

Digital transformation, driven by technologies like artificial intelligence, big data analytics, the Internet of Things (IoT), and blockchain, has been extensively studied by researchers and practitioners. While digitalization holds great potential for improving the environment, concerns regarding its environmental risks have also emerged. The increasing adoption of digital technologies without considering their environmental consequences may lead to a significant impact on the planet. This research project aims to address the environmental impact of internet use, referred to as "internet pollution," and explore individuals' willingness to modify their online behaviors to reduce this pollution.

The project consists of three main studies. The first study focuses on assessing consumer awareness of digital pollution and the factors influencing their adoption of sustainable digital practices. By conducting in-depth interviews with a diverse group of participants, this study aims to understand consumers' knowledge of digital pollution and identify the key factors influencing their decisions regarding sustainable digital behavior. This knowledge gap will be addressed by exploring consumers' perspectives and insights through qualitative analysis of their interviews. By identifying consumers' efforts to be more digitally sustainable, strategies can be developed to prevent digital pollution from becoming an even greater issue in the future.

The second study aims to investigate the motives behind consumers' willingness to behave more digitally sustainably. Utilizing the Value-belief-norm (VBN) theory, the research examines how consumers' perception of consequences, attribution of responsibility, personal norms, and other factors influence their intentions to engage in sustainable online behaviors. This quantitative study, based on a survey distributed to a large sample, aims to provide insights into the predictors that drive sustainable digital behavior. By understanding the multifaceted influences on consumers' decisions, targeted strategies can be developed to promote and incentivize sustainable digital practices.

The third study involves a quasi-experiment in which participants are presented with different digital behavioral options and asked to indicate their preferred choices based on the environmental impact associated with each option. By evaluating participants' willingness to adjust their internet use standards, this study aims to understand if individuals are willing to change their digital behavior to reduce their environmental footprint. This experiment reflects real-life scenarios and choices that consumers face in their digital behavior, providing practical insights for promoting more sustainable digital practices.

The research project seeks to fill a significant gap in understanding individuals' attitudes, motivations, and behaviors regarding internet pollution reduction. It highlights the importance of raising awareness among internet users about the environmental costs of their online actions and the benefits of making small behavioral changes. The findings from these studies will contribute to the development of targeted strategies, policies, and initiatives to promote sustainable digital practices and prevent digital pollution from becoming a major environmental issue.

Ultimately, the aim of this research project is to foster a more sustainable and responsible approach to internet usage that aligns with global environmental goals. By shedding light on consumers' willingness to change their digital behavior, policymakers, industry stakeholders, and environmental advocates can develop effective strategies and interventions to mitigate the environmental impact of internet use and promote a sustainable digital world. This research project holds valuable implications for the advancement of knowledge in the field and contributes to broader environmental sustainability goals.

The outcomes of this research project are expected to have several important effects. First, by enhancing our understanding of consumer awareness of digital pollution and the factors influencing sustainable digital behavior, targeted interventions and initiatives can be developed to promote environmentally responsible online actions. Second, identifying the motives behind consumers' willingness to engage in digitally sustainable behaviors will enable the design of persuasive communication strategies that can effectively influence attitudes and behaviors. Third, the quasi-experimental study will provide real-world insights into consumers' willingness to change their digital behavior based on environmental information. The results can inform the development of user-friendly tools and platforms that facilitate more sustainable choices and help users reduce their digital environmental footprint.

Moreover, the research project will contribute to the academic literature by advancing our understanding of the complex relationship between technology use and its environmental consequences. It will provide a foundation for further exploration of the environmental impact of emerging digital technologies and their potential solutions. By examining the role of individual attitudes and motivations, the research project will generate valuable insights for behavioral change theories in the context of environmental sustainability.

In conclusion, this multistudy research project aims to investigate consumer willingness to reduce internet pollution and promote sustainable digital behaviors. By examining consumer awareness, motivations, and willingness to change digital behavior, the research project seeks to inform the development of targeted strategies, policies, and initiatives that can effectively mitigate the environmental impact of internet use. Ultimately, the project aspires to contribute to a more sustainable and responsible approach to technology use, aligning with global environmental goals and fostering a sustainable digital world.