

Environmentally responsible values, attitudes, and intentions of Indian consumers

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Abstract

The study explores the relationship between the egoistic, altruistic, biospheric values, the pro-environmental attitude and its impact on pro-environmental behaviors of Indian consumers. India is currently facing a burgeoning challenge of rapidly increasing urban population which is leading to waste segregation issues at household and need for green sustainable products due to rising awareness among consumers. Our goal is to understand the effect of Indian consumer's values and their pro-environmental attitude on three specific behaviors: waste sorting intention, green consumption intention, and social activity intention. We found that values are positively related to the pro-environmental attitude, which in turn is positively impacting the three pro-environmental behaviors. The implications of the study suggest that to promote responsible consumption marketers, working in tandem with government policymakers, should strengthen individuals' perception of the benefits of a cleaner and better environment.

Keywords: *consumer values; environmental concern; India*

Track: Social Responsibility & Ethics