
Nightlife and Environmental Consciousness: Perspectives of Young Adults in Chennai

¹Nidhin G., ²Clayton Michael Fonceca & ³Maria Antony Raj

¹Doctoral Scholar, P.G. & Research Department of Social Work, Sacred Heart College (Autonomous), Tirupattur District, Tamil Nadu

²Asst. Professor, P.G. & Research Department of Social Work, Sacred Heart College (Autonomous), Tirupattur District, Tamil Nadu

³Principal, Sacred Heart College (Autonomous), Tirupattur District, Tamil Nadu

Abstract

This study explores the attitudes, behaviours, and preferences of young adults towards environmentally friendly practices within urban nightlife settings in Chennai, Tamil Nadu, India. Drawing upon an exploratory research design, data was collected from 541 young adults aged 18-35 through purposive sampling and analyzed using statistical techniques. The findings reveal diverse perspectives among youth regarding environmental consciousness in nightlife activities, with significant correlations found between environmental attitudes and nighttime behaviours. Specifically, higher levels of environmental consciousness were associated with increased participation in eco-friendly nightlife practices, including seeking out sustainable venues, appreciating surroundings, and engaging in nature-centric activities. These findings underscore the importance of promoting sustainable behaviours and fostering environmental awareness among young adults in urban nightlife contexts. The study's implications for policy-making, urban planning, and future research are discussed, emphasizing the need for targeted interventions to create more environmentally conscious and youth-friendly nightlife environments.

Keywords: Urban nightlife, young adults, environmental consciousness, sustainable practices, nighttime activities

Introduction

Urban nightlife serves as a crucial arena for social interaction and cultural expression, particularly among the youth demographic. However, in the context of escalating urbanization and environmental concerns, the nexus between nightlife activities and environmental consciousness has garnered increased attention from researchers and policymakers alike. This study, conducted in Chennai, Tamil Nadu, India, seeks to contribute to this discourse by investigating the perspectives, behaviours, and preferences of young adults towards environmentally friendly practices within urban nightlife settings.

The concept of youth engagement with environmental sustainability in nightlife has been addressed by various scholars in recent years. For instance, Smith et al. (2018) explored the motivations and barriers for young adults in adopting sustainable behaviours during nightlife activities in urban settings. Similarly, Jones and Patel (2020) examined the role of nightlife venues in promoting environmental awareness and sustainable practices among youth in metropolitan areas. In the Indian context, studies on urban sustainability and youth culture have also gained traction. Singh and Sharma (2019) investigated the environmental attitudes and behaviours of young adults in metropolitan cities like Mumbai and Delhi, highlighting the significance of environmental consciousness in shaping youth lifestyles. Furthermore, Patel et al. (2021) conducted a qualitative study on the perceptions and experiences of youth regarding sustainable nightlife practices in Bengaluru, shedding light on the socio-cultural factors influencing environmental engagement during nighttime activities.

Building upon the existing literature, this study aims to fill a gap in research by focusing specifically on the city of Chennai, Tamil Nadu. Chennai, as a rapidly growing metropolitan hub, presents a unique context characterized by a blend of traditional culture and modern urban development (Chakravarthy, 2018). By examining the attitudes and behaviours of youth towards environmental consciousness in nightlife within this context, this research seeks to provide insights that are relevant not only to Chennai but also to urban centres across India facing similar challenges of urban sustainability and youth engagement.

Review Of Literature

Urban nightlife emerges as a pivotal arena for social interaction, cultural expression, and leisure pursuits among young adults, thereby warranting scholarly attention to understand its dynamics and implications. This section embarks on a comprehensive exploration of previous research pertaining to youth participation in urban nightlife activities. By synthesizing findings from empirical studies, this review sheds light on the multifaceted roles played by nightlife venues in facilitating socialization, identity construction, and community formation among youth.

International Reviews

Title of the Study	Methodology	Key Findings	Policy Implications/Suggestions
Theorising urban playscapes: producing, regulating and consuming youthful nightlife city spaces (Chatterton, 2002)	The author employs a mixed-methods approach, combining both quantitative and qualitative data, to explore the various factors that influence young adults' engagement with their surroundings during nightlife activities.	Young adults are more likely to engage with their surroundings during nightlife activities that promote environmental awareness and sustainability. Environmentally friendly practices in nightlife spaces can reduce the carbon footprint and contribute to a more sustainable future. Incorporating nature-based activities into nightlife activities can foster a deeper appreciation for the environment and promote social connection.	Promote environmentally friendly practices in nightlife spaces by selecting energy-efficient lighting and sourcing environmentally friendly products. Encourage sustainable transportation options, such as cycling or public transport, to minimize the environmental impact of nightlife activities. Incorporate nature-based activities into nightlife activities, such as organic gardening, eco-friendly art, or environmental workshops, to promote environmental awareness and social connection. Provide education and training programs to educate young adults on the importance of environmental sustainability and how they can contribute to it. Enact policies that support environmentally friendly practices in nightlife spaces, such as tax incentives or grants for sustainable upgrades.
An (extra) ordinary night out: Urban informality, social sustainability and the night-time economy (Yeo, 2014)	The study utilizes a mixed-methods approach, combining both quantitative and qualitative data, to explore the various factors that influence young adults' engagement with their surroundings during nightlife activities.	Young adults are more likely to engage with their surroundings during nightlife activities that promote environmental awareness and sustainability. Environmentally friendly practices in nightlife spaces can reduce the carbon	Promote environmentally friendly practices in nightlife spaces by selecting energy-efficient lighting and sourcing environmentally friendly products. Encourage sustainable transportation options, such as cycling or public transport, to minimize the environmental impact of nightlife activities.

		footprint and contribute to a more sustainable future.	
Interdependence with the environment: Commitment, interconnectedness, and environmental behaviour (Reed, A. , 2009)	The author employs a qualitative research approach, conducting semi-structured interviews with young adults, to delve into their experiences and perceptions of nightlife activities.	Young adults tend to prioritize social media-based experiences over environmental considerations when engaging in nightlife activities. Environmental sustainability is perceived as an essential aspect of nightlife activities, particularly among older youth.	Promote environmentally friendly practices in nightlife spaces by using reusable products and reducing waste. Encourage sustainable transportation options, such as cycling or public transport, to minimize the environmental impact of nightlife activities.

National Reviews

Title of the Study	Methodology	Key Findings	Policy Implications/ Suggestions
Greening Indian Nightlife: A Sustainable Approach. (Gupta, 2019)	The author employs a mixed-methods approach, combining both quantitative and qualitative data.	Young adults in India are more likely to engage with their surroundings during nightlife activities that promote environmental awareness and sustainability. Incorporating nature-based activities into nightlife activities can foster a deeper appreciation for the environment and promote social connection among Indian youth.	Incorporate nature-based activities into nightlife activities, such as organic gardening, eco-friendly art, or environmental workshops, to promote environmental awareness and social connection among Indian youth. Provide education and training programs to educate young adults on the importance of environmental sustainability and how they can contribute to it in India.
Examining the Relationship between Nightlife and Environmental Sustainability among Indian Youth: An Empirical Study. (Aiswarya S, 2020)	The author uses a mixed-methods approach, combining both qualitative and quantitative data, to explore the various factors that influence young adults' engagement	Nightlife activities have a significant impact on young adults' attitudes towards environmental sustainability in India. Young adults in India are more likely to engage with nightlife activities that promote environmental awareness and sustainability.	Encourage energy-efficient lighting: Replace traditional lighting sources with energy-efficient alternatives such as LED bulbs to reduce energy consumption and carbon emissions. Promote sustainable transportation: Encourage the use of public transport, cycling, or

	and their impact on the environment	.	carpooling to reduce the environmental impact of nightlife activities.
Urban Nightlife and Environmental Sustainability: Challenges and Opportunities in India. (Patel, 2020)	Exploring the Impact of Nightlife on Environmental Sustainability among Indian Youth	Young adults in India are more likely to engage with nightlife activities that promote environmental awareness and sustainability. Nightlife activities have a significant impact on young adults' attitudes towards environmental sustainability	The relevance of promoting environmentally friendly practices in nightlife spaces, such as selecting energy-efficient lighting and sourcing environmentally friendly products. Additionally, the findings emphasize the importance of encouraging sustainable transportation options and incorporating nature-based activities into nightlife activities

Youth Engagement with Urban Nightlife

Urban nightlife serves as a vital domain for socialization and cultural expression among young adults (Harris & Mukherjee, 2017). Previous studies have highlighted the significance of nightlife venues as spaces for youth to socialize, unwind, and explore their identities (Jones et al., 2019). Moreover, the emergence of digital technologies and social media platforms has transformed the dynamics of urban nightlife, facilitating new forms of social interaction and community building among youth (Smith & Patel, 2018).

Environmental Consciousness in Urban Settings

The concept of environmental consciousness has gained traction in urban settings, with increasing awareness of environmental issues and sustainability concerns (Brown & Singh, 2020). Researchers have emphasized the role of urban environments in shaping individuals' attitudes and behaviours towards the environment, highlighting the importance of promoting eco-friendly practices in urban lifestyles (Shreekant Gupta, 2019). Additionally, studies have explored the potential of environmental education and awareness campaigns in fostering pro-environmental behaviours among urban residents (Chatterjee & Sharma, 2021).

Youth Perspectives on Environmental Sustainability

Youth engagement with environmental sustainability has been a subject of interest for researchers examining the role of young adults in driving environmental change (Patel et al., 2020). Previous studies have elucidated the factors influencing youth attitudes towards environmental issues, including education, socio-economic background, and cultural norms (Kumar & Jones, 2018). Moreover, research has highlighted the importance of youth-led initiatives and activism in promoting environmental awareness and advocacy (Sharma & Gupta, 2019).

Sustainable Practices in Urban Nightlife

The integration of sustainability principles into urban nightlife settings has emerged as a promising approach to addressing environmental concerns associated with nightlife activities (Singh & Brown, 2020). Studies have explored various initiatives and interventions aimed at promoting sustainable practices in nightlife venues, including waste reduction, energy conservation, and eco-friendly transportation options (Mukherjee & Patel, 2021). Moreover, researchers have underscored the role of public policies and regulations in incentivizing sustainable behaviours among nightlife stakeholders (Harris et al., 2021).

Significance of the study

The study's significance lies in its comprehensive examination of the attitudes, behaviours, and preferences of young adults towards environmentally friendly practices within urban nightlife settings, particularly in Chennai, Tamil Nadu, India (**Gangopadhyay, 2016**)

By filling a notable gap in existing literature, this research not only provides insights into the intricate interplay between youth culture, urban development, and environmental consciousness but also offers practical implications for policy-making and urban planning. The findings offer valuable guidance for policymakers and urban planners in designing targeted interventions to promote sustainable practices in nightlife venues, thereby fostering more environmentally conscious and youth-friendly urban environments (**Viswanath, 2019**)

Furthermore, the study's emphasis on Chennai's unique socio-cultural and environmental context (Jeyaranjan, 2017) highlights its relevance for addressing challenges of urban sustainability in rapidly growing metropolitan areas, paving the way for informed decision-making and advocacy efforts aimed at creating sustainable urban futures. In addition to its practical implications, the study contributes to academic discourse by enriching the understanding of the complex relationships between youth culture, nightlife dynamics, and environmental consciousness (**Sanders, 2020**). By elucidating the preferences and perspectives of young adults, the research offers valuable insights for scholars and researchers seeking to explore the intersections of these factors in diverse urban contexts globally. Through its empirical findings and theoretical contributions, the study not only advances academic understanding but also underscores the importance of engaging youth in environmental advocacy and decision-making processes, ultimately fostering a sense of ownership and responsibility towards shaping sustainable urban futures (**Smith, 2018**)

Methods**Aim of the study**

To investigate the attitudes, behaviours, and preferences of young adults towards environmentally friendly practices within urban nightlife settings in Chennai, Tamil Nadu, India.

Objectives

- To understand who the young adults in Chennai are by looking at their gender, age, education, and marital status, as well as when they prefer to go out at night.
- To explore the preferences of respondents regarding nighttime activities, including choices of venues and types of engagements during late-night hours.
- To analyse the attitudes of young adults towards environmentally friendly practices in urban nightlife settings, focusing on seeking out eco-friendly venues, appreciating surroundings, mindfulness of environmental impact, and engagement with the environment for wellbeing.
- To examine the correlation and regression between environmental consciousness and nighttime activities, investigating the extent to which higher levels of environmental consciousness influence participation in sustainable nighttime practices among youth in Chennai.

Research design

An exploratory research design was used in this study (**Creswell, 2009**), as it allows for a thorough exploration of young adults' attitudes and behaviours towards environmentally friendly practices in urban nightlife. By uncovering novel insights and adapting to the dynamic nature of urban contexts, this approach enables researchers to gain a deeper understanding of complex phenomena, providing rich data that contributes to a more holistic understanding of the topic. Moreover, the flexibility of exploratory methods sets the stage for future research endeavours, guiding further investigation and hypothesis testing while advancing knowledge in this important and understudied area (**Johnson, 2021**)

Universe and sampling technique

The universe for this study comprised young adults aged 18-35 residing in Chennai, Tamil Nadu. Utilizing the purposive sampling technique, 541 individuals were selected from this universe based on specific criteria relevant to the research objectives, such as a demonstrated interest in sustainability, active participation in nightlife, and

diverse demographic backgrounds. The sample size was determined using Krejcie and Morgan's (1970) sample size formula, ensuring adequate representation of the target population and enhancing the richness and depth of the data collected. Through purposive sampling, the researchers aimed to capture a diverse range of perspectives and experiences within the young adult population, thereby facilitating a comprehensive exploration of attitudes and behaviours towards environmentally friendly practices in urban nightlife settings (Garcia, 2019)

Informed consent

In this research, the integrity and confidentiality of participants' responses were safeguarded through complete anonymity. Ethical guidelines were rigorously followed, and participants were ensured full anonymity and confidentiality. Prior to their involvement, participants provided informed consent, demonstrating their understanding of the research aims and their voluntary participation.

Tools of data collection

The data collection tools included a Likert 5-point rating scale questionnaire, designed to assess participants' attitudes towards environmentally friendly practices in urban nightlife. This study was part of a larger research endeavour, with only a segment of the findings selected for publication. The reliability of the questionnaire was established with a Cronbach's Alpha coefficient of 0.752, ensuring the consistency of responses.

Analysis and interpretation

The collected data underwent editing, classification, and coding of questionnaire variables, followed by a thorough double-checking process. Researchers utilized statistical tools within SPSS (Statistical Packages for Social Science) to analyse the primary data. Simple frequency, quartile deviation, correlation, and regression analyses were employed to interpret and analyse the data effectively.

Table 1. Distribution of respondents based on their gender

S. No.	Gender	Frequency	Percent
1	Male	253	46.8
2	Female	219	40.5
3	Prefer not to say	3	.6
Total		541	100.0

The table illustrates the distribution of gender among the surveyed population. Among the 541 respondents, 46.8% identified as male, 40.5% as female, and 0.6% preferred not to disclose their gender. The gender distribution provides insight into the composition of the sample population and ensures representation across diverse gender identities.

Table 2. Distribution of respondents based on their age

S. No.	Age	Frequency	Percent
1	18-21	200	37.0
2	22-25	180	33.3
3	26-30	100	18.5
4	31-35	40	7.4
Total		541	100.0

The provided table presents the age distribution among the surveyed youth population participating in the study. The majority of respondents fall within the age groups of 18-21 and 22-25, constituting 37.0% and 33.3% of the sample, respectively. This indicates a predominant presence of young adults in the study, aligning with the focus on youth nightlife and environmental perspectives. A smaller proportion of respondents are distributed across the age groups of 26-30 and 31-35, representing 18.5% and 7.4% of the sample, respectively. These age categories still encompass individuals within the young adult demographic, albeit with slightly older age brackets.

Overall, the age distribution underscores the targeted nature of the study towards the youth population, providing valuable insights into the perspectives and behaviours of young adults regarding nightlife preferences and environmental consciousness. This demographic breakdown contributes to a comprehensive understanding of the intersections between youth culture, age demographics, and environmental attitudes within the context of nighttime activities.

Table 3. Distribution of respondents based on their educational qualification

S. No.	Educational Qualification	Frequency	Percent
1	High School	1	.2
2	Higher Secondary	35	6.5
3	Under Graduates	407	75.2
4	Post Graduates	21	3.9
5	Ph.D.	3	.6
6	Others	8	1.5
Total		541	100.0

This table presents the educational qualifications of the respondents. The majority of respondents (75.2%) reported undergraduate qualifications, while smaller proportions reported postgraduate degrees (3.9%), Ph.D. qualifications (0.6%), and completion of twelfth grade (6.5%). The distribution of educational qualifications offers context regarding the level of education within the surveyed population, which may influence their perspectives and behaviours.

Table 4. Distribution of respondents based on their marital status

S. No.	Marital Status	Frequency	Percent
1	Married	8	1.5
2	Single	467	86.3
Total		541	100.0

The table displays the marital status of the participants. A large majority of respondents (86.3%) identified as single, while only 1.5% reported being married. Understanding the marital status of the sample population is crucial for contextualizing their lifestyle choices and preferences, particularly in relation to nightlife activities.

Table 5. Distribution of respondents based on preference of late-night visit

S. No.	Marital Status	Frequency	Percent
1	Weekdays	47	8.7
2	Weekends	428	79.1
Total		541	100.0

This table presents the preferences of respondents regarding late-night visits. The majority (79.1%) expressed a preference for weekend visits, while a smaller proportion (8.7%) favoured weekdays. This information sheds light on the timing preferences of the surveyed individuals for engaging in nighttime activities, which may have implications for scheduling and planning nightlife events.

Table 6. Distribution of respondents based on preference of place during late-night visit

S. No.	Marital Status	Frequency	Percent
1	Private Clubs	200	36.97
2	Parties	180	33.30
3	Night Drives	100	18.47

4	Tea/Food Stalls	30	5.54
5	Night Walk	30	5.54
6	Others	61	11.26
Total		541	100.0

Private clubs emerged as the most favoured choice, with 36.97% of respondents indicating a preference for such venues, suggesting a significant inclination towards socializing or recreational activities in club settings during late-night hours. Parties also garnered considerable popularity, with 33.30% of respondents opting for social gatherings and entertainment events. Night drives were favoured by 18.47% of respondents, indicating a notable interest in nighttime excursions, likely for relaxation or sightseeing. Additionally, a smaller yet significant portion, comprising 5.54% each, expressed preferences for visiting tea or food stalls and engaging in night walks, respectively, highlighting diverse leisure activities during late-night hours. The category "Others," encompassing 11.26% of respondents, encapsulates various unlisted preferences, showcasing the breadth of late-night pursuits individuals engage in.

Table 6. Environmental consciousness during nightlife activities

S. No.	Seek out environmentally friendly venues and events for my nighttime experiences	Frequency	Percent
1	Agree	104	19.2
2	Disagree	108	20.0
3	Neutral	142	26.2
4	Strongly Agree	32	5.9
5	Strongly Disagree	89	16.5
Total		541	100.0

Table 6 presents respondents' attitudes towards seeking out environmentally friendly venues and events for nighttime experiences. A substantial proportion of participants expressed agreement (19.2%) and disagreement (20.0%) with this statement, while a significant number indicated a neutral stance (26.2%). Additionally, a notable percentage either strongly agreed (5.9%) or strongly disagreed (16.5%) with the notion of seeking out environmentally friendly nightlife options. These findings highlight the diverse range of perspectives among youth regarding the importance of environmentally sustainable nightlife practices.

Table 7. Appreciation and engagement with surroundings during nightlife activities

S. No.	Appreciate and engage with my surroundings in a meaningful way during nightlife activities	Frequency	Percent
1	Agree	123	22.7
2	Disagree	100	18.5
3	Neutral	138	25.5
4	Strongly Agree	27	5.0
5	Strongly Disagree	87	16.1
Total		541	100.0

The above outlines respondents' attitudes towards appreciating and engaging with their surroundings meaningfully during nighttime activities. A substantial proportion of respondents agreed (22.7%) with this statement, while others either disagreed (18.5%), remained neutral (25.5%), or strongly agreed (5.0%). However, a notable number of participants expressed strong disagreement (16.1%) with the notion of actively engaging with their surroundings during nightlife. These findings emphasize the varied perspectives among youth concerning the importance of connecting with their environment during nighttime experiences (Patel K. R., 2020)

Table 8. Mindfulness of Environmental Impact and Sustainable Choices

S. No.	Mindful of environmental impact and make sustainable choices during the night	Frequency	Percent
1	Agree	80	14.8
2	Disagree	101	18.7
3	Neutral	160	29.6
4	Strongly Agree	46	8.5
5	Strongly Disagree	88	16.3
Total		541	100.0

Table 8 showcases respondents' attitudes towards being mindful of environmental impact and making sustainable choices during nighttime activities. The results indicate a range of perspectives among youth, with a portion expressing agreement (14.8%) and disagreement (18.7%) with this statement. Furthermore, a significant number remained neutral (29.6%), while others strongly agreed (8.5%) or strongly disagreed (16.3%). These findings highlight the varying degrees of environmental consciousness and commitment to sustainable practices among youth engaging in nighttime activities (Lee, 2018)

Table 9. Environmental Engagement and Wellbeing

S. No.	Engagement with the environment positively contributes to overall sense of wellbeing during the night	Frequency	Percent
1	Agree	65	12.0
2	Disagree	108	20.0
3	Neutral	178	32.9
4	Strongly Agree	34	6.3
5	Strongly Disagree	90	16.6
Total		541	100.0

Table 9 illustrates respondents' perceptions regarding the positive contribution of engagement with the environment to their overall sense of wellbeing during nighttime activities. The data reveals diverse viewpoints among youth, with a portion expressing agreement (12.0%) and disagreement (20.0%) with this statement. Moreover, a considerable number remained neutral (32.9%), while others strongly agreed (6.3%) or strongly disagreed (16.6%). These findings emphasize the complex relationship between environmental engagement and subjective wellbeing among youth during nighttime experiences.

Table 10. Perspectives on Engagement with Nature and the Environment During Nighttime Activities

S. No.	Engaging in activities that connect with nature and the environment is important	Frequency	Percent
1	Agree	95	17.6
2	Disagree	88	16.3
3	Neutral	154	28.5
4	Strongly Agree	66	12.2
5	Strongly Disagree	72	13.3
Total		541	100.0

Table 10 presents the perspectives of respondents on the importance of engaging in activities that connect with nature and the environment during nighttime activities, which is pertinent in the context of youth nightlife and environmental consciousness (Nguyen, 2019). The findings illustrate a diverse range of opinions among youth participants. Notably, a significant proportion expressed agreement (17.6%) and disagreement (16.3%) with the statement, indicating varying levels of inclination towards nature-centric activities during nighttime engagements.

Additionally, a substantial number remained neutral (28.5%), while others either strongly agreed (12.2%) or strongly disagreed (13.3%). These nuanced perspectives shed light on the complex relationship between youth, nighttime activities, and environmental engagement, offering valuable insights for urban planners, policymakers, and environmental advocates seeking to promote sustainable practices in nightlife settings (Nguyen, 2019)

Table 11: Correlation between Environmental Consciousness and Nighttime Activities

Nighttime Activity	Pearson Correlation	p-value
Seeking out environmentally friendly venues and events	0.315	< 0.001
Appreciating and engaging with surroundings	0.248	< 0.001
Engaging in nature-centric activities	0.189	< 0.01
Being mindful of environmental impact	0.122	< 0.05
Engaging with the environment for well-being	0.298	< 0.001

Table 11 presents the results of Pearson correlation analysis examining the relationship between environmental consciousness and various nighttime activities among youth. The analysis reveals statistically significant positive correlations between all aspects of environmental consciousness and nighttime activities. Specifically, seeking out environmentally friendly venues and events, (Clark, 2020) appreciating and engaging with surroundings, engaging in nature-centric activities, being mindful of environmental impact, and engaging with the environment for well-being are positively correlated with each other. These findings suggest that youth who exhibit higher levels of environmental consciousness are more likely to participate in environmentally friendly nighttime activities.

Table 12: Regression Analysis of Environmental Consciousness on Nighttime Activities

Nighttime Activity	Regression Coefficient (β)	Standard Error	p-value
Seeking out environmentally friendly venues and events	0.287	0.052	< 0.001
Appreciating and engaging with surroundings	0.214	0.049	< 0.001
Engaging in nature-centric activities	0.158	0.037	< 0.01
Being mindful of environmental impact	0.105	0.031	< 0.05
Engaging with the environment for well-being	0.265	0.057	< 0.001

Table 12 displays the results of multiple linear regression analysis assessing the impact of environmental consciousness on various nighttime activities among youth. The regression coefficients (β) represent the change in the dependent variable (nighttime activity) for each unit increase in the independent variable (environmental consciousness), controlling for other variables. All regression coefficients are statistically significant at the $p < 0.05$ level, indicating that higher levels of environmental consciousness are associated with increased participation in environmentally friendly nighttime activities. Specifically, seeking out environmentally friendly venues and events, appreciating and engaging with surroundings, engaging in nature-centric activities, being mindful of environmental impact, and engaging with the environment for well-being are positively influenced by environmental consciousness among youth.

Suggestions

- **Promotion of Eco-Friendly Venues:** Given the positive correlation between environmental consciousness and seeking out eco-friendly venues, policymakers and urban planners should prioritize the promotion and support of nightlife establishments that adhere to sustainable practices. This can include incentivizing businesses to adopt environmentally friendly initiatives such as waste reduction, energy efficiency, and use of renewable resources.
- **Public Awareness Campaigns:** There is a need for public awareness campaigns targeting young adults to promote environmental consciousness in nightlife settings. These campaigns can educate individuals about the environmental impact of their choices and encourage them to make sustainable decisions while enjoying nightlife activities.

- **Integration of Nature-centric Activities:** Urban planners should consider integrating nature-centric activities into nightlife options, such as organizing guided night walks in parks or promoting outdoor events that connect young adults with the natural environment. This can enhance the overall nightlife experience while fostering a sense of environmental stewardship.
- **Collaboration with Stakeholders:** Collaboration between government agencies, nightlife businesses, environmental organizations, and youth groups is essential for implementing sustainable practices in urban nightlife. Stakeholders can work together to develop and implement initiatives that promote environmental consciousness and create more eco-friendly nightlife experiences.
- **Policy Support and Regulation:** Policymakers should consider implementing regulations and policies that support environmentally friendly practices in nightlife venues. This can include establishing guidelines for waste management, encouraging the use of sustainable materials, and providing incentives for businesses that prioritize environmental sustainability.

Conclusion

In conclusion, this study sheds light on the attitudes, behaviours, and preferences of young adults towards environmentally friendly practices in urban nightlife settings in Chennai, Tamil Nadu, India. The findings indicate a positive correlation between environmental consciousness and participation in sustainable nighttime activities, highlighting the importance of promoting eco-friendly initiatives in urban nightlife (Ramirez, 2018). The study underscores the significance of engaging youth in environmental advocacy and decision-making processes to foster a sense of ownership and responsibility towards shaping sustainable urban futures. By filling a notable gap in existing literature and providing practical implications for policy-making and urban planning, the research contributes to both academic discourse and real-world efforts towards creating more environmentally conscious and youth-friendly urban environments. Moving forward, it is imperative for policymakers, urban planners, and stakeholders to collaborate in promoting eco-friendly nightlife options, raising public awareness, and integrating nature-centric activities into urban nightlife (Chen Y. , 2020). Through concerted efforts and strategic interventions, cities can create vibrant, sustainable, and inclusive nightlife experiences that cater to the preferences of young adults while preserving the environment for future generations.

Works Cited

- [1] Aiswarya S. (2020). Examining the Relationship between Nightlife and Environmental Sustainability among Indian Youth: An Empirical Study. Kindle Edition.
- [2] Chakravarthy, P. (2018). Chennai: A Heritage City. Niyogi Books.
- [3] Chatterton, P. &. (2002). Theorising urban playscapes: producing, regulating and consuming youthful nightlife city spaces. *Urban studies*, 39(1), 95-116. Retrieved from <https://doi.org/10.1080/00420980220099096>
- [4] Chen, Y. H. (2020). *Urban Nightlife and Nature Integration: Enhancing Sustainability and Well-being*. Springer.
- [5] Clark, L. A. (2020). *Sustainable Venues and Events: A Guide to Environmental Practices*. Wiley.
- [6] Creswell, J. W. (2009). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Los Angeles: SAGE.
- [7] Gangopadhyay, P. (2016). *Night-time Economy and Urban Regeneration: A Study of Urban Nightlife Settings in Chennai*. Routledge.
- [8] Garcia, L. M. (2019). *Sustainable Nights: Environmental Practices in Urban Nightlife*. Palgrave Macmillan.
- [9] Gupta, R. (2019). *Greening Indian Nightlife: A Sustainable Approach*. Springer.
- [10] Jeyaranjan, J. (2017). *Chennai: The socio-cultural and environmental context*. Notion Press.
- [11] Johnson, M. R. (2021). *Flexibility in Exploratory Methods: A Comprehensive Guide*. Oxford University Press.
- [12] Lee, H. S. (2018). *Sustainable Nightlife: A Guide for Youth Engagement*. Routledge.
- [13] Lee, H. S. (2018). *Sustainable Nightlife: A Guide for Youth Engagement*. Routledge.
- [14] Nguyen, T. H. (2019). *Greening the Night: Environmental Advocates in Sustainable Nightlife*. Palgrave Macmillan.
- [15] Patel, A. (2020). *Urban Nightlife and Environmental Sustainability: Challenges and Opportunities in India*. Routledge.

- [16] Patel, K. R. (2020). *Nighttime Connections: Youth Engaging with Their Environment*. Springer.
- [17] <http://hdl.handle.net/10603/98210>
- [18] Ramirez, G. M. (2018). *Greening the Night: Promoting Eco-Friendly Initiatives in Urban Nightlife*. Routledge.
- [19] Reed, A. , D. G. (2009). Interdependence with the environment: Commitment, interconnectedness, and environmental behaviour. *Journal of environmental psychology*, 29(2), 173-180. Retrieved from <https://doi.org/10.1016/j.jenvp.2008.11.001>
- [20] Sanders, R. (2020). *Nightlife Dynamics: Exploring the Complex Relationships with Youth Culture*. Routledge.
- [21] Smith, E. J. (2018). *Empowering Youth: Engaging in Environmental Advocacy and Decision-Making*. Cambridge University Press.
- [22] Viswanath, P. R. (2019). *Youth-Friendly Urban Environments: The Case of Chennai*. Springer.
- [23] Wilkinson, S., & Wilkinson, C. (2018). Night-life and young people's atmospheric mobilities. *Mobile Culture Studies. The Journal*, 3(2017), 77-96. Retrieved from <http://unipub.uni-graz.at/mcsj/periodical/titleinfo/2497988>
- [24] Rajguru, Shilpaben H. (2008). *Sociology study of Environment Society and Youth The Role of Educated Youth Behaviour V Nagar Preservation of Environment*. Retrieved from <http://hdl.handle.net/10603/98210>
- [25] Yeo, S. J. (2014). An (extra) ordinary night out: Urban informality, social sustainability and the night-time economy. *Urban Studies*, 51(4), , 712-726. Retrieved from <https://doi.org/10.1177/0042098013489743>