

**ANTECEDENTS TO SOCIALLY RESPONSIBLE CONSUMPTION
BEHAVIOUR – A STUDY AMONG THE RESIDENTS OF COIMBATORE**

S. Sowdhanya*; S.Varshini**

*MBA,

GRG School of Management Studies,
PSGR Krishnammal College for Women,
Coimbatore, Tamilnadu, INDIA

Email id: 22mbm124sowdhanyas@grgms.ac.in

**MBA,

GRG School of Management Studies,
PSGR Krishnammal College for Women,
Coimbatore, Tamilnadu, INDIA

Email id: 22mbm121varshinis@grgms.ac.in

DOI: 10.5958/2249-7315.2023.00017.5

ABSTRACT

This research aims to investigate the socially responsible consumption behaviour of the residents of Coimbatore City. The study also analyzes the societal influence, individual environmental concern and altruism on the socially responsible consumption behaviour. The present study is descriptive in nature. Data collected from 175 respondents in and around Coimbatore was subjected to Statistical analysis using PSPP software and the results are documented. The study result suggest that societal influence, individual environmental concern and altruism explain 49% variance in the socially responsible consumption behaviour of the individuals. The present study has adopted a cross sectional research design. In future a longitudinal study design can be used to gain more valuable insights. Though there are many studies that have investigated about individual socially responsible consumption behaviour, Altruism has not been widely researched.

KEYWORDS: *Socially Responsible Consumption, Altruism, Societal Influence, Environmental Concern, PSPP.*

REFERENCES

- Wang, P., Liu, Q., & Qi, Y. (2014). Factors influencing sustainable consumption behaviors: a survey of the rural residents in China. *Journal of Cleaner Production*, 63, 152-165.
- Song, S. Y., & Kim, Y. K. (2018). Theory of virtue ethics: do consumers' good traits predict their socially responsible consumption? *Journal of Business Ethics*, 152, 1159-1175.
- Urien, B., Kilbourne, W. E. (2010). Generativity and Self-enhancement Values In Eco-friendly Behavioral Intentions And Environmentally Responsible Consumption Behavior. *Psychology & Marketing*, 1(28), 69-90.
- Reimers, V., Magnuson, B. and Chao, F. (2017), "Happiness, altruism and the Prius effect: How do they influence consumer attitudes towards environmentally responsible clothing?", *Journal of Fashion Marketing and Management*, Vol. 21 No. 1, pp. 115-132.
-

Salazar, Helen & Oerlemans, Leon & Stroe, S.. (2013). Social influence on sustainable consumption: Evidence from a behavioral experiment. *International Journal of Consumer Studies*. 37. 10.1111/j.1470-6431.2012.01110.x.

Kim, H.-S., & Damhorst, M. L. (1998). Environmental Concern and Apparel Consumption. *Clothing and Textiles Research Journal*, 16(3), 126–133.

Penz, Elfriede & Drewes, Katrin. (2022). What Shapes Pro-Environmental Attitudes and Intention for Sustainable Fashion Consumption during a Stressful Time Event?. *Sustainability*. 14. 15331. 10.3390/su142215331.

Lau, T. C. (2010). Towards socially responsible consumption: an evaluation of religiosity and money ethics. *International Journal of Trade, Economics and Finance*, 1(1), 32.

Kaman Lee (2014) Predictors of Sustainable Consumption among Young Educated Consumers in Hong Kong, *Journal of International Consumer Marketing*, 26:3, 217-238

Sarkar, J.G., Sarkar, A. and Sreejesh, S. (2023), "Developing responsible consumption behaviours through social media platforms: sustainable brand practices as message cues", *Information Technology & People*, Vol. 36 No. 2, pp. 532-563.

Patwary, A.K., Rasoolimanesh, S.M., Rabiul, M.K., Aziz, R.C. and Hanafiah, M.H. (2022), "Linking environmental knowledge, environmental responsibility, altruism, and intention toward green hotels through ecocentric and anthropocentric attitudes", *International Journal of Contemporary Hospitality Management*, Vol. 34 No. 12, pp. 4653-4673.

Peña-Vinces, Jesús & Solakis, Konstantinos & Guillen, Jorge. (2020). Environmental knowledge, the collaborative economy and responsible consumption in the context of second-hand perinatal and infant clothes in Spain. *Resources Conservation and Recycling*. 159. 1-11. 10.1016/j.resconrec.2020.104840.

Golob, U., Podnar, K., Koklič, M. K., & Zabkar, V. (2019). The importance of corporate social responsibility for responsible consumption: Exploring moral motivations of consumers. *Corporate Social Responsibility and Environmental Management*, 26(2), 416-423.

de Moraes, L. H. L., Pinto, D. C., & Cruz-Jesus, F. (2021). Circular economy engagement: Altruism, status, and cultural orientation as drivers for sustainable consumption. *Sustainable Production and Consumption*, 27, 523-533.

Hojnik, J., Ruzzier, M., & Konečnik Ruzzier, M. (2019). Transition towards sustainability: Adoption of eco-products among consumers. *Sustainability*, 11(16), 4308.

Haron, S. A., Paim, L., & Yahaya, N. (2005). Towards sustainable consumption: an examination of environmental knowledge among Malaysians. *International Journal of Consumer Studies*, 29(5), 426-436.