

# EFFICACY OF GREEN NUDGES ON RESOURCE AND ENERGY CONSERVATION: A SYSTEMATIC REVIEW

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**Abstract:** Rising environmental issues are now a global concern, partly due to human behavior that is generally not environmentally friendly in daily living activities, such as littering, excessive vehicle use, wasteful resource consumption, combustion of fossil fuels, and consumption of non-recyclable and non-organic products. Exploring the potential of green nudges in the conservation of resources and energy appears important. There is a shortage of global explanatory and systematic reviews in this context. An emerging behavioral change method known as "nudging" provides insight into how to influence people's decisions with choice architecture to promote pro-environmental behavior. This paper explores nudges and their influences on resource and energy conservation. The main objectives of this study are to identify various nudges for promoting resource & energy conservation. A qualitative research method is used to elicit existing conservation of resource and energy techniques and a literature review is conducted to demonstrate the effectiveness of green nudges. Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA, 2020) framework was employed in this review. A total of ten eligible articles have been investigated, and the positive outcomes also captured about the efficacy of green nudges on resource and energy conservation. The strategic analysis of the ten papers chosen highlights the efficacy of green nudges as interventions to encourage resource and energy saving. Real-time feedback, incentives, societal norms, defaults, and customized approaches were discovered to be effective ways to encourage pro-environmental behavior. The conclusions have practical significance for politicians, businesses, and institutions looking to implement evidence-based methods to encourage sustainable practices and reduce environmental impacts. Contextual considerations and effective communication both play important roles in determining the effectiveness of green nudges. Future research should use more extensive, and more diverse samples, include long-term follow-up, and further investigate the cultural universality of green nudges.

**Keywords:** Energy conservation; Environment-friendly behavior; Green nudge; Resource conservation