

A Study on Generation Z's Perceptions Towards A Sustainable Lifestyle: With Special Reference to Chennai City

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ABSTRACT

This article discusses how Gen Z, the youngsters of today, are accustomed to a sustainable lifestyle. Past Studies prove that leading a sustainable lifestyle helps reduce carbon footprints. This helps to progressively achieve Net Zero Emissions, one of the UN's Sustainable Development Goals. The paper also examines the reasons that are stopping the respondents from adopting a more environmentally friendly lifestyle and the measures that could be taken in order to encourage more people to follow a sustainable lifestyle. From all the global problems like climate change, ozone depletion, global warming, etc., it is very evident that sustainability is the only key to the future.

keywords: Sustainable Lifestyle, Carbon footprint, Net Zero

