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Demographic and Value Orientations as Predictors of Social Responsible Consumption Behavior among Indian Consumers

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ABSTRACT Sustainable development and ecological issues have gained the attention of policy makers, practitioners and consumers at local, national and global level. India, with 1.34 billion people, is the second most populous country and sixth largest economy measured by nominal GDP in the world. Rapid industrialization, population growth, poverty, vehicle emissions, usage of hazardous chemicals have given birth to great number of environmental problems and continue to put tremendous pressure upon the country's land and natural resources. Rapid economic growth rate has severely degraded environment in the form of deforestation, pollution and threats to endangered species. The emphasis of sustainable development demands substantial changes of human behavior at individual level. Indian population, therefore, needs to be convinced to behave in a socially responsible manner for its sustainable development. It is crucial for the citizens to have enough environmental knowledge, supporting social atmosphere to develop positive attitudes for socially responsible behavior. The paper aims to study Indian consumers in terms of their socially responsible consumption behavior. Also, to explore the extent of the relationship between socially responsible behavior and the demographics of Indian consumers. The study also investigates the influence of collectivism, idealism, locus of control and economic status on socially responsible consumption behavior. The research will help the marketers and policymakers to formulate and implement well-structured strategy to motivate socially responsible consumption behavior.