/2019/09/13/sustainable-consumption">https://nplus1.ru/material/2019/09/13/sustainable-consumption</a> ); the RAISING CHILDREN Platform: ( <a href="https://xn--80aidamjr3akke.xn--p1ai/articles/vmeste-v-magazine-uchim-shkolnika-otvetstvennomu-potrebleniyu/">https://xn--80aidamjr3akke.xn--p1ai/articles/vmeste-v-magazine-uchim-shkolnika-otvetstvennomu-potrebleniyu/</a> ); platform #KnowYourGoals: ( <a href="http://sdg.openshkola.org/goal12">http://sdg.openshkola.org/goal12</a> ) and others.

The implementation of the presented tasks requires constant monitoring and adaptation to changing conditions. It is important not only to create incentives and constraints, but also to create a conscious understanding among consumers of the need for sustainable behavior based on values and a long-term perspective. Only in this case can we count on a sustainable effect and the formation of a responsible society.

For the successful implementation of strategies for sustainable consumer behavior in Russia, the key is to develop infrastructure that supports environmentally friendly alternatives. Priority measures includes expanding the network of recycling collection points, improving public transport and creating conditions for the use of electric vehicles. It is also important to encourage manufacturers to develop and implement environmentally friendly technologies and materials.

In addition to infrastructural changes, it is necessary to actively use marketing and PR tools to create a positive image of sustainable consumption. Informing about the benefits of environmentally friendly goods and services, focusing on the social responsibility of businesses, and supporting environmental initiatives can significantly influence consumer preferences.

One of the important aspects is also the establishment of a system for the assessment and certification of environmentally friendly goods and services. Clear and transparent criteria will allow consumers to make informed choices while allowing manufacturers to demonstrate their commitment to the principles of sustainable development.

Finally, it is necessary to take into account the regional peculiarities of Russia when developing strategies for responsible consumer behavior. Different regions have different economic, social and environmental conditions, so it is necessary to adapt incentive and regulatory measures to local needs and opportunities.

In Republic of Kazakhstan, administrative fines are imposed on individuals and legal entities for violations of environmental legislation. The amount of fines is determined in monthly calculation indices (MCI). The environmental legislation is designed to ensure sustainable development and environmental protection. By introducing fines and penalties, the legal framework incentivizes compliance with established norms, thereby contributing to natural resource conservation and the improvement of the country's environmental situation.

Table 2 demonstrates the versatility of approaches to the development of responsible consumer behavior in Kazakhstan. Government, business, and other stakeholders play a key role in creating an environment conducive to

responsible consumption. Regulatory measures, organizational initiatives and government incentives are aimed at setting standards and raising public awareness.

**Table 2.**

Overview of best responsible consumption practices in Kazakhstan.

Category	Examples of Initiatives/Regulations
Education	<p>Narxoz University implements the educational program "6B05202 - Environment and Sustainable Development". D. Serikbayev East Kazakhstan Technical University offers the program "6B05303 - Environmental Chemistry and Sustainable Development". Shakarim University includes universal modules on sustainable development in all major educational programs.</p> <p>The Ministry of Education of the Republic of Kazakhstan, together with UNESCO Almaty, organized a seminar aimed at developing a national initiative to integrate Education for Sustainable Development (ESD) into the main efforts to ensure the country's sustainable development.</p> <p>Other relevant initiatives include: the "Education for Sustainable Development" program by the Central Asian Regional Environmental Center (CAREC); the project "Integration of young people with disabilities into society through environmental education"; activities of the public association "Scouts of the Great Steppe"; Karaganda University of Kazpotreboysyuz, in its sustainable development strategy until 2030, provides for the inclusion of sustainable development topics in term papers and graduation theses; Korkyt Ata Kyzylorda University has been implementing the educational project "Green Kindergarten – Green School – Green College – Green Faculty" since 2023; the Kazakh Medical University of Continuing Education is implementing the program "8D10139 – Public Health".</p>
Business	<p>Coca-Cola in Kazakhstan: The company implements projects aimed at improving the efficiency of water resource use. For example, in collaboration with the Regional Environmental Center for Central Asia (CAREC) in the Akmola region, a project was implemented that reduced irrigation water costs by six times. Such initiatives demonstrate to consumers the importance of responsible treatment of natural resources and stimulate demand for environmentally friendly products and services.</p> <p>Otbasy Bank: This bank has developed the "Green Mortgage" project, which allows customers to purchase energy-efficient housing at a reduced interest rate.</p> <p>Canon Kazakhstan: The company strives to make its business more environmentally friendly by reducing carbon dioxide emissions and developing technologies with a focus on multiple reuse.</p> <p>BI Group: Kazakhstan's largest construction holding company implements innovative IT solutions to optimize processes and reduce costs.</p> <p>Other businesses and organizations involved in environmental and sustainable development initiatives include: Damu Entrepreneurship Development Fund; ERG (Eurasian Resources Group); TNK Kazchrome JSC; KEGOC JSC; JSC "Samruk-Energo"; ECO Products Group LLP; Eco-association of Kazakhstan; Artprime Kazakhstan LLP</p>
Digital Platforms	<p>Activities of the NGO "Kazakhstan Association for Biodiversity Conservation": This organization is actively involved in biodiversity conservation efforts.</p> <p>Waste Management Platforms: In large cities, vending machines for collecting recyclables (such as plastic and metal cans) operate through mobile applications (e.g., Sparklo: <a href="https://www.sparklo.com">https://www.sparklo.com</a>).</p> <p>Sharing Economy Platforms: OLX.kz (<a href="https://www.olx.kz">https://www.olx.kz</a>): As the largest classifieds platform, its "I'll give for free" category and the sale of used goods contribute significantly to the reuse of items and a reduction in overall consumption.</p> <p>Platforms for Promoting Environmentally Friendly Products: Kaspi.kz <a href="https://kaspi.kz/shop">https://kaspi.kz/shop</a>): on the country's largest marketplace, users can find sections or products positioned as eco-friendly or organic, and additionally, through the "Public Services" section in the bank's mobile application, customers can apply for various services without needing to visit a "Public Service Center," thereby reducing paperwork; Halyk Market (<a href="https://halykmarket.kz">https://halykmarket.kz</a>): this marketplace also offers products from farmers or items with an emphasis on naturalness.</p>

Business, correspondingly, creates opportunities for consumers to make informed choices through the formation of demand for environmentally friendly products, voluntary certification and product range expansion. Successful implementation of these tasks requires coordinated efforts by all stakeholders and continuous improvement of sustainable management mechanisms.

The experience of Kazakhstan shows that responsible consumer behavior is the result of the joint work of the state, business and society aimed at achieving the goals of sustainable development and improving the quality of life of citizens. The further development of these initiatives and the introduction of innovative approaches will strengthen Kazakhstan's position as a country committed to the principles of sustainable development.

To promote responsible consumer behavior, an in-depth study of consumer preferences and motives in various regions of Kazakhstan is necessary. This will make it possible to develop more targeted programs and adapt existing initiatives to local conditions. Special attention should be paid to educational campaigns aimed at improving environmental literacy of the population, starting from school age.

An important aspect is the development of infrastructure for waste recycling and the promotion of the recycling of resources. Supporting innovative start-ups developing environmentally friendly technologies and products also contributes to the formation of a sustainable economy.

In addition, it is necessary to strengthen control over compliance with environmental standards by enterprises and introduce effective environmental audit mechanisms. This will prevent environmental pollution and encourage businesses to switch to more environmentally friendly production methods.

Ultimately, success in shaping responsible consumer behavior in Kazakhstan depends on the active participation of every citizen who is aware of his responsibility for the future of the planet. Constant information, encouragement and creation of favorable conditions for responsible choice are the key to achieving the goals of sustainable development and prosperity of the country.

In the context of global sustainability challenges, Russia and Kazakhstan are actively striving to integrate the principles of responsible consumption and production into their national strategies. The diversity of approaches, from legislative initiatives to educational programs and the promotion of "green" technologies, indicates a comprehensive understanding of the need for change. The successful implementation of these strategies requires not only coordinated efforts by the government, business and society, but also constant adaptation to the changing conditions and needs of the regions.

Both nations emphasize the importance of forming consumers' conscious attitude to the environment, supported by a well-developed infrastructure and a transparent system for assessing the environmental friendliness of goods and services. Supporting environmental initiatives, promoting innovation, and strengthening environmental standards enforcement are becoming key elements on the path to sustainable development.

Ultimately, success in shaping responsible consumer behavior in Russia and Kazakhstan depends on the active position of every citizen who is ready to make an informed choice in favor of the future of the planet. Constant information, encouragement and creation of favorable conditions for environmentally responsible choices is the basis for achieving the goals of sustainable development and prosperity of both countries.

An important topic of the study is the factors influencing the formation of responsible consumer habits among the population of the countries. The purpose of this study is to identify the factors influencing responsible consumer behavior, depending on the country context. The hypothesis is that responsible consumption related to intrinsic motivation and environmental factors, including the institutional context, which provides opportunities for the introduction of new consumption practices.

### **3. Research Methods and Materials**

Responsible consumption needs to be approached through an interdisciplinary lens, focusing on the specific contexts, values, attitudes, and interests of different social groups. This requires taking into account the institutional interactions and processes that shape consumption patterns. Interdisciplinary studies of responsible consumption based on the determination of the presence or absence of pro-environmental motivation to purchase eco-friendly products, as well as the internal motivations and attitudes of social groups, and the degree of engagement in responsible practices, according to Shabanova [30].

The study based on the results of a survey conducted in November 2024 to February 2025 among people in Russia ( $N_R$ ) and Kazakhstan ( $N_K$ ): ( $N_R$ ) 402 participants (respondents aged 18-67) and ( $N_K$ ) 400 participants (respondents aged 18-66). The survey used a questionnaire that focused on analyzing responsible consumption as a cultural practice, its spread, value, and impact on people's behavior.

The questionnaire consisted of four sets of questions that formed sub-indices for responsible consumption practices. The responses given by the participants were aggregated in four domains into overall index. Its values range from 0 to 74, summing up all the fragments of responsible consumption.

The first set of seven questions aims to assess engagement in responsible consumption based on the frequency of participation in responsible practices. This includes participation in resource conservation, separate garbage collection and recycling, purchasing goods from local producers, participating in active ageing activities, and other related practices. All questions allowed for three responses, thus we assigned 0 to "never", 1 to "sometimes" and 2 to "yes", thus the first subset contributes 0-14 points to the overall index.

The second set of twelve questions focuses on the motivation factors for environmentally friendly behavior in the consumption process. Some of these include: high product quality, the price-quality ratio, health benefits, brand loyalty, brand image, discounts, manufacturers' social responsibility, convenience of packaging, the environmental responsibility of manufacturers, organic packaging, and more. All questions allowed for four responses, thus we assigned 0 to "doesn't matter" and "rather doesn't matter", 1 to "somewhat matters" and 2 to "matters a lot", thus the second subset contributes 0-24 points to the overall index.

The third set of eight questions aims to measure the subjective assessment of the respondents' responsibility in resource saving, recycling, buying eco-friendly and local goods, reusable packaging and sustainable transportation, engagement in environment protection activities. All questions allowed for four responses, thus we assigned 0 to "critically low" and "low" (responsibility), 1 to "average" and 2 to "high", thus the third subset contributes 0-16 points to the overall index.

The fourth set of ten questions is focused on the consumption of eco-friendly products, assessing awareness levels and trends. It included questions about regularity of natural food consumption, sustainable transportation, organic cosmetics, sport services, responsible fashion, investments, household chemicals, children's goods, green real estate, and responsible

tourism. The questions here allowed for four responses, thus we assigned 0 to “not ready” and “rather not ready”, 1 to “somewhat ready” and 2 to “ready”, thus the fourth subset contributes 0-20 points to the overall index.

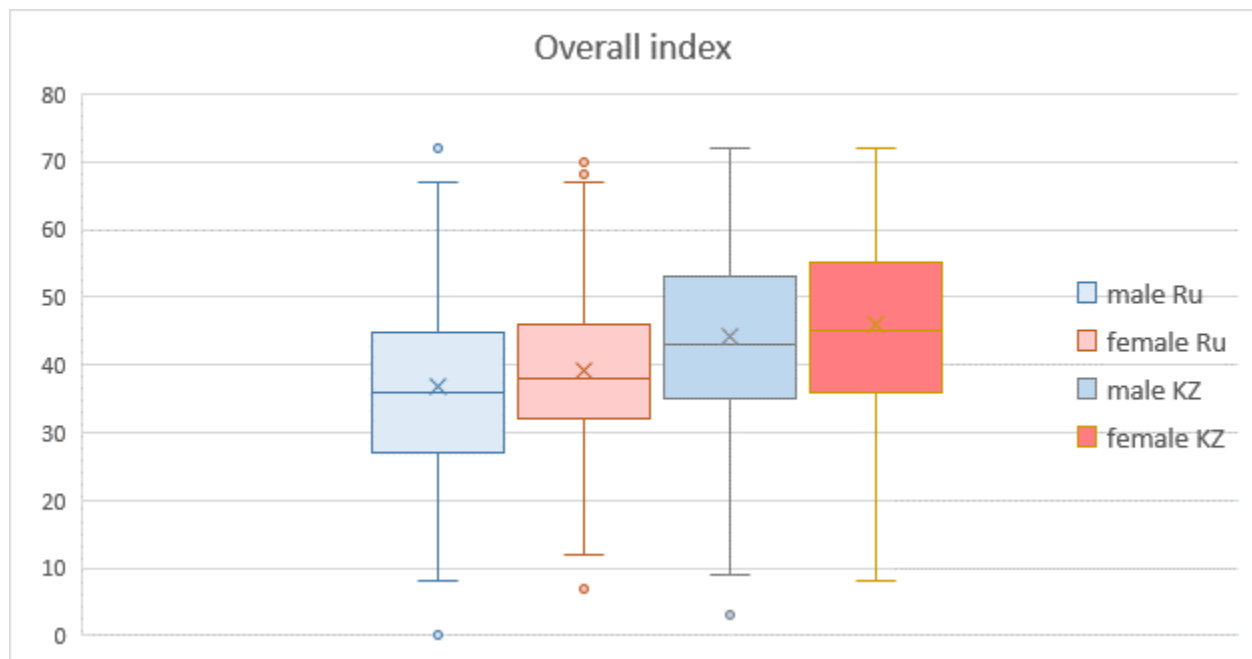
The purpose of the study was to identify the motivations and behavioral factors that influence responsible consumption patterns in Russia and Kazakhstan. Correlation and regression analyses were used to achieve a scientific understanding of the impact of a group of variables on the development of cultural practices for responsible consumption among people in Russia and Kazakhstan.

### 3.1. Research limitations

The present paper suggests that there are several concerns and issues that need to consider when planning cross-country cross-sectional surveys. These concerns, arising from the current study design, lead us to question the appropriateness of the cross-country approach in general, although there are some advantages to this method. Further research is required to identify the best methods for conducting such surveys. The cross-country approach is a novel approach to international behavioral economics, and it is unknown how the different imputation procedures used affect the results and their validity and reliability. We demonstrate the consequences of various actors' actions using a real-world example of a sample from two countries. Consumer responsibility presented as best practices in Russia and Kazakhstan at the level of (1) government (2) business (3) education (4) society. Using a questionnaire survey, we tried to determine the impact of the institutional environment for the development of responsible consumption on its scale by indexes. The Russian language of the questionnaire is the same for both countries. This language is the national language for Russia. The use of the Russian language in Kazakhstan is regulated by the Law of the Republic of Kazakhstan dated July 11, 1997 No. 151-І "On Languages in the Republic of Kazakhstan" (with amendments and additions as of 03/16/2025). This law defines the status of the Kazakh language as the state language, and Russian as officially used on an equal basis with Kazakh in state organizations and local governments (Article 5). The provisions on languages also fixed in Article 7 of the Constitution of the Republic of Kazakhstan.

## 4. Results and Discussion

The overall index for Russia and Kazakhstan with the gender breakdown (Figure 1) shows that in both countries women (mean is 38 points for Russia and 45 points for Kazakhstan) are more eco-conscious than men (mean is 36 points for Russia and 43 points for Kazakhstan), and the whole sample in Kazakhstan is more eco-oriented compared to Russia.

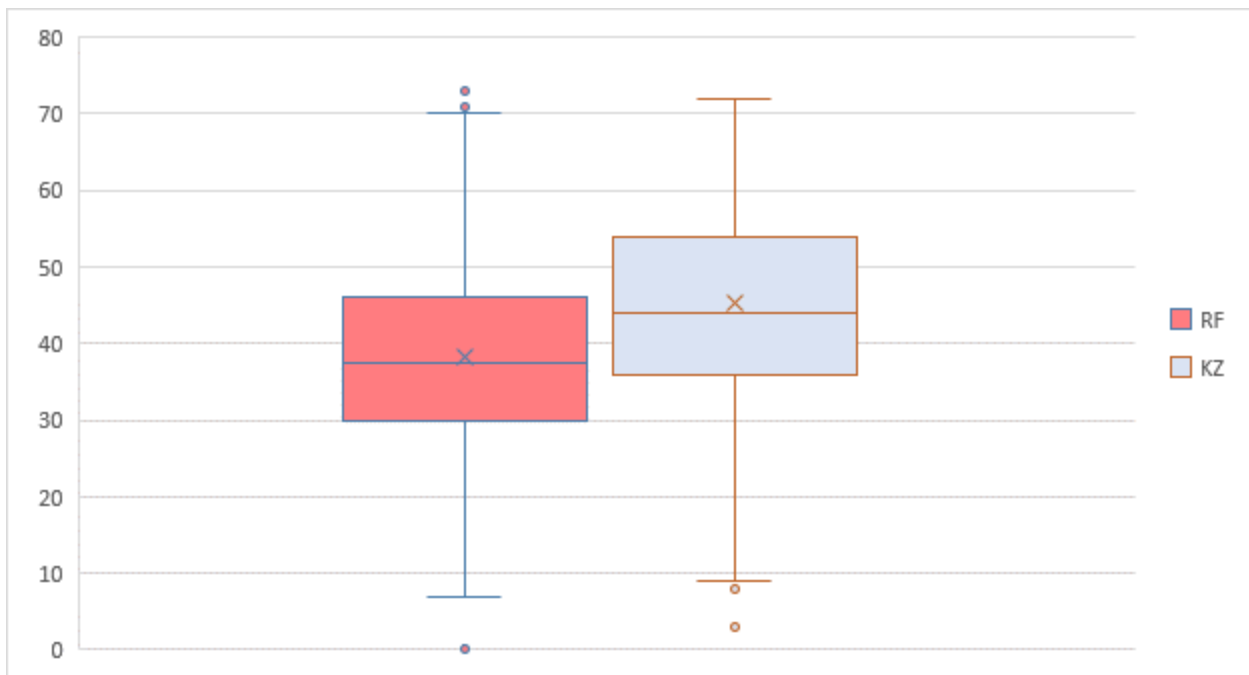


**Figure 1.**

Gender differences for responsible consumption index in Russia and Kazakhstan ( $N_R=402$ , 18-67;  $N_K=400$ , 18-66).

The overall index for Russia and Kazakhstan (Figure 1) allows assuming cross-country differences. The mean for Russia is 37,5, while the mean for Kazakhstan is 44. This difference is proven to be statistically significant according to Mann-Whitney test ( $z=7,19528$ ,  $p\text{-value}=0,000000$ ).

Responsible consumption index for Russia and Kazakhstan (Figure 2) allows to assume a cross-country differences. The mean for Russia is 37,5, while the mean for Kazakhstan is 44. This difference is proven to be statistically significant.



**Figure 2.**  
Responsible consumption index in Russia and Kazakhstan ( $N_R=402$ , 18-67;  $N_K=400$ , 18-66).

Tables 3 and 4 represent a Spearman correlations between subindices, age and education for Russia and Kazakhstan.

**Table 3.**  
Spearman correlations between subindices, age and education for Russia.

Variables	Spearman Rank Order Correlations MD pairwise deleted Marked correlations* are significant at $p < 0.05000$					
	Participation in responsible practices	Factors of consumer choice	Self-assessment of consumer responsibility	Willingness to change consumer behavior	Age	Education
Participation in responsible practices	1.000	0.442*	0.544*	0.448*	-0.012	-0.002
Factors of consumer choice	0.442*	1.000	0.438*	0.560*	0.009	0.047
Self-assessment of consumer responsibility	0.544*	0.438*	1.000	0.447*	-0.092	-0.067
Willingness to change consumer behavior	0.448*	0.560*	0.447*	1.000	-0.032	-0.020
Age	-0.012	0.009	-0.092	-0.032	1.000	0.565*
Education	-0.002	0.047	-0.067	-0.020	0.565*	1.000

Note:  $N_R=402$ , 18-67.



**Table 4.**

Spearman correlations between subindices, age and education for Kazakhstan.

Variables	Spearman Rank Order Correlations MD pairwise deleted Marked correlations* are significant at $p < 0.05000$					
	Participation in responsible practices	Factors of consumer choice	Self-assessment of consumer responsibility	Willingness to change consumer behavior	Age	Education
Participation in responsible practices	1.000	0.534*	0.649*	0.482*	-0.080	-0.004
Factors of consumer choice	0.534*	1.000	0.539*	0.604*	0.052	0.029
Self-assessment of consumer responsibility	0.649*	0.539*	1.000	0.406*	-0.117*	-0.072
Willingness to change consumer behavior	0.482*	0.604*	0.406*	1.000	0.032	0.035
	-0.080	0.052	-0.117*	0.032	1.000	0.396*
Education	-0.004	0.029	-0.072	0.035	0.396*	1.000

Note:  $N_K=400$ , 18-66.

Because the four subindices in both countries are free of multicollinearity, they appear to reflect different aspects of environmentally friendly behavior, making each a potentially valuable component of the analysis.

For the regression model, the engagement in responsible consumption practices was chosen as a dependent variable, since we assume that subjective self-assessments of how responsible and ecological respondents are may presumably entail into eco-wise actions and practices. The models are presented in Tables 5 and 6.

**Table 5.**

Regression summary for engagement in responsible consumption practices for Russia.

Variables	Regression Summary for Dependent Variable: engagement in responsible consumption practices $R = 0.65587278$ $R^2 = 0.43016910$ Adjusted. $R^2 = 0.42587390$ $F(3.398) = 100.15$ $p < 0.0000$ Std.Error of estimate: 2.4269					
	b*	Std.Err.	b	Std.Err.	t(398)	p-value
Intercept			0.172	0.390	0.44	0.658915
Factors of consumer choice	0.156	0.048	0.107	0.033	3.20	0.0014
Self-assessment of consumer responsibility	0.447	0.044	0.432	0.043	10.00	0.000
Willingness to change consumer behavior	0.176	0.048	0.115	0.031	3.65	0.000

Note:  $N_R=402$ , 18-67.

The model shows that in Russia 42,58% of responsible practices engagement variation may be explained by the input of domains factors of consumer choice, self-assessment of consumer responsibility and willingness to change consumer behavior.

**Table 6.**

Regression summary for engagement in responsible consumption practices for Kazakhstan.

Variables	Regression Summary for Dependent Variable: engagement in responsible consumption practices R= 0.73021945 R <sup>2</sup> = 0.53322045 Adjusted. R <sup>2</sup> =0.52968424 F(3.396)=150.79 p<0.0000 Std.Error of estimate: 2.1799					
	b*	Std.Err.	b	Std.Err.	t(398)	p-value
Intercept			-0.457	0.394	-1.1578	0.2476
Factors of consumer choice	0.1562	0.047	0.093	0.028	3.2812	0.00112
Self-assessment of consumer responsibility	0.527	0.042	0.444	0.035	12.4413	0.00000
Willingness to change consumer behavior	0.165	0.043	0.113	0.029	3.7986	0.00016

Note: NK=400, 18-66.

The model shows that in Kazakhstan 52,96% of responsible practices engagement variation may be explained by the input of domains factors of consumer choice, self-assessment of consumer responsibility and willingness to change consumer behavior.

In general, the more a consumer engages in responsible consumption practices, the higher their subjective assessment of responsibility in consumer choices. Therefore, promoting awareness of responsible decision-making is important when designing consumption practices.

## 5. Conclusion

A regression model was developed to identify the factors that contribute to the adoption of new responsible consumption patterns. The analysis indicates that variables such as gender and age have no significant overall impact on motivation and consumer behavior. Although, women are slightly more likely to purchase environmentally friendly products and are more motivated towards responsible practices than men in both Russia and Kazakhstan.

The average score for consumption of environmentally friendly products, motives for environmentally friendly behavior, and engagement in responsible practices indicate an average level of adoption of responsible consumption patterns. Nevertheless, not all aspects of responsible consumption can be explained solely by personal motives and behaviors. Important factors include the environment and the accessibility of certain products as well as the possibility and availability of consumer choice. Government policy and business's social responsibility also play a significant role. There are slight differences in the responsible consumption index when comparing Kazakhstan with Russia. However, the institutional frameworks is differs from Russia and characterized by higher fines, an extensive network of private initiatives, and business practices of educational programs. Institutional factors and government policies have significant impact on the formation and spread of responsible consumption practices. Therefore, individual behavior and consumer intentions alone cannot ensure a transition to responsible consumption without a competent government policy towards businesses and society as a whole.

Consumer psychology has a significant influence on the adoption of responsible practices in both Kazakhstan and Russia. While the specific percentage contributions vary (52.96% in Kazakhstan to 42.58% in Russia), the convergence in the salient factors such as consumer choice, responsibility self-assessment, and behavioral change readiness underscores a common thread: the powerful role of individual attitudes and perceptions in driving sustainability.

However, the models also indicate that a substantial portion of the variation remains unexplained, suggesting that other factors, such as economic conditions, regulatory frameworks, and cultural norms, likely play a role. Further research, exploring the interaction between these external factors and consumer psychology, is crucial for developing comprehensive strategies to promote widespread sustainable behavior in both countries. A deeper understanding of these nuances will enable policymakers and businesses to craft targeted interventions, ultimately supporting a more environmentally conscious society.

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