

Euphorically Prudent Consumption Behaviour: A Structurally Equated Model

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ABSTRACT

The rise in empirical researches on sustainability is justified evidently from the global thrust that is being placed upon sustainability and sustainable consumption. Governmental agencies, producers and researchers are putting strategic efforts to study and induce sustainable consumption habits among consumers. The present study tries to formulate the buying psyche of consumers towards energy efficient durable appliances. The sustainable attitude considered in the model was the one, which was reported after the respondents were shown sustainable positioning content adverts. The outcomes of this study put forth the strongest mediating role played by sustainable green perception in creating sustainable green buying intentions. However, an interesting outcome from the study was the lack of direct association between sustainable attitude and sustainable buying intentions, when it comes to energy-efficient products. Also, the respondents showed no affinity for the informative (rational) content shown in the adverts.

KEYWORDS: Sustainability policy, Indian durables, SEM, Rational positioning, Euphoric consumption.

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