URBAN CONSUMER ATTITUDES TOWARDS SUSTAINABILITY AND SUSTAINABLE BUSINESS: AN EXPLORATORY STUDY OF LUCKNOW CITY, UTTAR PRADESH

THESIS

SUBMITTED TO

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2021

DECLARATION

I, **Vinay Kumar Punia,** Research scholar and the author of this thesis, do hereby solemny declare that this research work titled **"URBAN CONSUMER ATTITUDES TOWARDS SUSTAINABILITY AND SUSTAINABLE BUSINESS: AN EXPLORATORY STUDY OF LUCKNOW CITY, UTTAR PRADESH"** has been conducted by me under the supervision of **Dr. Abhilash Babu,** Assistant Professor, and **Prof. Kushendra Mishra,** Head, Department of Rural Management, School for Management Studies, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow and is an original work. No part of this thesis has formed the basis for the award of any degree, diploma or fellowship previously.

Further, I declare that the material embodied in this research work is based on original research and the indebtedness to others has been duly acknowledged at relevant places. I also declare that the thesis is essentially Independent from all kinds of plagiarism.

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CERTIFICATE

This is to certify that the thesis titled URBAN CONSUMER ATTITUDES TOWARDS SUSTAINABILITY AND SUSTAINABLE BUSINESS: AN EXPLORATORY STUDY OF LUCKNOW CITY, UTTAR PRADESH submitted by Ms./Mr. VINAY KUMAR PUNIA is an original research work and has not been previously submitted in part or full for the award of any other degree or diploma to this or any other university.

The thesis submitted to Babasaheb Bhimrao Ambedkar University Lucknow satisfies all the requirements as stipulated in the Doctor of Philosophy (Ph D) regulations -1999 as amended in 2008/2010/2013 and it is fit for submission and evaluation for the award of the degree of Doctor of Philosophy of the University

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Preface

Maintaining the sustainability of our planet is an important issue as it affects the wellbeing of future generations. Businesses can potentially play an instrumental role in addressing global warming and maintaining the ecological equilibrium of nature. Attitudes held by Urban Consumer regarding sustainable business practices can help determine the outcome of this battle. A survey instrument was administered to 366 Urban Consumer in the Lucknow city to assess these attitudes with different dimension. In general, we found that the surveyed Urban Consumer have positive attitudes toward sustainable business practices. These attitudes were correlated with utilitarianism ethics and new business opportunities hypothesis, but not with the cost factor or a belief in a free market economy. Several background variables were found to explain the variation of the subjects' overall attitudes toward sustainability: age, gender, income, and employment. The concept of sustainability has undergone considerable discussion and analysis by the academic, commercial and legislative communities since it first rose to prominence with the publication of the Brundtland Report in 1987. From that debate and assessment has developed widespread acceptance of the importance of living and working sustainably, and as a result, it is rapidly becoming one of the most influential drivers of contemporary business planning. It could be readily argued that business, political and academic leaders are in concordance on the subject, yet there has been very little attention paid to how consumers respond to sustainability. Understanding consumer attitudes towards sustainable business practices is of major importance because it is them, the consumers that will ultimately make the decisions and engage in the activities that lead to sustainability. Without their engagement, any attempts to achieve sustainable commercial activities will struggle to succeed, therefore understanding how they

perceive and respond to sustainability as a concept is of considerable importance. This study sought to fulfill that need through the analysis of how a sample of consumers responded to sustainability as a holistic concept and identified that while there is some awareness of and commitment to both social and environmental sustainability, when it comes to economic sustainability there is much less certainty. From this, a number of potentially valuable future-research opportunities have been identified.

Abstract

Maintaining the sustainability of our planet is an important issue as it affects the wellbeing of future generations. Businesses can potentially play an instrumental role in addressing global warming and maintaining the ecological equilibrium of nature. Attitudes held by business executives and professionals regarding sustainable business practices can help determine the outcome of this battle. A survey instrument was administered to 366 business professionals in the Lucknow city to assess these attitudes with different dimension. In general, we found that the surveyed business professionals have positive attitudes toward sustainable business practices. These attitudes were correlated with utilitarianism ethics and new business opportunities hypothesis, but not with the cost factor or a belief in a free market economy. Several background variables were found to explain the variation of the subjects' overall attitudes toward sustainability: age, gender, income, and employment. The concept of sustainability has undergone considerable discussion and analysis by the academic, commercial and legislative communities since it first rose to prominence with the publication of the Brundtland Report in 1987. From that debate and assessment has developed widespread acceptance of the importance of living and working sustainably, and as a result, it is rapidly becoming one of the most influential drivers of contemporary business planning. It could be readily argued that business, political and academic leaders are in concordance on the subject, yet there has been very little attention paid to how consumers respond to sustainability. Understanding consumer attitudes towards sustainable business practices is of major importance because it is them, the consumers that will ultimately make the decisions and engage in the activities

that lead to sustainability. Without their engagement, any attempts to achieve sustainable commercial activities will struggle to succeed, therefore understanding how they perceive and respond to sustainability as a concept is of considerable importance. This study sought to fulfill that need through the analysis of how a sample of consumers responded to sustainability as a holistic concept and identified that while there is some awareness of and commitment to both social and environmental sustainability, when it comes to economic sustainability there is much less certainty. From this, a number of potentially valuable future-research opportunities have been identified.

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Introduction

Chapter-1
INTRODUCTION

1. Introduction

Sustainable economic and business development that creates a prosperous economy and healthy environment is essential for the wellbeing of future generations. Businesses can play an instrumental role in addressing global warming and maintaining the ecological equilibrium of nature. More and more businesses and their executives, including accountants, have started to promote sustainable business practices. For example, companies such as Proctor & Gamble, 3M, Eli Lilly, Starbucks, Johnson & Johnson, and Microsoft prominently describe their sustainable business practices on their websites. In addition, major college business texts, including managerial accounting books, have chapters or sections describing the importance of sustainable business practices in strategic planning and performance evaluation (e.g., Horngren, Datar, & Rajan, 2015; Brewer, Garrison, & Noreen, 2016).

The success of sustainable business development, however, hinges on the attitudes of urban consumer and professionals' attitudes toward sustainable business practices (Michalos, Creech, McDonald, & Kahlke, 2009). If the concept and values of sustainability are widely accepted and embraced by urban consumer, then the pace of the sustainability movement will accelerate and become rooted in the daily operations of the business world. On the contrary, if the views and perception of these business professionals are less favorable toward sustainable business practices, there will be reservation and resistance in the adoption of these practices. A review of the current business literature yields surprisingly scant research on the attitudes of urban

consumer toward sustainability.

Businesses increasingly find they are being forced to adapt to major shifts in the technological, political, environmental or economic environments they operate in: shifts that result in changes that are of such a magnitude that have become described as megatrends. One such megatrend is the fast-growing demand for businesses to adopt sustainability as a primary business imperative (Lubin & Esty, 2010). This has come about in response to a growing realization that the capacity of the natural environment to provide the resources humans have come to depend on and to absorb the waste resulting from human activities is unlikely to meet the demands being placed on it (e.g. Atkinson, Dietz, & Neumayer, 2007; Folke et al., 2002; Kremen, 2005; Meadows, Meadows, Randers, & Behrens, 1972; Scerri & James, 2010; WWF, 2012).

The status of sustainability as a business megatrend is evidenced by organizations such as global business advisors Price Waterhouse Coopers (PwC) stating that "it is critical that business incorporates sustainability in a way that guides strategy development, decision making and practical action" (PwC New Zealand, 2014). The Australasian bank Westpac describe sustainability as a "core value" (Westpac, 2014) assert that "sustainability continues to be an important part of our business strategy and our vision is to be clearly recognized by our customers, employees, investors and the community as a global leader in sustainability" (Westpac New Zealand, 2013).

These examples illustrate that leading participants in the corporate sector are asserting the importance of sustainability as a key factor for deciding business directions into the future. This growth in interest in sustainability is not unique to the business community and has become a key driver in academic thinking (e.g. Beddoe et al., 2009; Christensen, Peirce, Hartman, Hoffman, & Carrier, 2007; Corcoran & Wals,

2004). This is further reflected in the growing influence being exerted on governmental and non-governmental agencies (Kraemer & Negrila, 2014; Nordhaus, 2006).

It is therefore apparent that the concept of sustainability has gained the attention of many individuals and groups. It is increasingly featuring in research, education, legislation and strategic business planning, but is this interest shared by consumers? It can be reasonably argued that those human activities which most challenge sustainability are concerned with the consumption of goods and services (Barnett, Cloke, Clarke, & Malpass, 2005; Belz & Peattie, 2012; James & Scerri, 2012; Peattie & Peattie, 2008; Zukin, 2008). From within the context of achieving sustainable business practices, it is, therefore, useful to understand the attitudes of consumers towards sustainability. Litvin & MacLaurin (2001, p. 821), argue that the "ultimate purchase decision is a direct behavioural response to attitudes". This study seeks to respond to that through gaining an understanding of the attitudes held by consumers towards sustainability and to what extent these attitudes influence their behavior.

1.1 Background

The concept of sustainability as it is discussed in this study had its genesis in the 1960s when best-selling books such as Silent Spring by Rachel Carson (1962) and The Population Bomb by Paul R. Ehrlich (1968) created widespread public awareness that increasing human activity was having a deleterious impact on a finite natural environment. This concern was a factor in the formation of The Club of Rome in 1968 as "an informal association of independent leading personalities from politics, business and science" (Club of Rome, n.d.). One of their first acts was to commission a group of researchers from the Massachusetts Institute of Technology (MIT) to conduct a study that would explore the relationship between exponential economic

and population growth with finite resources. Through the use of computers and computer modelling, this was a ground-breaking work and resulted in the publication of The Limits to Growth (Meadows, Meadows, Randers, & Behrens, 1972). This book argued that human activity was using earth's resources in an unsustainable manner and initially received widespread criticism and even ridicule, particularly from conservative economists and the mainstream business community (Kaysen, 1972; Simmons, 2000; Solow, 1973). However subsequent analysis and the passage of time have revealed that its overall findings were in fact realistic and Limits to Growth has become a regularly updated and influential publication (Norgard, Peet, & Ragnarsdotir, 2010; Turner, 2008).

A further development occurred in 1980 when the International Union for the Conservation of Natural Resources (IUCN) published the World Conservation Strategy (WCS). This document had a major impact on the evolution of sustainable development in that it "marked a shift away from the traditional focus on cure rather than prevention" (McCormick, 1986, p. 177). Until then, the focus of the environmental movement had been on preserving wildlife and limiting growth, but this report recognized that the successful conservation of nature is dependent on alleviating poverty. The report "stressed the interdependence of conservation and development in which development depends on caring for the earth" (UNCSD, 2014), introducing the concept of sustainable development and the contents laid much of the groundwork that allowed for the development of the triple bottom line (TBL) model in years to come. It played an influential part in the formation of the World Commission on Environment and Development (WCED) in 1983 which was subsequently tasked with formulating 'A global agenda for change' (Reid, 2013, p.55).

The subsequent work of the WCED resulted in the publication of the seminal document 'Our Changing World' which has since become known as the Brundtland Report after the Chair of the Council, Gro Harlem Brundtland. The report argued that despite widespread scientific and technological advances that had been able to create major improvements to life (e.g., reduced infant mortality, improved overall life expectancy, more children in school and food production that increased at a greater level than the population grew), humanity was still facing potentially devastating problems. The Report argued that in order to avoid this impending catastrophe it had become imperative for humanity to engage in what was termed as sustainable development. This was defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987, p.1). This definition, commonly referred to as the Brundtland definition, is "the most frequently cited one and seems to be more exhaustive than the majority of other definitions" (Ciegis, Ramanauskiene, & Martinkus, 2009, p. 30) and all use of the terms sustainable, sustainability, sustainable business or sustainable development in this study will use this definition as their basis.

1.2 Business sustainability

Since the late 1980s there has been "a deluge of sustainability literature" (Toman & Pezzey, 2002, p. 12) as interest in the concept and concern at the implications it presented grew, particularly within academic institutions and non-government agencies. However, this concern was not universal (Beckerman, 1994; Common & Perrings, 1992). Until the early 21st century, the commercial sector largely rejected the concept as being a hindrance to the successful pursuit of commerce (Holliday, Schmidheiny, Watts, & World Business Council for Sustainable Development, 2002). However, by then the impacts of unsustainable human activity were no longer able to

be ignored, and it became increasingly accepted that existing business models needed to adapt in response.

An increasing number of business thinkers and leaders began to reassess the idea of sustainability, evaluating ways that sustainable business practices could practically be applied. This led to the realization that rather than simply being a cost, there were in fact many direct business benefits that were able to be enjoyed through operating sustainably (Dyllick & Hockerts, 2002; Elkington, 1998; Snierson, 2008). Interest in sustainable business grew rapidly as increasing numbers of businesses began to implement appropriate business practices, a trend that is evidenced by the growth in membership of the Dow Jones Sustainability Index. The Index reported that in 1989, there were 469 companies listed and by 2014 this number had grown more than 380 percent to 1,813 companies listed as being assessed (Dow Jones Sustainability Indices, 2014). This trend has continued, and as has been previously discussed, sustainability is becoming a common and influential driver of business decision making. In their 2010 survey of global business leaders, consultants McKinsey & Company reported that three percent of Chief Executives identified sustainability as their most important priority with a further 31 percent placing it in their top three business priorities. By 2014, these numbers had grown to 13 percent noting sustainability as their top priority with 36 percent placing it in their top three (Bonini & Bove, 2014).

1.3 Consumer need for businesses to be sustainable

What is sometimes disregarded in the sustainability debate is the need that consumers have for the businesses that supply them with the majority of their daily requirements, from food and shelter to entertainment and education. At the same time, businesses provide the paid employment that allows consumers agency in how they satisfy these

needs. If businesses are not able to sustain continuous operation, then they are likely to be unable to satisfy consumers with many of their daily survival needs or provide security and employment. It is therefore arguably at least as important for consumers that businesses are able to operate sustainably as it is for the businesses themselves.

1.4 Research motivation and benefits

As sustainability has been the subject of a considerable volume of research, it could be argued that the concept is becoming well understood and the veracity of the ideas behind it has become generally accepted by both the academic and corporate communities. A review of the literature suggests that how consumers understand sustainability and the attitudes they hold towards the concept have received comparatively little attention. The concept of 'green Consumers' has been widely discussed, as has how consumers respond towards corporate social behavior. However it is apparent that little has been done to gain an understanding of whether consumers see sustainability as a holistic systems oriented concept and not merely another form of environmentalism. The OECD recognizes that consumers are central to "driving sustainable production and play a central role in sustainable development" (OECD, 2008, p.1), therefore this deficit warrants attention.

The increasingly evident growth in interest shown by the business community suggests that they are listening, but if consumers are not engaged it could be argued that the efforts of the business community will, at best, be limited. The motivation behind this study is to add to the available information through identifying the attitudes consumers hold towards the concept. This knowledge will be of interest to both political policy makers and businesses.

1.5 Research design overview

To assess the attitudes of urban consumer towards sustainability, a survey instrument was designed and administered to 366 urban consumers in the Lucknow city. We found that the surveyed urban consumer, in general, hold the belief that businesses should be concerned with sustainable business practices. We further investigated several factors that might influence the formulation of this belief: the new business opportunities hypothesis, and the utilitarianism ethics. Out of these four factors, we found that the utilitarianism ethics seems to have the strongest impact on their attitudes towards sustainability, followed by the new business opportunities hypothesis. We also investigated whether any of background variables affect the subjects' overall attitudes toward sustainable business practices. We found that age can significantly explained some of the variances in subjects' attitudes towards sustainability. Democrats tended to have more positive attitudes towards sustainable business practices than urban consumers. This study will seek to achieve its aims through canvassing the views of a group of Indian consumers selected to be representative of the population of interest using a quantitative data collection methodology. The data collected will undergo analysis using SPSS/STATA software in order to answer the following three research questions:

1. "What does sustainability mean to consumers?"
2. "How do consumers feel about sustainability?"
3. "Does sustainability influence consumer behavior?"

These three questions address the cognitive, affective and behavioral components of attitudes and the data collection method will be designed to be able to provide answers to all three questions in regards to the environmental, social and economic dimensions of sustainability.

By taking this approach, this study aims to assess whether the respondents see sustainability as a holistic concept as well as identifying their attitudes to sustainability.

Chapter-2

Literature Review

Chapter-2
LITERATURE REVIEW

2. Sustainability

As has been previously discussed, interest in the concept of sustainability, as discussed in this study, is a relatively recent phenomenon, yet has attracted considerable attention resulting in an abundance of discussion and analysis from virtually every sector (e.g. Clark & Dickson, 2003; Montiel & Delgado-Ceballos, 2014; Toman & Pezzey, 2002; Yates, 2012; Zollo, Cennamo, & Neumann, 2013).. This review will focus its attention on how it has come to be defined and conceptualized with emphasis on the perspective of the business community.

2.1 Challenges to defining sustainability

Despite the volume of research conducted with the attendant high levels of debate, the formation of a definition has continued to prove challenging with Gow (1992) remarking that "sustainability is like happiness--everyone believes in it and everyone has a different definition. In fact, sustainability has become so all-encompassing as to be virtually toothless" (p. 51 res). Hrivnak marked (2007, p. 167) that "the term 'sustainability' is often-used as a woolly term for everything that is good and desirable". Owens (2003) argues that there is no single meaningful definition of sustainability and recognizes that the definition changes to reflect the social, economic and environmental factors relevant to the situation. Jabareen (2008) noted "a critical review shows that the definitions of sustainability are vague; there is a lack of operational definitions and disagreement over what should be sustained" (p. 179). Aras and Crowther (2009) commented that "sustainability" is used so often that it has

become “effectively meaningless” (p. 979). Hume (2010) recognizes that there is no clear framework or terms of reference with which to develop strategies to change attitudes and behaviors and thereby develop appropriate policies. As a result, it is harder for the business community to develop and implement sustainable strategies (Battisti, Lee & Cameron, 2009; Epstein & Roy, 2000; Eweje, 2011).

Another factor hampering the formation of a commonly accepted definition of sustainability is an argument that by its definition sustainability, especially when applied to commercial activities is illogical and therefore impossible. Johnson (2007) argued that one reason sustainability is difficult to define is because unless an entity is able to operate infinitely, it is logically not sustainable. This challenge to the ideal of continuous growth is supported by Bonevac (2010), who states that sustainable growth cannot be applied to material things for an infinite period, and that because of this the Brundtland definition of sustainability is logically impossible. This argument is supported by Aras and Crowther (2009) who maintain that a sustainable activity is one in which decisions made in the present do not restrict the choices available in the future and that those choices and the situations influencing them are unknown.

Despite these and other challenges, they continue to be extensive efforts to answer the question of how to define sustainability and Luchsinger (2009) identified themes common to most of the definitions. These include attention to use resources while recognizing the need for constraint in consumption; awareness of relationships between economy, society and the environment; responsibility for impact on the natural world while ensuring ongoing economic viability and managing stakeholder relationships to ensure they remain viable and healthy. It was becoming increasingly obvious that overcoming the challenges that threatened sustainability would require a

holistic and inclusive approach that addressed the needs of the environment as well as working for a robust and vital society while ensuring that the business sector could continue and thrive.

There have been several studies regarding attitudes towards sustainability. However, subjects surveyed in these studies primarily include students, households, consumers, citizens, and government officers. There is only one study using a sample of business professionals which will be discussed at the end of this section.

Michalos et al. (2009) conducted two studies on the knowledge, attitudes, and behaviors of students and households, respectively, towards sustainable development. Their results showed that for students and adults in the households, engaging in behaviors favorable to sustainable development were relatively more influenced by their having attitudes favorable to sustainability than factors such as age or level of education. For the students sampled, they also found that females were somewhat more disposed towards sustainable lifestyles.

Godfrey (1998) examined the attitudes of public sector "tourism managers" towards the principles of "sustainable tourism". It has been argued that the attitudes of local tourism officers will affect their approach to implementation, and *inter alia* to the success of this concept in practice. The results suggest many of the officers are reluctant to embrace the sustainable tourism concept yet.

Guardian News and Media (2010) conducted a survey on consumers' attitudes toward sustainability. Respondents in their sample indicated strong concerns about environmental and ethical issues. Over 80% of respondents indicated that carbon dioxide emissions, pollution, and over-use of resources were key concerns. This is consistent with the results reported by the European Commission (2009). However,

the results also showed that environmental sustainability is only one factor in the decision to buy a product. Other factors equally or more important were price, quality, and availability of the products or service.

Bellm (2010) reported a survey attempting to identify emerging trends related to consumer perception and purchasing behavior of "green" products. The data indicates that the majority of consumers plan to spend the same or more money on green products in the coming years. The majority of consumers (over sixty percent) across all countries want to buy from environmentally responsible companies, but the cost of green products continues to be a hurdle in developed countries. Selection and labeling are the biggest challenges in developing economies.

Watling & Zhou (2011) conducted a study on attitudes towards sustainability of the general populace in Sweden. The aim of their study is to find out whether people have positive or negative attitudes towards sustainability and how knowledge levels affect people's attitudes. They found that education and knowledge about sustainability plays an important role in developing positive attitudes towards sustainability. They also discovered that belief in a higher power, gender, and age do not play a role towards having a positive attitude towards sustainability.

2.2 The triple bottom line (TBL)

In the 1990s, there was little doubt that for sustainable development to succeed, it needed to maintain social equity and to ensure ongoing economic stability in addition to protecting the natural environment. It was becoming apparent that sustainable development was only possible when it was approached as an "interconnected, social and ecological network governed by biological and physical processes" (Stead & Stead, 1994, p. 15). In 1994 John Elkington, the founder of a British consultancy

called Sustainability, introduced the term triple bottom line or TBL (Elkington, 1997) which is sometimes described as the three Ps: people, planet, and profit (Slaper & Hall, 2011). Luchsinger (2009) provided a succinct definition: "conducting business in a manner of economic, social and environmental responsibility" (p. 163). By framing sustainability with language and concepts familiar to the business community it has become easier for corporations to gain awareness of their impact on social and environmental values and to engage in effective measurement and management of factors influencing the economic sustainability (Berger, Cunningham, & Drumwright, 2007; Brown, Dillard, & Marshall, 2006; Gibson, 2006). This was supported by Gladwin, Kennelly & Krause (1995) in their recognition that there needed to be an integration of humanity and the environment for sustainable development to be possible.

Despite the widespread acceptance of the TBL model, it has nonetheless been subjected to some criticism. Sridhar and Jones (2012) identify three fundamental weaknesses in the difficulty of measuring corporate social performance, in the need for a systemic approach to all factors and problems with the integration of the three dimensions. These are similar limitations have been widely acknowledged (Norman & MacDonald, 2003; Robins, 2006), however the extent of the limitations does not support adopting any of the alternative models currently being discussed (Pava, 2007; Savitz & Weber, 2013). Interest in the TBL, particularly by businesses and the media, is growing rapidly (Tullberg, 2012). This has led to widespread development of standards and systems to improve the quality of reporting (Scerri & James, 2010; Skouloudis, Evangelinos, & Kourmousis, 2009) and the publication of material assisting businesses in the use of TBL reporting to improve their sustainability performance are now readily available ((Dalal-Clayton, 2014; Henriques &

Richardson, 2004). As a result, TBL reporting is an important and valuable tool for businesses to achieve sustainable operation (Perrott, 2014).

It is worth noting however, that despite the widespread acceptance of the TBL model, there are arguments in support of additional dimensions and even adoption of new models (Lawn, 2003; Teriman, Yigitcanlar, & Mayer, 2009). While these alternative models have gained some support and acceptance, within the business community the TBL is still the most respected and widely used models (Fauzi, Svensson, & Rahman, 2010; Perrott, 2014).

However, although there has been widespread recognition of the need for both social and environmental sustainability, the acceptance of the role of economic sustainability has been somewhat more elusive (Doane & McGillivray, 2001). This is in part due to the long-held belief that it not only costs money to adopt socially or environmentally sustainable strategies, but it can even be a distraction from engaging in core business activities (Aupperie, Carroll, & Hatfield, 1985; Clark, 2005; Reinhardt, Stevens, & Victor, 2008). At the same time, the term sustainability is often used by business commentators to describe a business as merely remaining profitable, with economic sustainability having been defined as "using the assorted assets of the company efficiently to allow it to continue functioning profitability over time" (Satish Pandian, Jawahar, & Nachiappan, 2013, p.92).

2.3 Business explanation of sustainability

Consulting firm KPMG argues that business sustainability requires: "adopting business strategies that meet the needs of the enterprise and its stakeholders today while sustaining the resources both human and natural that will be needed in the future" (KPMG, 2011, p. 12). Price Waterhouse Coopers (PwC) describe sustainable business as "a process of change in which the exploitation of resources, the direction

of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations" (PwC, 2011). This somewhat more embracing explanation perhaps reflects the function of PWC as advisors to business in that it considers the role and impact of investments, technology and institutional change on sustainability. Consultants and other business advisors either use or base their definition of the Brundtland definition but generally expand to define and explain how they address the process of engaging in sustainable business practices (ARUP, 2014; Aura Sustainability, 2014).

As with the academic world, the business community has undertaken considerable efforts to understand and define sustainability and found the task to be similarly challenging; however a factor common to almost all explanations is the triple bottom line (TBL). Morrish, Miles and Polonsky (2010) argue that the acceptance and use of the TBL are a requirement for the ongoing viability of Indian businesses. This position was previously presented by Goldberg (2001) in a paper prepared for the Indian Government regarding the policy implications of sustainability. Goldberg (2001) argued that any form of sustainability would be difficult without engaging in all three aspects of sustainability, and described a need for "the integration of economic, social and environmental factors in decision-making at all levels" (p. 7).

Luchsinger (2009) and Kemp and Martens (2007) also argued that effectively operationalizing sustainability involves attention to all three dimensions. This was the position that The Department of the Prime Minister (NZDPM) worked from when discussing sustainability in India .They used the Brundtland definition to define sustainable development, expanding it by adding "looking after people, taking the long term view, taking Into an account of social, economic, environmental and

cultural effects of our decisions" (NZDPM, 2003). It is interesting to note that the NZDPM document was produced 16 years after the Brundtland definition was first aired, yet this was the definition of sustainability the authors used which is indicative of the strength of the original conceptualization of the challenges perceived.

Hume (2010) argues that the diversity of definitions is a limiting factor because individual businesses operate under a great many differentiating factors such as location, size, purpose and nature of business. This makes it difficult, particularly for individual businesses, to fully understand and operate business sustainability. When evaluating sustainability from the perspective of small and medium enterprises (SME) Battisti et al. (2009) identified that many definitions of sustainability are not context specific and therefore have limited relevance to small organizations. Lawrence, Collins, Pavlovich & Arunachalam (2006) agreed that the "very concept of sustainable business practices for small firms is elusive" (p. 242). This is especially important when exploring sustainability from an Indian perspective as small businesses are the dominant face of commerce in this country, with 97.2% of Indian businesses having nineteen or fewer employees (MED, 2011).

Consulting firms and lobby groups have a major influence on the way the business community operates, so it is appropriate to consider how these groups define and understand sustainability. The New Zealand Business Council for Sustainable Development (NZBCSD) recognizes that the Brundtland definition expresses the idea, but lacks the ability to be transposed to specific industries and individual situations. They do not present a solution to this issue, instead suggesting adoption of the definition used by the United Kingdom government: "sustainable development is about ensuring a better quality of life for everyone, now and for generations to come" (NZBCSD, 2014). While this may be simple and easily understood, it is little more

than the rewording of the original Brundtland definition.

The concept of corporate social responsibility, or CSR, having existed in the business lexicon since the 1950s (Carroll, 1999; Runhaar & Lafferty, 2009) is often taken as synonymous with sustainability as they both address the role of business in protecting the needs of society. Although sustainable run businesses have engaged in CSR behavior and demonstrating a commitment to CSR will contribute to corporate sustainability, they are not the same thing (Kolk & Tulder, 2010; Montiel, 2008). Engaging in CSR, regardless of motivation, is the process of addressing specific impacts of business on society (Ablander, 2011; Galbreath, 2010; Smith & Alexander, 2013). Sustainability, as has been discussed previously in this study, focuses on a business's ability to operate in an economically viable manner for an indefinite period.

Consumer definition of sustainability

However, the long-ranging debate and extensive hard-work that has gone into finding ways to acknowledge and define sustainability from an academic and/or business perspective, what consumers understand sustainability to mean would appear to have received little attention. Substantial searches of published material from both the academic and public literature has found nothing extensive that particularly examines how consumers define and understand the concept of sustainability.

It is possible that this deficit is impacted by the huge-ranging and diversified nature of the construct 'consumers' making a common definition elusive. This argument is in part supported by the fact that there is some research on knowledge and feelings towards sustainability in specific groups such as students (Ng & Burke, 2010), tourists

(Tribe, Rathouse, Scarles, & Holmes, 2010), wine consumers (Forbes, Cohen, Cullen, Wratten & Fountain, 2009) and fast moving consumer goods (FMCG) users (Harris, 2007). Despite most of the populations surveyed by these studies have bit in common with one another and contain minimum discussion on how consumers understand sustainability as an overarching concept. Market Research Company Shape NZ was commissioned by the New Zealand Ministry for the Environment to "to benchmark New Zealanders' attitudes and behavior with regard to acting sustainably in the home" (Johnson, Fryer & Raggett, 2008, p.4). There was no analysis of consumer attitudes towards business behavior and no recognition of the social and economic dimensions of sustainability, only analysis of the attitudes of over 1000 consumers taken in account.

Consumer Support for Sustainable Business

The limited volume of research conducted on consumers' definitions of sustainability has made assessing consumer response and support for sustainability as a concept problematic because there is insufficient confidence that the same concept is being assessed by all consumers. There has, however, been considerable and sustained agreement over that consumers respond positively to claims of environmentally responsible corporate behavior (Green & Peloza, 2014; Lemke & Pereira Luzio, 2014; Peattie, 2001). This support is tempered by consumer distrust that claims made by manufacturers and suppliers are exaggerated or inaccurate (Peattie & Crane, 2005) and prices are higher or availability is constrained (Pedersen & Neergaard, 2006).The major influence in developing the research questions, is the deficit in the available literature posed by this study.

2.3.1 Attitudes

Attitude as a construct has been extensively debated and explored, and Allport (1968) was cited by Fishbein and Ajzen (1975) as stating that attitude was: “the most distinctive and indispensable concept in contemporary American social psychology”. An early and frequently cited definition of attitude is “the readiness of the psyche to act or react in a certain way” Jung (1923). A later definition was “the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favorable or unfavorable manner” Katz (1960) which introduced the idea that attitudes result in value-based assessments of the attitude object. This led Fishbein and Ajzen (1975) to extend the definition to “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object”. This extension includes the impact of learning and that attitudes precede actions. More recently Bohner & Dickel (2010) argue that attitudes can be defined as “stable entities stored in memory versus temporary judgments constructed on the spot from the information at hand” which reinforces the idea that they are in part learned and though durable, can therefore be changed.

2.4 The components of attitudes

This leads to recognizing that attitudes consist of three specific components: the cognitive; or what is believed by the attitude holder, the affective component; or what is a felt by the attitude holder and the behavioral or action tendency component (Chaiken & Baldwin, 1981; Cottam, 2004; Moorman, 1993). Action tendencies are directed towards attitude objects, which can be concepts, physical items or other stimuli in the environment towards which the attitude is directed. The concept of sustainability in this study is the attitude of object interest.

2.4.1 Influencing Attitude

There is a strong argument supporting the effectiveness of using advertising as a tool to influence the action tendencies of consumers through the cognitive and affective components (Aaker, Stayman, & Vezina, 1988; Baron, 2004; Batra & Holbrook, 1990; Ruth, Brunel, & Otnes, 2002). Lavidge & Steiner (1961) as cited by Grewal, Kavanoor, Fern, Costley & Barnes (1997), recognize the value to be achieved through separating "the objectives of advertising into three main functions: cognitive, affective and conative". Singh & Smith (2005) identified that advertising increased consumer knowledge and provided a sense of empowerment, which in turn influenced behavioral intentions, an argument supported by Grewal et. al. (1997). Product labelling also fulfils a role in influencing consumer cognition. Charters, Lockshin & Unwin (1999) identified that wine back label content influenced consumer behavior, a finding that was supported by Lalor, Madden, McKenzie & Wall (2010), who reported that consumer buying intentions were influenced by health claims in food labelling.

The role of attitude in sustainable behavior

Attitude has been used in attempts to account for a wide range of human behavior, leading to vague and even ambiguous ways of framing the concept and to difficulty in finding valid methods with which to measure attitude (Fishbein & Ajzen, 1975). Hale, Householder and Greene (2003) report that Fishbein and Ajzen's frustration with the ambiguity led to the development of the Theory of Reasoned Action. This theory seeks to measure and predict behavioral intention using attitude as one variable with subjective norms as the other. From the perspective of influencing behavioral change towards sustainability, this is important as the core aspects of sustainable behavior are

increasingly becoming normative behavior (McDonald and Oates, 2010; Sparks and Shepherd, 1992; Young, Hwang, McDonald & Oates, 2010). Participating in the activities required to live sustainably could be described as a reflection of a consumer's personal values as there are few intrinsic benefits attached to this behavior. This, therefore, engages the value-expressive function of attitudes Katz (1960).

The relationship between attitudes and behavior has been widely studied. Ajzen (1991) identified "intentions to perform behaviors of different kinds can be predicted with high accuracy from attitudes towards the behavior, subjective norms, and perceived behavioral control". Glasman & Albarracin (2006) identified that attitudes had a correlation with future behavior. However, the strength of that correlation was influenced by a number of factors, including the confidence with which the attitudes are held and their accessibility (Roskos-Ewoldsen & Fazio, 1997). This would suggest that the understanding of consumers to form positive feelings and thoughts toward sustainability would determine the likelihood that their behavior would be affect by these attitudes and the likelihood that their attitudes would support sustainability. It is therefore key to identify what consumers feel and think about sustainability.

Until very recently there has been limited discussion regarding consumers and their attitudes or awareness of sustainability as a holistic concept with most of the attention being directed towards identifying common characteristics of consumers who are already engaged in or strongly supportive of environmentally responsible behavior (e.g. Gilg, Barr, & Ford, 2005; Jansson, Marell, & Nordlund, 2010; Peattie, 2001; Moisander & Pesonen, 2002; Straughan & Roberts, 1999; Thøgersen, 2006). While this strategy appeals to marketers because it makes it relatively easy to identify and target these consumers (Straughan & Roberts, 1999), there is a growing body of

evidence against this approach (Straughan & Roberts, 1999). This is because the characteristics of sustainability, whether environmental, social or economic, are in fact attractive to the majority of consumers (Grail Research, 2009; Ottman, 2011; Peattie, 2001; Shrum, McCarty & Lowery, 1995; Straughan & Roberts, 1999). There is even the argument that we are all 'green consumers" (Norris, 1997; Townsend, 2013) and that displaying green behavior would seem to be a core societal value (Ottman, 1998; Peattie, 2001; Johnson, Fryer & Raggett, 2008), or general cultural behavior (Caruana, 2007). As a result, some green behavior such as recycling and not littering has become normative social behavior (McDonald and Oates, 2010; Sparks and Shepherd, 1992; Young, Hwang, McDonald & Oates, 2009) while other green behaviors (e.g. using energy saving light bulbs, cutting back on car usage) simply make economic sense.

How consumers think and feel towards sustainability is likely to be wide-ranging and shaped by a complex mix of social interaction, media communication and formal education (Bridges & Wilhelm, 2008; Kearins & Fryer, 2011; Keys, Thomsen & Smith, 2010; Kolandi - Matchett, 2009). Finding a single cohesive thread in how consumers see and understand sustainability presents a major challenge, especially as sustainability is inherently subjective (Kemp and Martens, 2007). Schaefer and Crane, (2005) recognized that sustainable consumption was a contested subject, and that changing consumer behavior was going to be shaped by providing these consumers with the answers to questions such as "what is meant by sustainability". As with business and academic definitions, are unavoidable going to be common threads, and it is main to be able to identify these and to put them into a framework that will provide major understanding of consumer attitudes. Developing this framework will allow greater understanding of the drivers of consumer behavior.

Chapter-3

Data and Methodology

Chapter-3
METHODOLOGY

3. Methodology

An exploratory study is conducted to gain the knowledge regarding the Indian consumer's attitude towards the sustainability and sustainability business practices. As discussed previously, according to global agreement sustainability comprises of three dimensions: social, economic and environmental sustainability. These dimensions, being different from one other, but still are interdependent and all must be fulfilled for sustainability to be possible. This study will not attempt to describe or explain the factors that determine consumer attitude or behavior, due to its exploratory nature. The purpose of this study is rather gaining an awareness of whether consumers acknowledge sustainability as holistic concepts or their attitude toward each dimensions of sustainability is distinct.

3.1 Research Questions

Cognitive Response: "What does sustainability means to consumers"?

Behavioural Response: "How does sustainability influence the consumer behaviour"?

Affective Response: "How do consumers feel about sustainability?"

Qualitative research method such as focused group and interview typically used in exploratory studies, the fact that definition of sustainability has proven somewhat difficult to explain completely all dimensions, therefore qualitative study is considered effective strategy for study. All three dimensions of sustainability: cognitive, affective, behavioural responses are collected from the representative

sample through the instrument of data collections to obtain the answer of research questions.

3.1.1 Objectives of the study

- To understand the emergence of the concept of sustainable business strategies
- To understand sustainable business practices followed by Indian corporates.
- To Assess the factor influencing in the sustainability & sustainability business.
- To know the awareness level of the consumers towards sustainability & sustainability business.
- To explore the attitude & perception of the consumer towards sustainability & sustainability business.

3.2 Data Collection

The method of data collection needs to be easy to distribute, quick to complete by maximum sample as possible and readily accessible which resolves the challenges created by diverse and widespread characteristics of population interest (Indian consumers). The data collection method was kept private and anonymous because to protect the samples interest and increasingly value-charged nature of sustainability. The appropriate data collection method for this study after considering all factors suggests self-completed personal survey and online based survey.

Online surveys, while a relatively new data collection method, are now widely used and proving to be effective (Couper & Miller, 2008; Kypri, Gallagher & Cashell-Smith, 2004; Sills & Song, 2002). They benefit from good response rate, are low cost and typically need less data entry than mail surveys (Alessi & Martin, 2010; Brace, 2004; Kelly, 2007); important factors given the resources available to this study. The quality of the data produced by online surveys is reported to be comparable in quality

to the data from mail surveys (Brace, 2004; Truell, 2003). This feature is important to this study because the contested nature of sustainability definition and over subject. Historically, online surveys have been considered to be susceptible to sample validity because internet use has been more prevalent among certain demographic groups (Duda & Nobile, 2010). However, this limitation has been largely overcome due to a widely reported substantial increase in the percentage of consumers who have ready access to the internet. This is supported in a comparison of the results obtained by mail and internet surveys which identified that there were no significant differences in the data collected by the two methods (Gigliotti, 2010). Van Gelder, Bretveld & Roeleveld (2010) reported that the profile of respondents to internet-based surveys now compares very closely to that of traditional data collection methods and argued that any limitations of internet-based surveys were diminishing rapidly. After assessment of strengths and weaknesses of both the methods and knowing the requirements presented by the study it suggests that self-completed internet based would be an effective way of collecting data and will also overcome all the challenges discussed earlier.

3.2.1 Sampling Plan

After decision is made of using self-completed online survey, next challenge was of designing an appropriate sampling plan for collection of meaningful data to resolve the identified problems. Large group of individuals representing wide range of demographic profiles were provided with concurrent instrument access as possible.

3.2.2 Instrument Design

Due to controversial nature of sustainability suggested asking directly the respondents about the definition of sustainability or how they felt or did would unlikely to produce any important data and mostly respondents would potentially avoid answering such questions. However, it was decided to record the responses of samples by using Likert

Scale to a series of twenty-seven statement each addressing a single aspect of the economic, environmental and social dimensions of sustainability from either a behavioural, cognitive or affective perspective.

Likert scales were assessed as being an effective tool to achieve this as well as to gain the information needed to learn consumer attitudes towards sustainability because they are widely used in attitudinal surveys and are therefore familiar and easily understood (McLeod, 2008). These statements were written using plain English and avoiding jargon or any technical term that was outside of common usage. Ambiguity was avoided however, there were a number of negatively worded statements placed at random throughout the instrument to discourage pattern answering (Croasmun & Ostrom, 2011). All items used the same scale and point descriptions to minimize respondent confusion and to permit calculation of internal consistency reliability using the Cronbach's alpha coefficient (Croasmun & Ostrom, 2011). There has been much debate and limited agreement over the number of points in a Likert-type scale (Croasmun & Ostrom, 2011; Leung, 2011). However, for this study, ease of completion was an important consideration which supported the decision to use the five-point scale. A neutral option was included as Johns (2005) argued that it is of value in attitudinal studies and it prevents respondents feeling "forced to commit to a certain position" (Croasmun & Ostrom, 2011).

3.2.3 Pre-Testing of Questionnaire

Pre-testing the questions in their questionnaire context was an important step to ensure that the questions and instructions were able to be understood by all respondents (Collins, 2003) and to help identify any ambivalent or confusing statements (Evans & Mathur, 2005). The selected fifty of the researcher's contacted personally for pre-testing of final draft of questionnaire, which represents wide range of demographic profiles as possible. They were given ten days to complete the survey

and of the fifty recipients, forty completed it. The purpose of pre-testing is to check ambiguity of statement, how relevant respondent found statement and how much time it'll take to complete the survey. At the end of the questionnaire there are some additional question to know the queries related to statements, intentions, views and ideas related to topic for further survey. The feedback received from pre-testing, identified some minor changes in the wording of the statements and resulted in alterations in questionnaire for further study.

3.4 Data collection and analysis

Since the study used a structured close ended questionnaire was prepared, using which the responses of the consumer attitude toward sustainability were gathered. The questionnaire had three major sections, environmental, social and economic. All the sections had categorical values where we use 5 point Likert type scale was uses ranging from 1 strongly disagree; to 3 being neutral to 5 strongly agree. As mentioned the questionnaire was divided into two sections, demographic information and assessment part was based on different aspects of consumer's perceptions. In order to check the reliability and validity of the questionnaire a reliability test was conducted among forty respondents were asked to fill the online questionnaire for pretesting. Information collected through consumer survey further analyzed using SPSS & STATA.

3.5 Research Hypotheses

Many factors can affect the attitudes of business professionals toward sustainable business practices. A review of business media and literature indicates that the most cited reason against sustainable business practices is that it will raise the cost of doing business. Therefore, it is argued that it will make American businesses less competitive compared to their counterparts in emerging world economies, particularly

when it comes to greenhouse effect and climate changes (Loris & Joleviski, 2014; Yudken & Bassi, 2009; Ball et al., 2009). It is clear that if American business professionals feel that sustainable business practices will increase their operational costs and threaten the existence of their businesses, then they will not have positive attitudes toward these practices. Some customer may be willing to accept the idea of changing their housing to more energy efficient and having community centers and waste management services that increase the social welfare to pay more for the newly constructed housing or technology installations that are needed to supply new sources of household energy.

This observation is summarized in the following hypothesis.

Hypothesis A_0 = the mean value of attitudes towards sustainability is positive, when the mean value of knowledge levels towards sustainability is high.

Hypothesis A_1 = the mean value of attitudes towards sustainability is not positive, when the mean value of knowledge levels towards sustainability is high.

Some conservative scholars and business professionals believe that corporations have no social responsibility and that their sole responsibility is to maximize profits for their stockholders. They believe in free enterprise and, therefore, the problem of sustainability will be solved naturally through market equilibrium and there is no need for the government to enact sustainability regulations or legislation (Liberman, 2011; Stroup, 2008). If business professionals truly believe in the role of free market in solving sustainability issues, it follows they would also believe that customers desiring eco-friendly products or services would be willing to pay the extra price for these goods and that the market (not the government) will eventually solve the issue through price equilibrium mechanisms. This observation is summarized in the following hypothesis:

Attitudes and knowledge

Hypothesis B_0 = the mean total attitude towards sustainability is positive, when the mean total knowledge levels about sustainability is high.

Hypothesis B_1 = the mean total attitude towards sustainability is not positive, when the mean total knowledge levels about sustainability is high.

Many businesses volunteer to engage in sustainable business practices because they discovered that being green or sustainable is also profitable for their businesses (Growstone, 2013; Mesure, 2010). In other words, sustainable business practices represent a new market or business opportunities for innovating enterprises. The demand for clean air, water, and environment is a consumer desirable that needs to be satisfied by free enterprises. As noted earlier, numerous companies such as Proctor & Gamble, 3M, Eli Lilly, Starbucks, Johnson & Johnson, and Microsoft have become leaders in the promotion of sustainable business practices. Business statistics seem to confirm this trend. Across the economy, green industries are showing much faster growth than their conventional counterparts. The Bureau of Labor Statistics reported that from 2010-11, green job growth has outpaced growth in all other industries. In addition, green goods and services grew at a rate four times faster than all other industries combined (Growstone, 2013).

If business professionals feel that sustainability represents new business opportunities and additional profits, they will be more inclined to engage in sustainability business practices. This observation is summarized in the following hypothesis:

Hypothesis C_0 = the mean knowledge level of the interlinking subjects is high when the mean knowledge level of the dimensions of sustainability is high.

Hypothesis C_1 = the mean knowledge level of the interlinking subjects is not high when the mean knowledge level of the dimensions of sustainability.

Many business professionals are affected by the philosophy of utilitarianism in their daily business decisions (Reizaputra, 2013; Ebenstein, 1991). In accordance with the principle of utilitarianism, consequences or payoffs in the future will be a major factor people consider when making decisions. If the belief is held that ignoring environmental sustainability will result in an irreversible harm to the Earth at the macro-level and will cost a company in the long-run at the micro-level, business professionals would be more inclined to form favorable attitudes towards sustainable business practices (Hoffman, 2012; Arnold & Bustos, 2005). This observation is summarized in the following hypothesis:

Attitudes and Income

Human attitudes are gradually formed through personal experiences such as social interactions, cultivations, and acculturations. Some of the variations in attitudes across humans maybe explained by biological differences such as gender and age. Other differences are due to differences in education, political or religious beliefs, work environment and other experiences. The attitudes of business professionals toward sustainable business practice should likewise be influenced by these demographic variables. Several studies reviewed in the previous section have documented the influences of background variables on the attitudes of non-business professionals toward sustainability. For example, Michalos et al. (2009) found that female students were somewhat more disposed towards sustainable lifestyles than males. Watling & Zhou (2011) found that education and knowledge about sustainability plays an important role in developing positive attitudes towards sustainability but that belief in a higher power, gender, and age do not play a role towards having a positive attitude towards sustainability. We suspect that some of the same background variables may be correlated to the attitudes of business professionals in our sample toward

sustainable business practices. Thus, the following hypothesis is posited:

Some previous study suggest that there has been a positive change in mindsets and behaviour towards caring for the self and community , which is related to change in consumption patterns since the latest economic recession. However , this does not suggest that consumption pattern have changed due to consumers positive attitudes towards sustainability as whole, but more a concern due for personal financial stability. There in this case attitudes towards sustainability as a whole have revealed to be negative during recession periods in a business cycle but micro level sustainability.

Hypothesis D_0 = the mean total attitude towards Sustainability is positive, when the mean income level is high.

Hypothesis D_1 = the mean total attitude towards Sustainability is not positive, when the mean income level is high.

Gender and Age

Previous research in a variety of fields has revealed differences in their result due to difference between gender and age groups. There we will test our total attitude variables with the gender and age with two separate hypotheses to investigate if this occurs with our respondent.

Hypothesis E_0 = the mean total attitude towards sustainability differs between genders.

Hypothesis E_1 = the mean total attitude towards sustainability does not differ between genders.

Hypothesis F_0 = the mean total attitude towards sustainability differs between age.

Hypothesis F_1 = the mean total attitude towards sustainability does not differ between age groups.

Chapter-4

Results and Discussions

Chapter-4
RESULTS AND DISCUSSIONS

4. Results and Discussions

Response Rate

The online survey conducted 500 people when the survey was made available through online google forms. A total of 366 completed the survey.

4.1 Sample description

The questionnaire contained six questions related to demography intended to know the profiles of the respondents.

Gender	Freq.	Sample %
Female	195	53.28
Male	171	46.72
Total	366	100
Employment Status Group	Freq.	Percent
Employed by someone else	150	40.98
Not in paid employment	12	3.28
Prefer not to say	24	6.56
Self employed	54	14.75
Studying	126	34.43
Total	366	100
Income Group	Freq.	Percent

25001-50000	133	36.34
50001-100000	120	32.79
Below 25000	113	30.87
Total	366	100
Marital Status	Freq.	Percent
Married	150	40.98
Unmarried	216	59.02
Total	366	100
age group	Freq.	Percent
Less than 20	30	8.2
21-30	186	50.82
31-40	132	36.07
41-50	6	1.64
above 50	12	3.28
Total	366	100

Gender

We will use these variables to test the relationship between positive or negative attitudes and previous research findings, as discussed in our theoretical framework chapter (above).We will also to find if there is a relationship between attitudes and age or gender.

Age

Compared to the Lucknow population, the sample was under-represented in the over 70 age group. This was to be expected as the sample was sourced from a workplace and thus unlikely to include a representative number of respondents older than the retirement age of 65.

The lower representation of younger respondents is less easy to explain. However, the percentage of respondents in the higher income brackets and those with tertiary qualifications were both higher than in the Lucknow population.

Employment

The respondents were employees of the different companies or they are working as a freelancer for their short term earning, further, some of the respondents identified themselves as either students or not in paid employment. This group was most likely to contain volunteers or students in work experience in different scheme.

Income

The distribution of incomes in the sample was quite different to distribution in the general population. Specifically, the higher income brackets were overrepresented in the sample. The former groups are more likely to be better educated and better paid. I had covered all the groups who are engage in any earning activity or some who do not earn any income from any sources.

4.2 Data analysis

The data underwent analysis using STATA/SPSS to calculate descriptive statistics and to assess the internal reliability of the items measuring the dimensions of sustainability and components of different attitudes. As has been previously discussed, there were a number of negatively worded statements included in the survey. To allow for easier interpretation, the data for these items has been reverse-

coded, and the wording of the accompanying statement has been altered appropriately. These items are all identified in the accompanying text.

4.3 Environmental sustainability

Environmental Sustainability is defined as responsible interaction with the environment to avoid degradation of natural resources. The nine items sought to gain an awareness of the extent that the respondents knew sustainability had an environmental dimension, how they felt about it and the extent that it influenced their behavior.

4.3.1 Cognitive component

Figures 1 to 3 illustrate the responses to the three items measuring the cognitive dimension of attitudes towards environmental sustainability. The item illustrated by Figure 3 was negatively worded in the questionnaire. The label and presentation of the responses to the item in Figure 3 have been adjusted to reflect this.

Figure 1: Do you believe Sustainable business consider their impact on the natural environment (N=366)

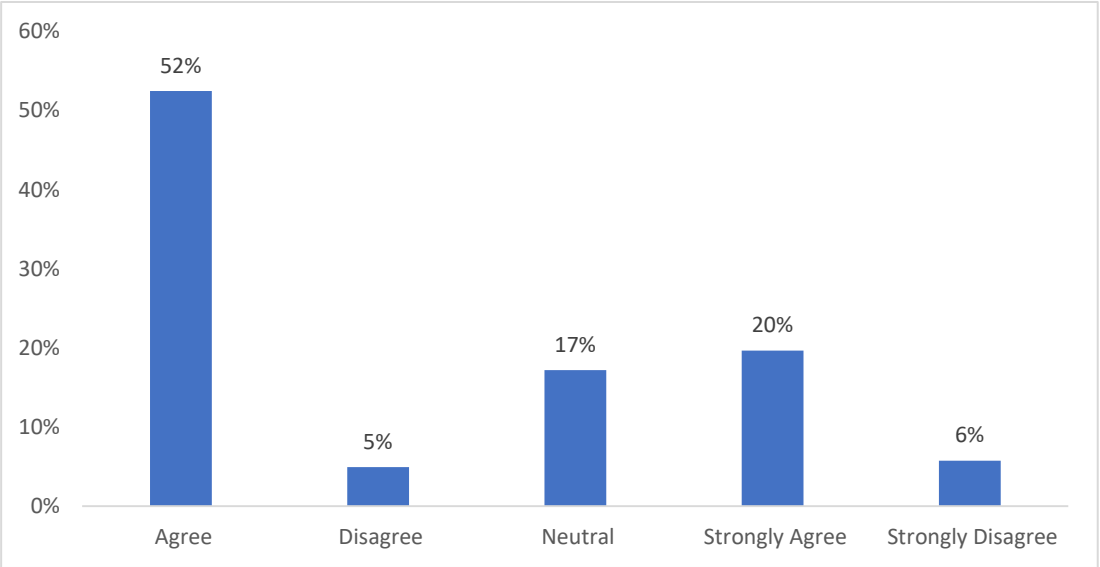


Figure 2: Do you believe Sustainable businesses use resources efficiently (N=366)

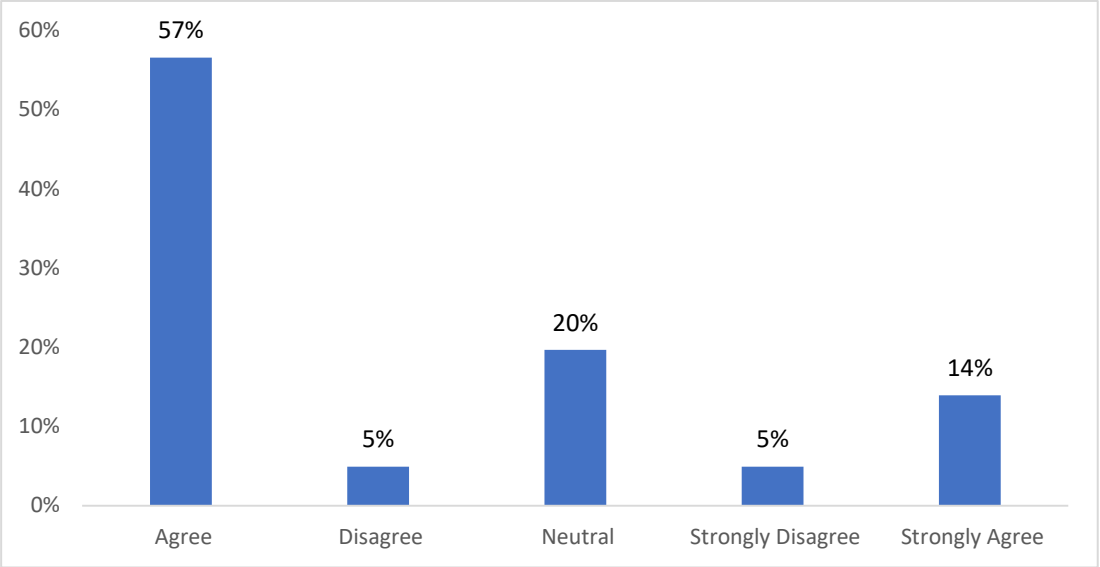
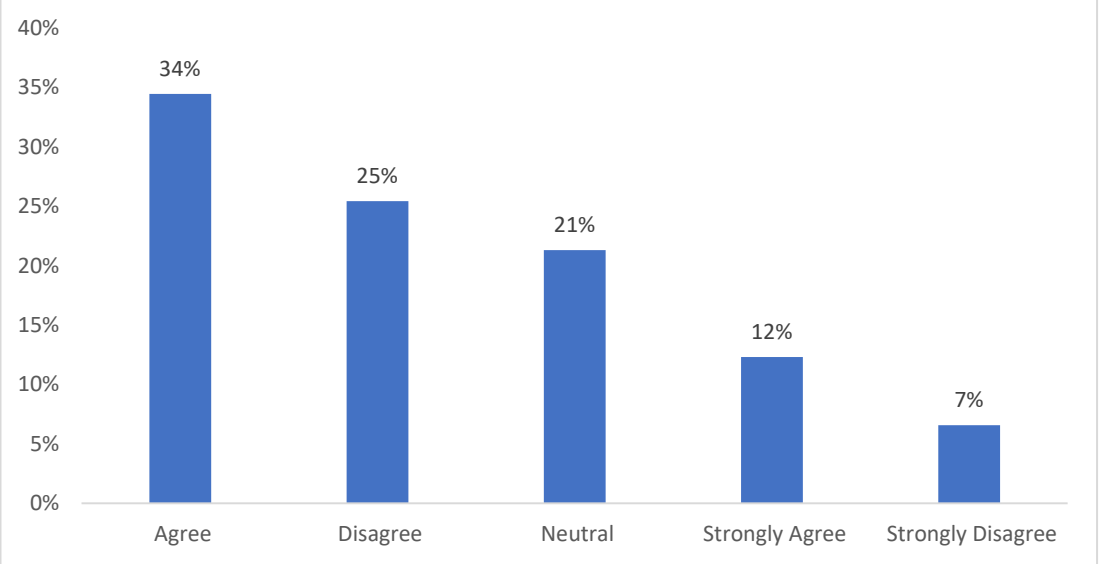


Figure 3: Do you believe impact of business activity on the environment is overstated (N=366)



The responses to these three items suggest that most of the respondents understand that sustainability has an environmental component. This is especially evident in Figures 1 and 2 with 72.00 percent and 62.00 percent respectively either agreeing or strongly agreeing with the item; however there was a lower level of certainty displayed with the statement illustrated in Figure 3 that "the impact of business

activity on the environment is overstated" with 21.00 percent for neutral .A possible explanation for this is that negatively worded statements have an increased potential to confuse respondents (Ebesutani et al., 2012; Stewart & Frye, 2004; Weems & Onwuegbuzie, 2001). This argument has some support when the percentage of "unsure" and missing responses to all seven negatively worded statements in this study was compared with the twenty positively worded statements. Just over 37 percent of the respondents selected the "Neutral" in response to the negatively worded statements. This is compared to somewhat fewer than 29 percent of the respondents selecting the same option in response to the positively worded statements. This is discussed further in the limitations section of this study.

Alternatively, it is possible that the respondents were less confident in their knowledge of the impact of business activity on the impact of the environment and were, therefore, unwilling to commit to a Position on the subject. This would support the statement view which shows modern urban consumers are increasingly disconnected from the natural environment,

4.3.2 Affective component

How the respondents felt about environmental sustainability is illustrated in Figures 4 to 6 following. Figure 4 refers to a negatively worded item; therefore the data presented and wording have been altered to suit.

Figure 4: Do you believe that sustainable businesses avoid creating problems for people living nearby (N= 366)

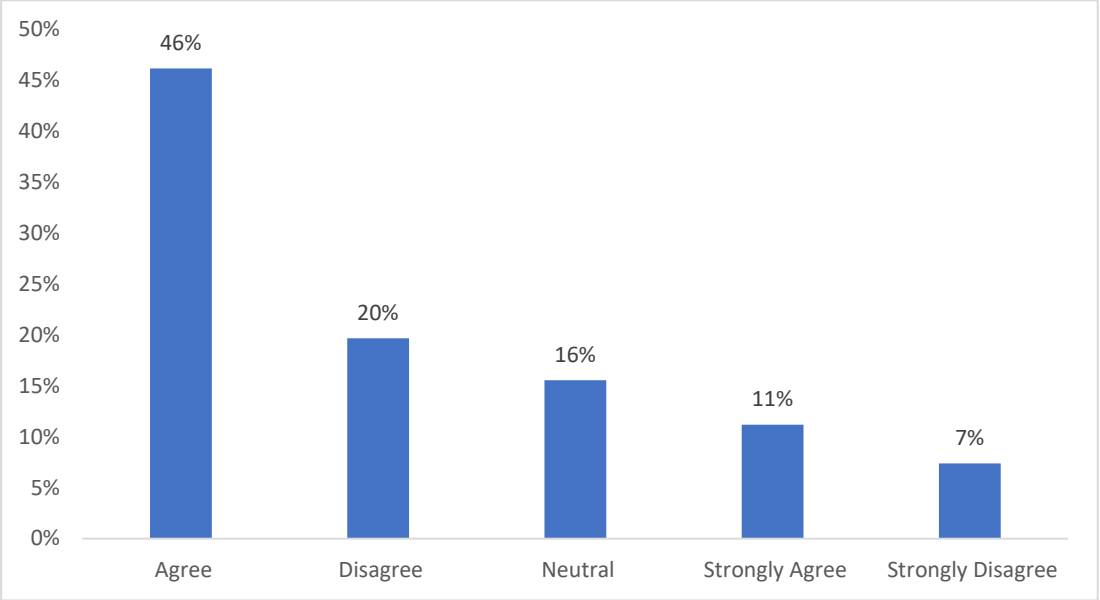


Figure 5: Do you believe sustainable business invests in its employees' long term development goals (N=366)

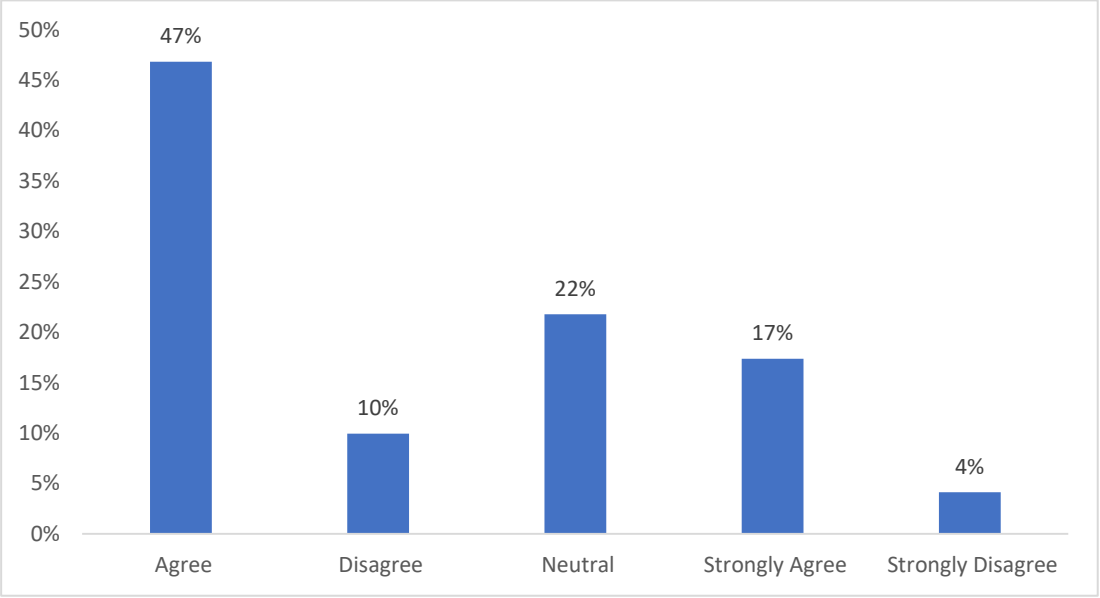
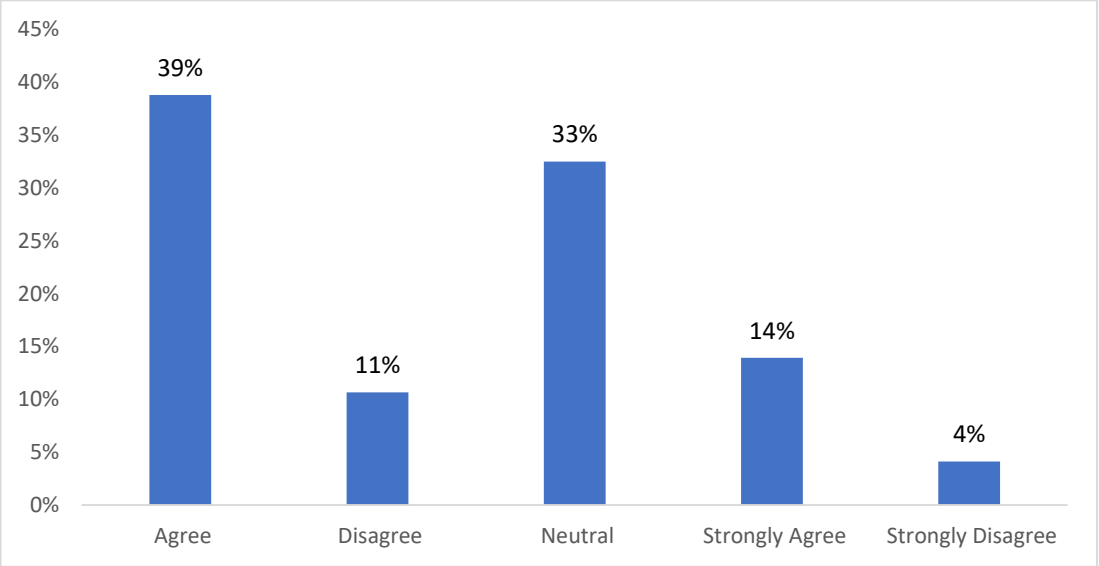


Figure 6: A sustainable business values its suppliers and makes sure they are treated fairly (N= 366)



The environmental dimension produced some interesting results with low numbers of respondents disagreeing with the importance of environmental sustainability dimension which contrasted strongly with the number of respondents agreeing or agreeing strongly. These results are similar to those obtained for cognitive awareness of environmental sustainability, therefore it could be surmised from this that a relationship exists between how the respondents think about the environmental component of sustainability and their feelings towards it. While this study does not specifically address that relationship, it supports the argument that understanding environmental sustainability results in greater emotional commitment (Al-Rafee & Cronan, 2006; Cook & Berrenberg, 2010; Nicholson & Xiao, 2010).

4.3.3 Behavioral component

The results from the items measuring the behavioral component are illustrated in Figures 7 to 9 below. Figure 8 refers to a negatively worded item with the data and wording altered accordingly.

Figure 7: The most important role of a business is to make money for its owners (N=366)

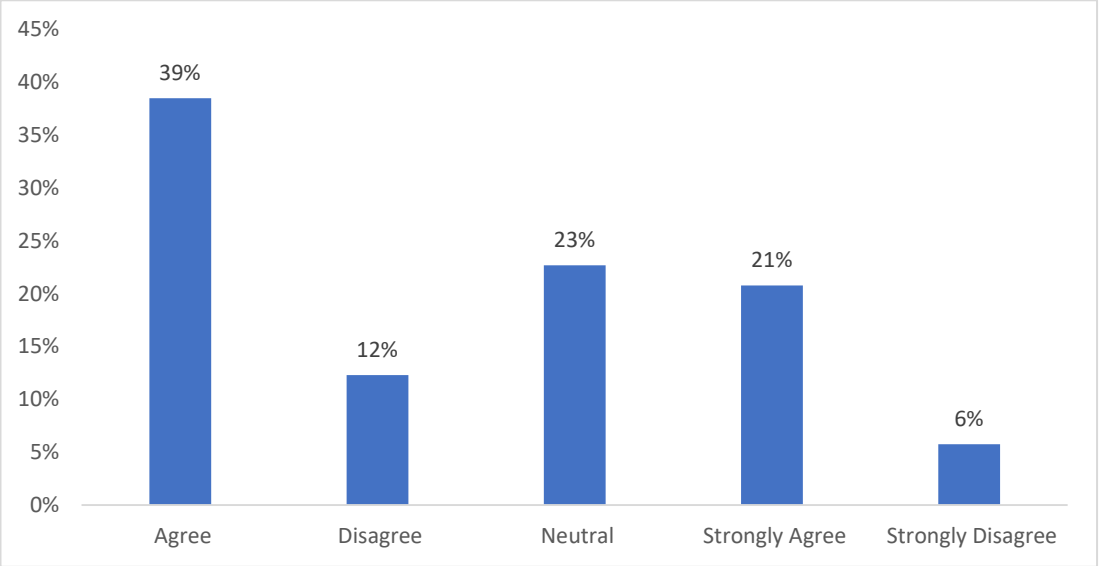
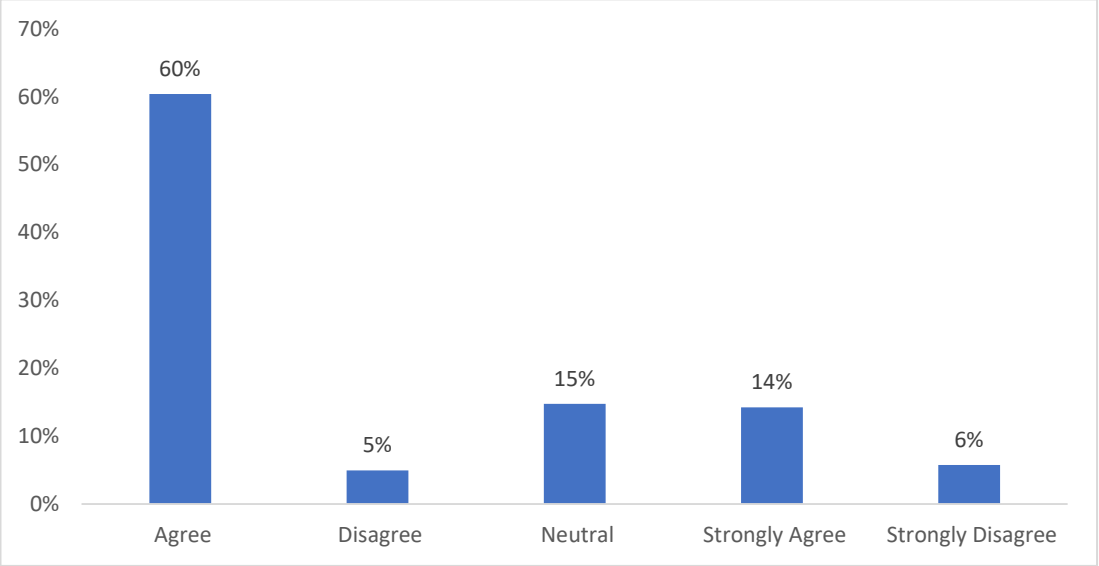


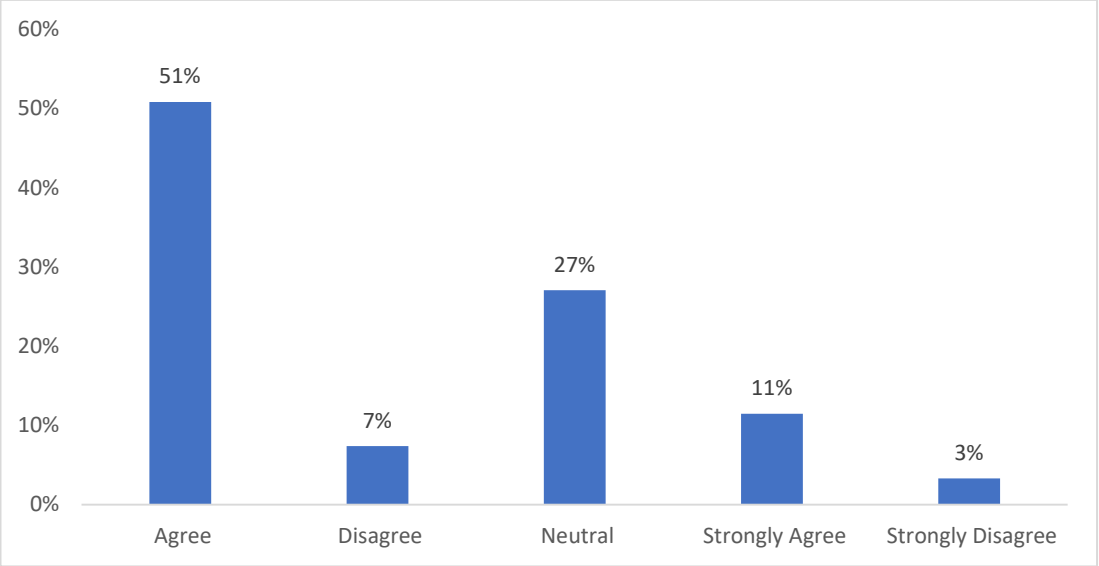
Figure 8: Sustainable businesses invest in research to find more sustainable ways to operate (N=366)



These three items indicate that the behavior of consumers is likely to align with what they know and what they feel about environmental sustainability. This was especially evident in Figure 7, with 60.00 percent of the respondents agreeing or strongly

agreeing with the statement expressing support for environmentally responsible businesses.

Figure 9: Sustainable businesses are profitable business (N=366)



These results indicate that consumers' behavior towards environmental sustainability mirrors their knowledge and feelings. This is in accordance with the theory of reasoned action (Fishbein & Ajzen, 1975; Homer & Kahle 1998). Despite this, these results may not, in fact, present an accurate picture of how the respondents actually behave due to a phenomenon often described as the value-action gap. It has been widely recorded that with regards to environmentally supportive actions, even declared behavioural intentions are often at variance from what actually occurs in the marketplace (e.g. Chung & Leung, 2007; Cook & Berrenberg, 2010; Kollmuss & Agyeman, 2002; Pelsmacker, Driesen, & Rayp, 2005; Sammer & Wüstenhagen, 2006). Therefore, it cannot be assumed that the respondents' behaviours are those that they claim them to be. It would require research beyond the scope of this study to collect the data required to examine the contention. This is further discussed in the limitations section below.

4.4 Social sustainability

4.4.1Cognitive component

Gaining an understanding of what social sustainability means and how it can be achieved has been a universally slow process (Vifell & Soneryd, 2012); documenting the extent that Indian consumers recognize the social dimension of sustainability was an important objective of this study. Figures 10 to 12 illustrate how the sample responded to the three items used to measure the cognitive component of attitudes towards social sustainability.

Figure 10: You are not worried about the impact of business activity on the environment (N=366)

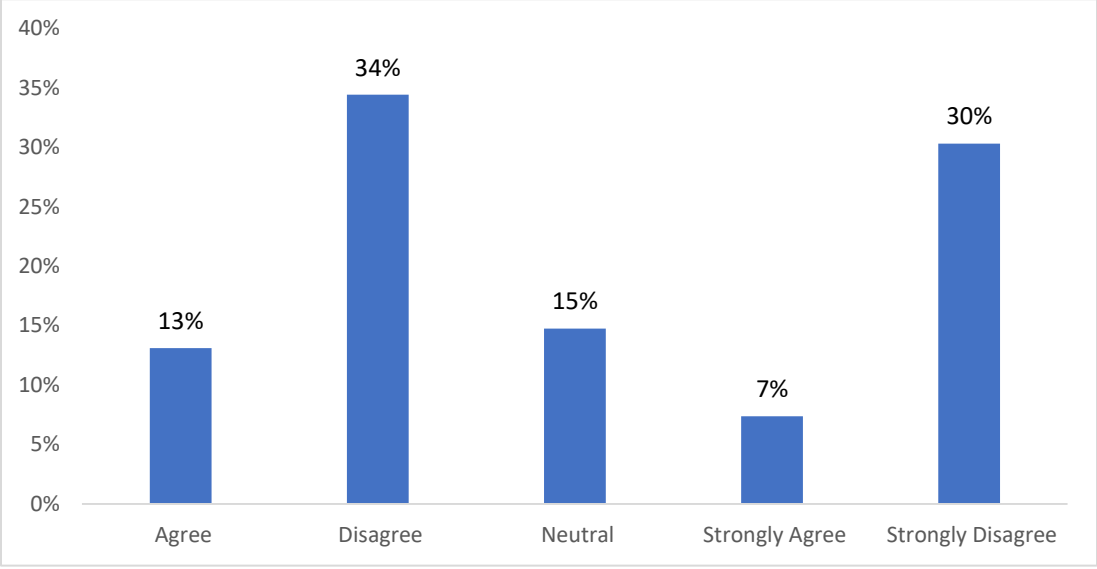


Figure 11: Do you believe sustainable businesses are resources efficient (N=366)

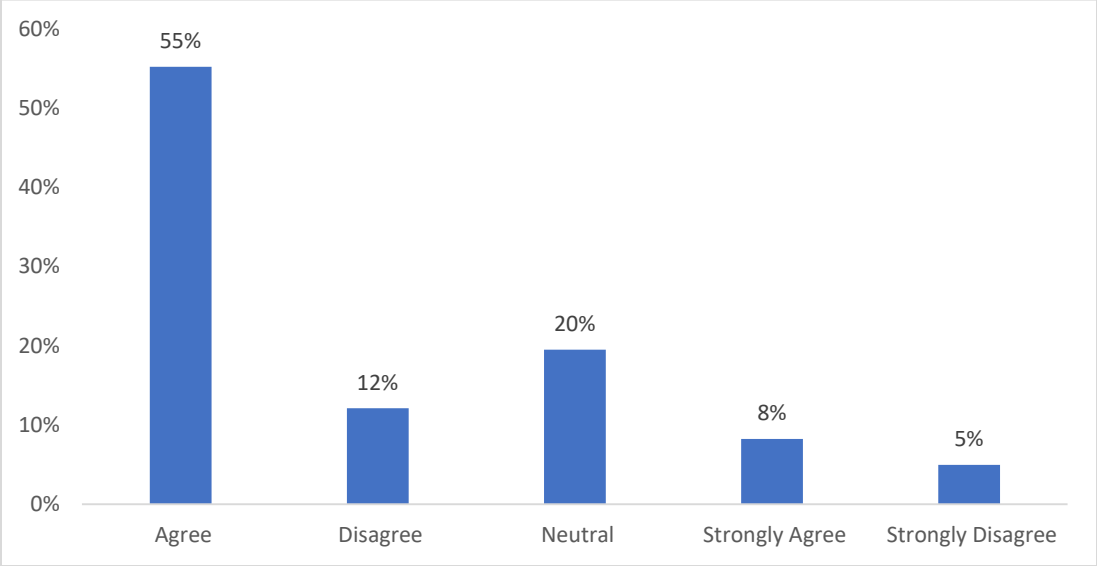
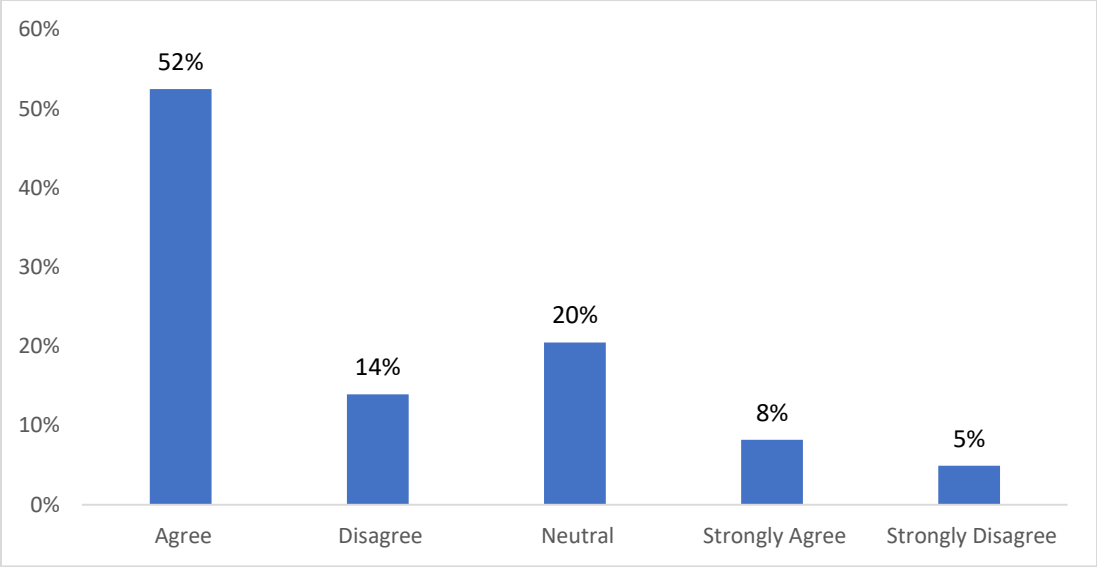


Figure 12: Do you believe Consumers are perceive that packaging of product is environment friendly (N=366)



The social dimension of sustainability has not received the same level of attention as environmental sustainability (Cuthill, 2009); however the results from this study would

seem to suggest that the respondents were aware of its role within sustainability.

4.4.2 Affective component

The data revealed by Figures 13 to 15 illustrates how the respondents feel about behaviors supporting social sustainability. Figure 15 presents responses to a negatively worded item.

As above, data has been reverse-coded and the stimulus statement has been duly reworded.

Figure 13: Do you perceive sustainable businesses are economically by scale (N=366)

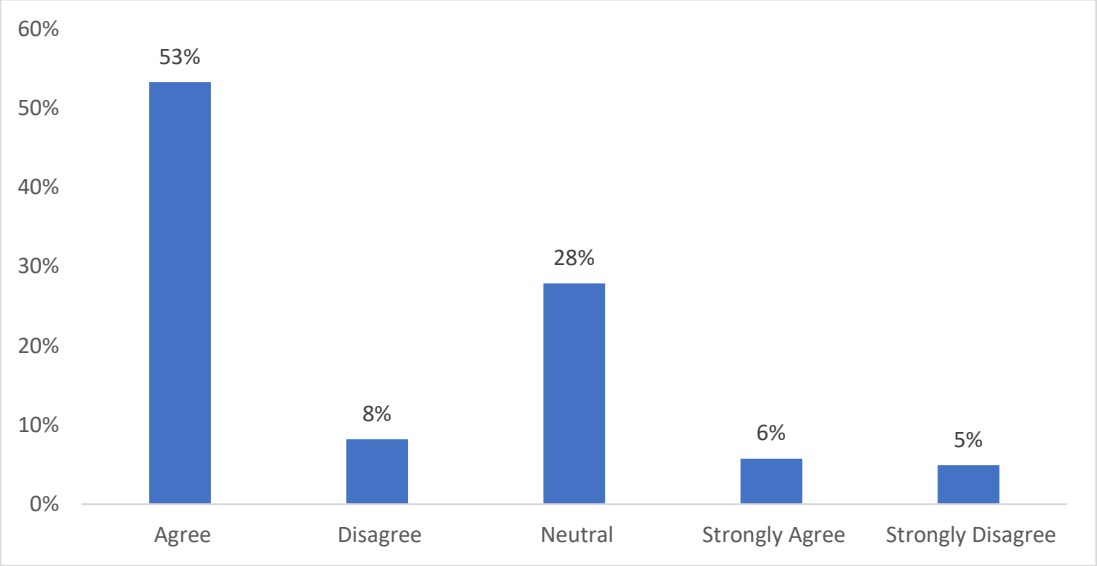


Figure 14: Sustainable businesses are complementary for consumers & employees (N=366)

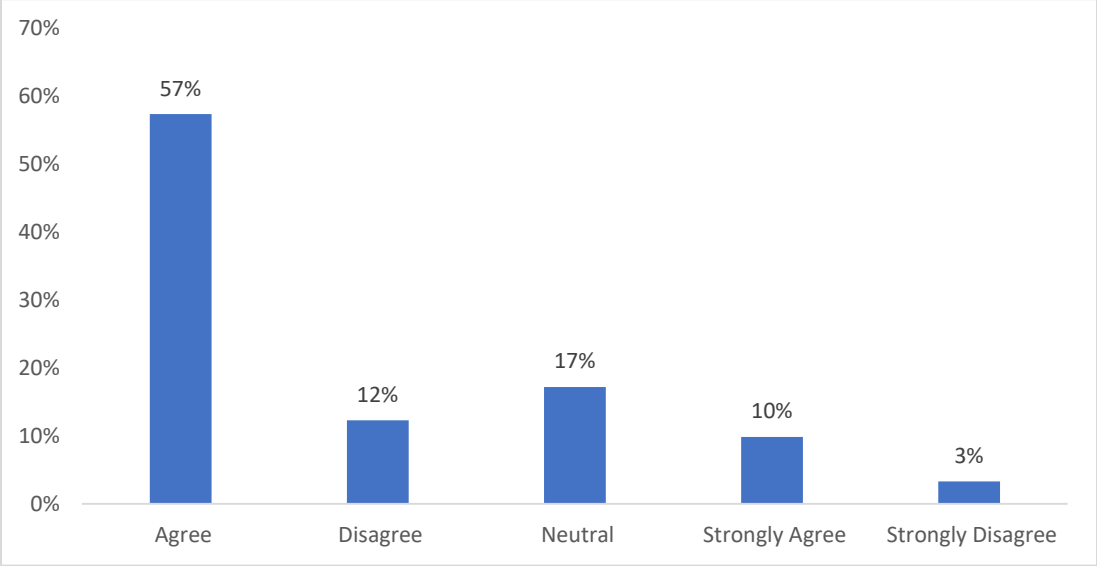
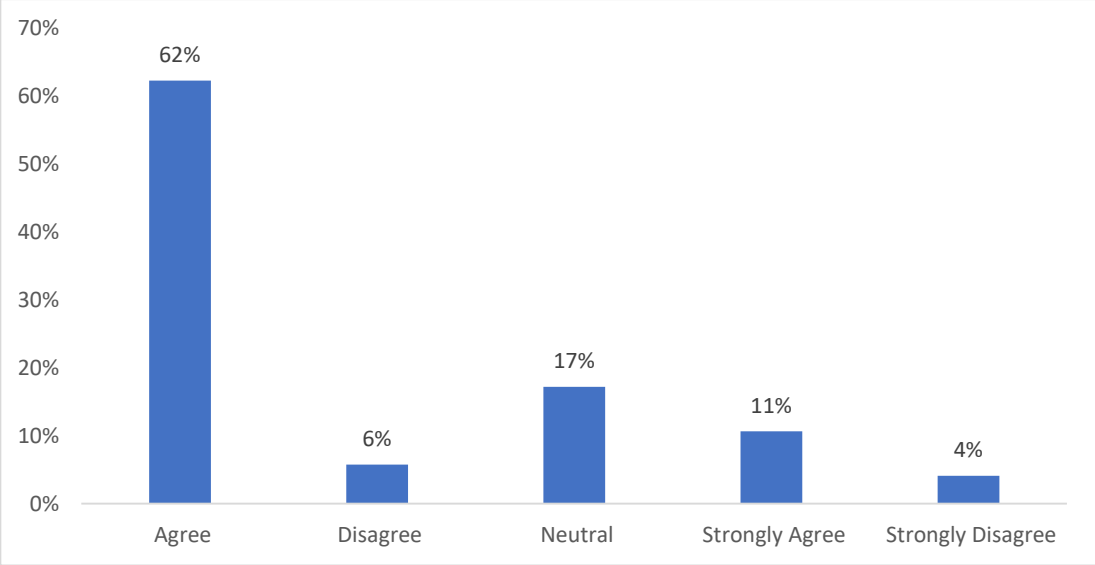


Figure 15: Sustainable business are helping to people, sustainable business are user friendly (N=366)



In all three items, the number of respondents that disagreed with the statements was considerably lower than those that agreed, suggesting that consumers feel strongly in favor of the idea of social sustainability. In items 13 and 14 there were also very few

respondents that Neutral. However in the negatively worded item represented by Figure 15, nearly 17.00 percent of the respondents were unable or unwilling to commit to a position. While this could suggest that there was uncertainty resulting from the negative wording, another possible explanation is that Figures 13 and 14 apply to how direct stakeholders (customers and suppliers) are treated, it is, therefore, possible that consumers feel businesses should place greater emphasis on supporting their direct stakeholders and communities as opposed to third Party charities. An answer to this question is outside of the scope of this study, however it may warrant further research.

4.4.3 Behavioral component

This study seeks to ascertain the influence that the social dimension of sustainability exerts on behavior. This is illustrated by Figures 16 to 18 with Figure 18 referring to a negatively worded item. For the sake of consistency, this item is presented with positive wording, and the distribution of responses reflects this.

Figure 16: Do you believe Sustainable Business are motivating young Entrepreneurship (N=366)

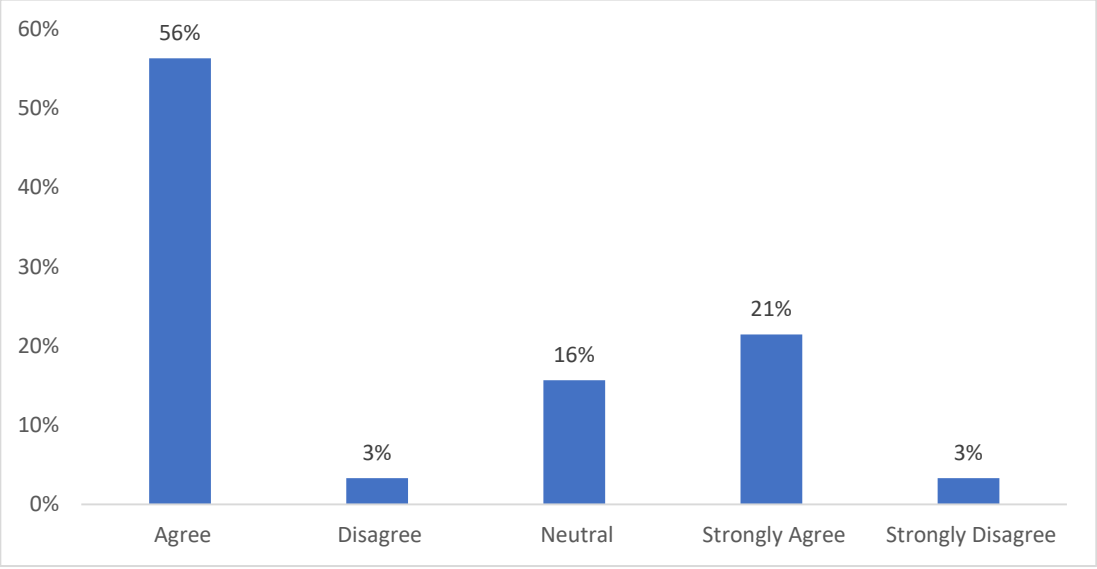


Figure 17: Do you believe that there is a need of social welfare rather excessive profits (N=366)

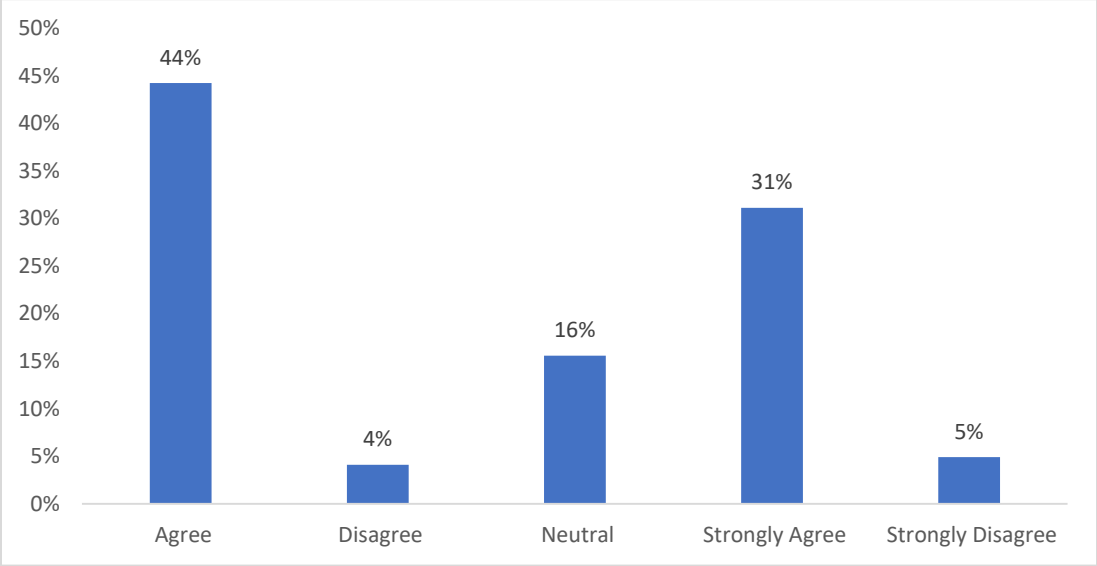
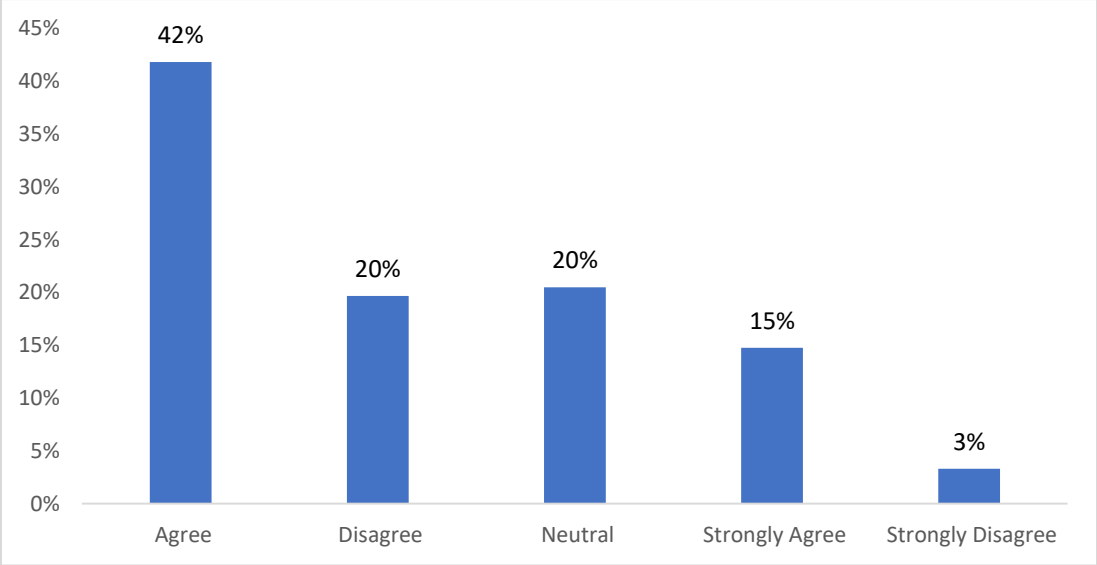


Figure 18: Advertisement tactics are making hurdles for sustainable business (N=366)



Mirroring the responses to the cognitive and affective items presented above, there is a marked level of behavioral support for organizations that engage in socially responsible

business practices. It is also of interest that the level of support is comparable to that for environmental sustainability. Yet, as has been previously discussed, explaining the social sustainability concept and engaging in behaviors consistent with it are less likely to occur than for environmental sustainability. Therefore lower levels of agreement would be expected.

This may reflect the fact that many urban consumers are reported to have limited awareness of the environmental impact of business activity (Gatersleben, Steg, & Vlek, 2002; Roberts & Bacon, 1997; Torgler, 2007). This would therefore make it more likely that they respond positively to the way companies practice social sustainability in the treatment of their communities and stakeholders.

4.5 Economic sustainability

The purpose and significance of economic sustainability is conceivably less well recognized among consumers than those of environmental and social sustainability (Lorenzo, 2000; Moffat, 2000; Pinter, Hardi, Martinuzzi & Hall, 2012). In order to identify the level that it was understood and in turn to measure the extent that it influenced how people felt and behaved for the present study, nine items were presented in the questionnaire. As with the environmental and social dimensions of sustainability three items each measured the cognitive, affective and behavioral components of economic sustainability.

4.5.1 Cognitive component

What people think about economic sustainability was measured by three questionnaire items. Figures 19 to 21 illustrate how the sample responded to the cognitive component

of this concept.

Figure 19: You prefer to deal with companies that operate in an environmentally responsible way (N=366)

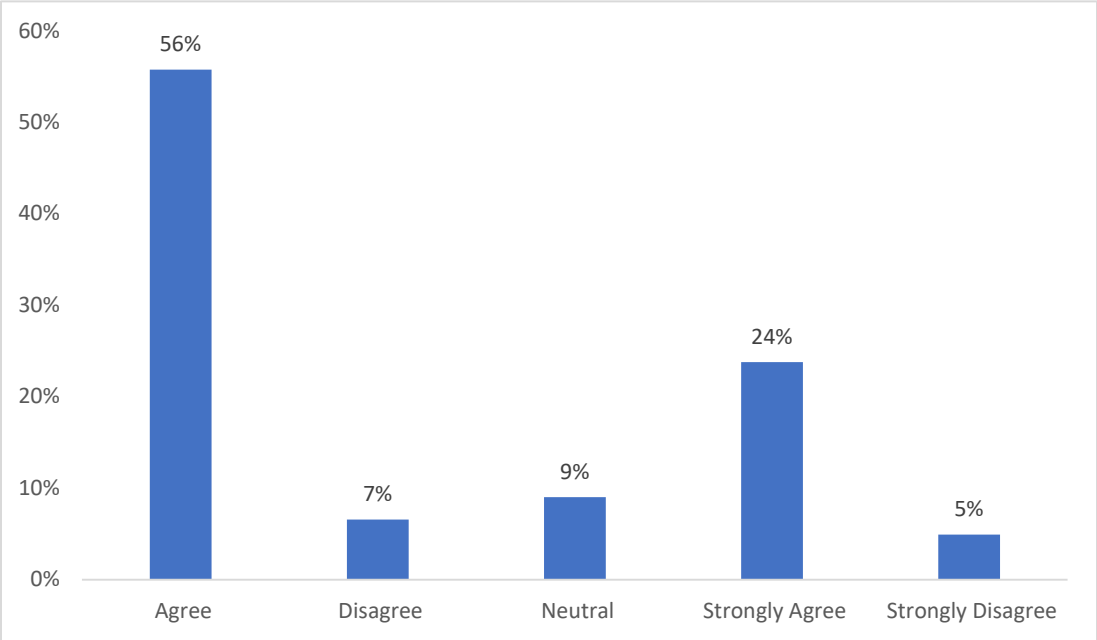


Figure 20: Environmental claims on products have no impact on whether you buy them (N=366)

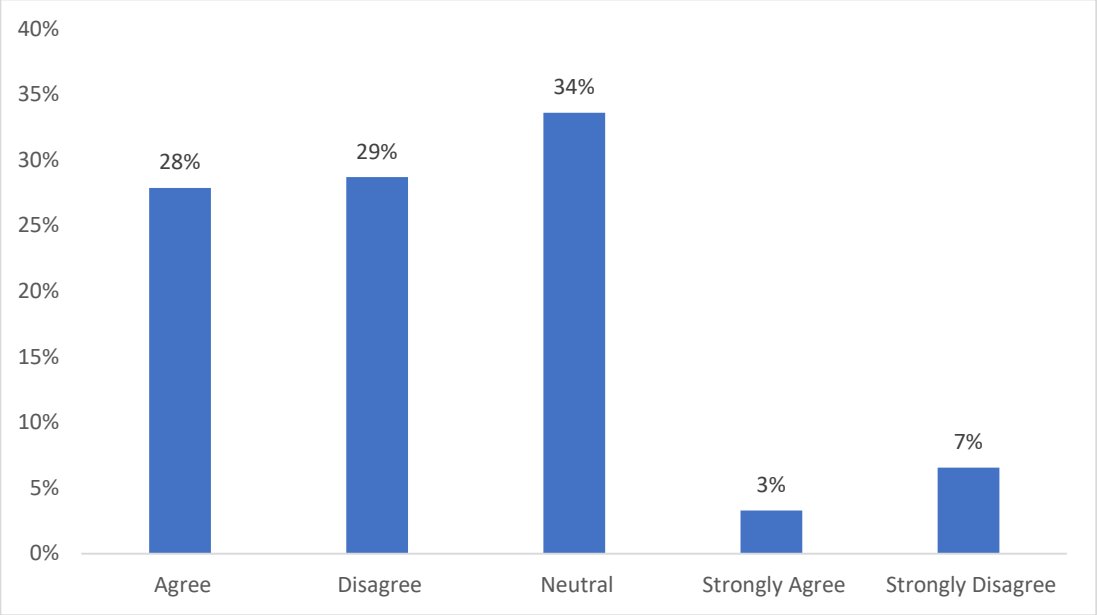
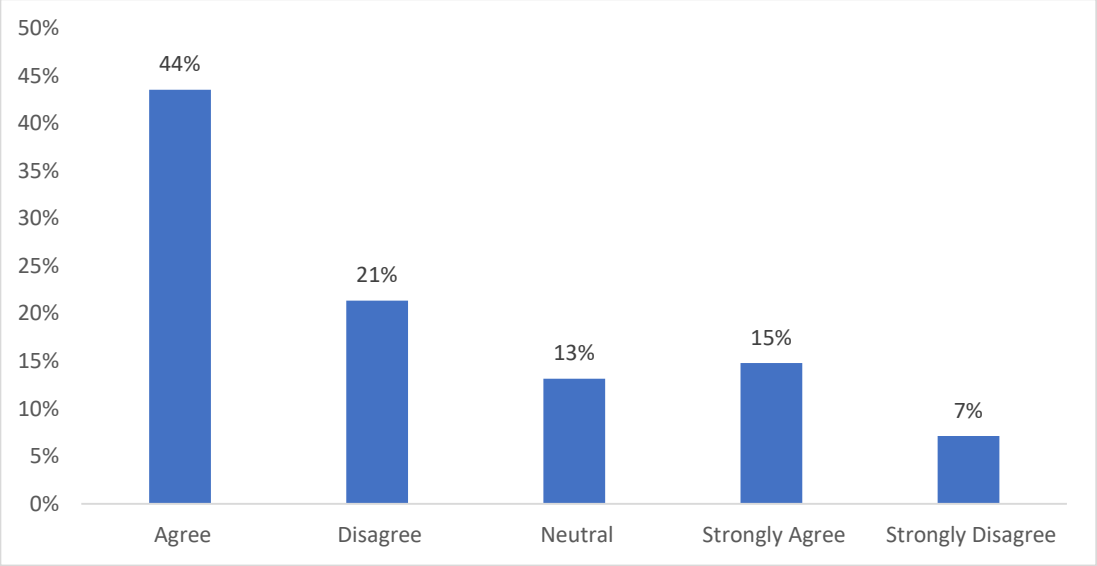


Figure 21: Consumers are preferring cheap products instead of organic (N=366)



The results illustrated for each of the economic-cognitive items vary from one another to an extent that has not been observed in any other groups of items. Figure 19 shows that 9.00 percent of the respondents Neutral with the statement, with the remainder relatively evenly distributed across three of the four other response options. This suggests that the wording of this item was ambiguous and was therefore unlikely to accurately represent what the participants thought. In figure 20, the number of respondents who neutral is also high at 34.00 percent; however a similar total number of the respondents either agreed or strongly agreed (31.00%). While this indicates that respondents sufficiently confident to assert a position were those that agreed with the concept of economic sustainability, it also indicates that more than half of all respondents were unsure or in doubt that sustainability results in economic gain. The results illustrated in both figures 19 and 20 indicate clearly that there was a considerable degree of uncertainty regarding the economic dimension of sustainability, something that is widely reported in the

commercial sector (Dyllick & Hockerts, 2002; Goerner, Lietaer, & Ulanowicz, 2009). The data produced for this study is unable to further assess whether this is correct, however this is a topic that is of considerable interest and therefore warrants further study.

4.5.2 Affective component

The above results illustrating the cognitive component suggested that the respondents have lacked confidence in their understanding of the economic dimension of sustainability It is thus of interest to see whether this lesser confidence continues with the affective component. This is revealed in Figures 22 to 24 below.

Figure 22: You prefer to deal with businesses that support charities and organizations in my community (N=366)

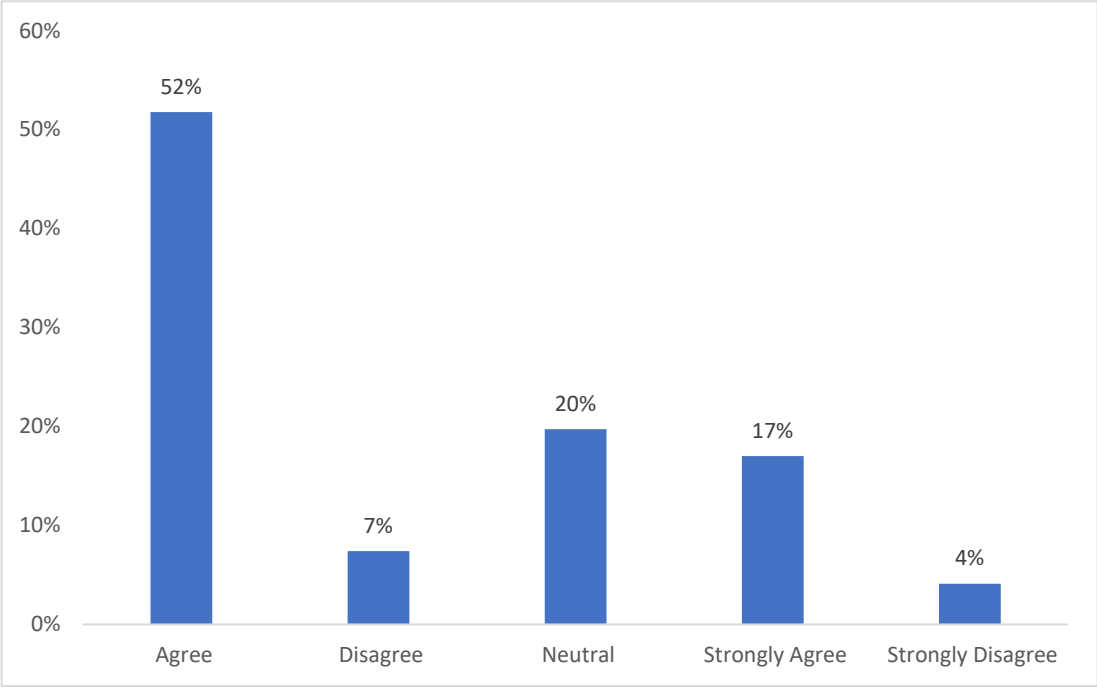


Figure 23: You try not to deal with businesses that have poor working conditions (N=366)

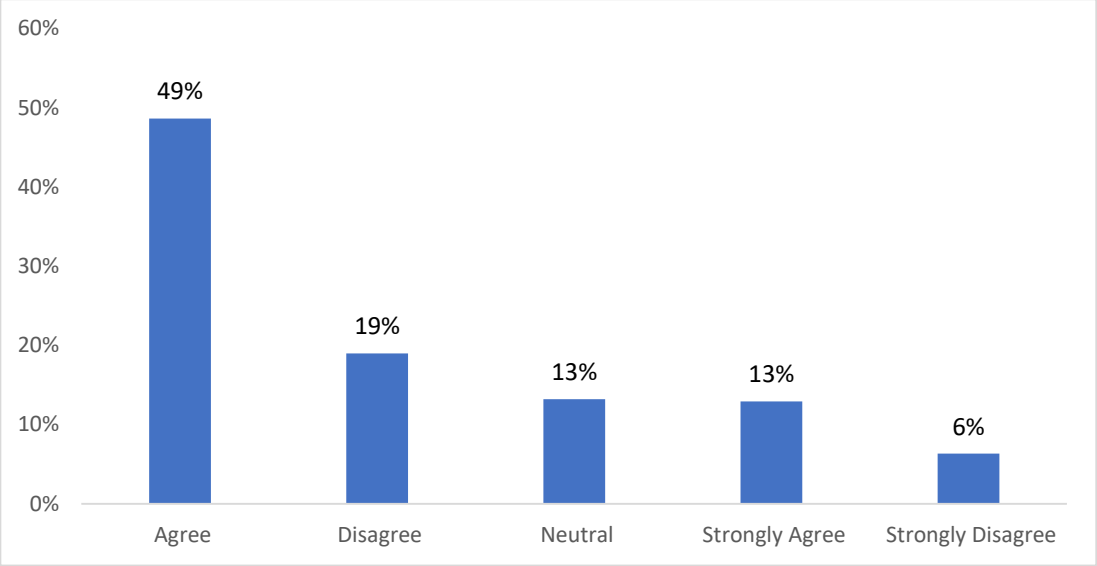
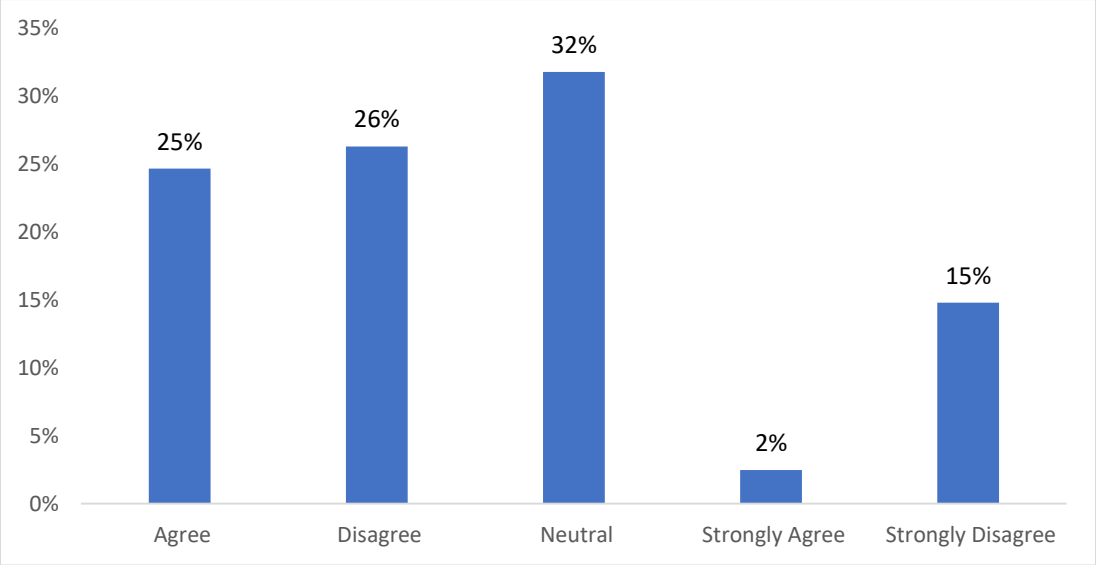


Figure 24: How a business treats people has no influence on whether you support that business (N= 366)



Of interest with these responses is that Figures 22 and 23 have similarly distributed responses, whereas 24 reveals a more singular perspective. This could be explained by the fact that Figure 22 reveals feelings towards individual wealth and Figure 23

illustrating responses to corporate profits, neither of which directly impact individuals. However, Figure 24 addresses the potentially negative impact of corporate behavior on people. This would, therefore, indicate that while people may be somewhat uncertain as to how much money is made, they are considerably less comfortable when that money is made at the expense of consumers. This is reinforced by the results of the social sustainability items which showed a generally higher level of support for corporate social responsibility than for environmentally responsible actions, something that has been reported previously (Goettsche, Goettsche, & Gietl, 2014).

4.5.3 Behavioral component

Following on from the assessment of responses to the cognitive and affective components of economic sustainability, the study sought to identify the extent that economic sustainability influenced the behavior of the respondents. This is illustrated in Figures 25 to 27 following.

Figure 25: When you buy something, price is more important than the ethics of the company (N=366)

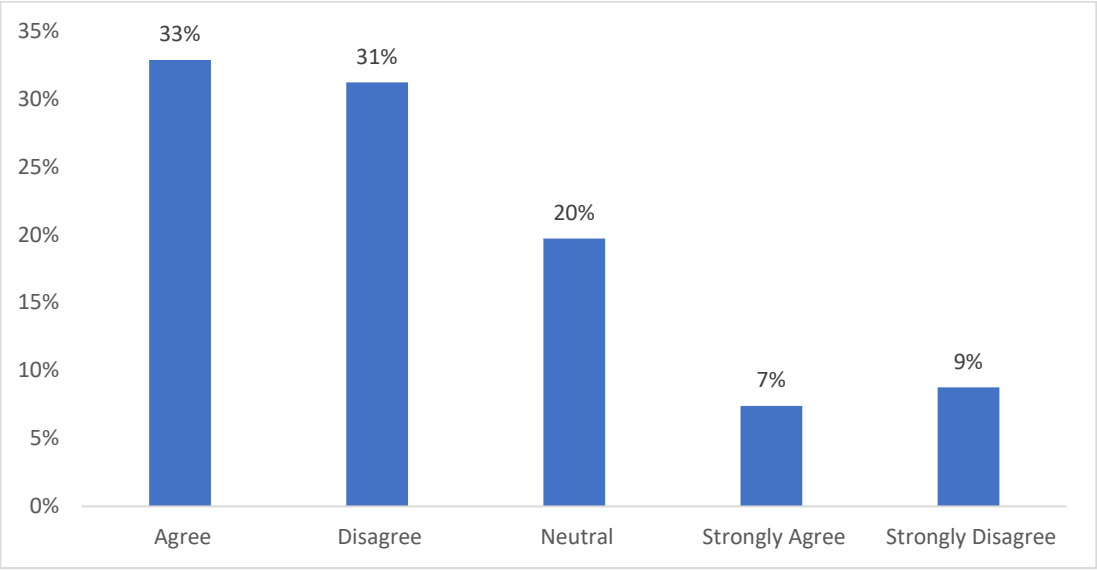


Figure 26: You trust companies that have been around a long time more than new companies (N=366)

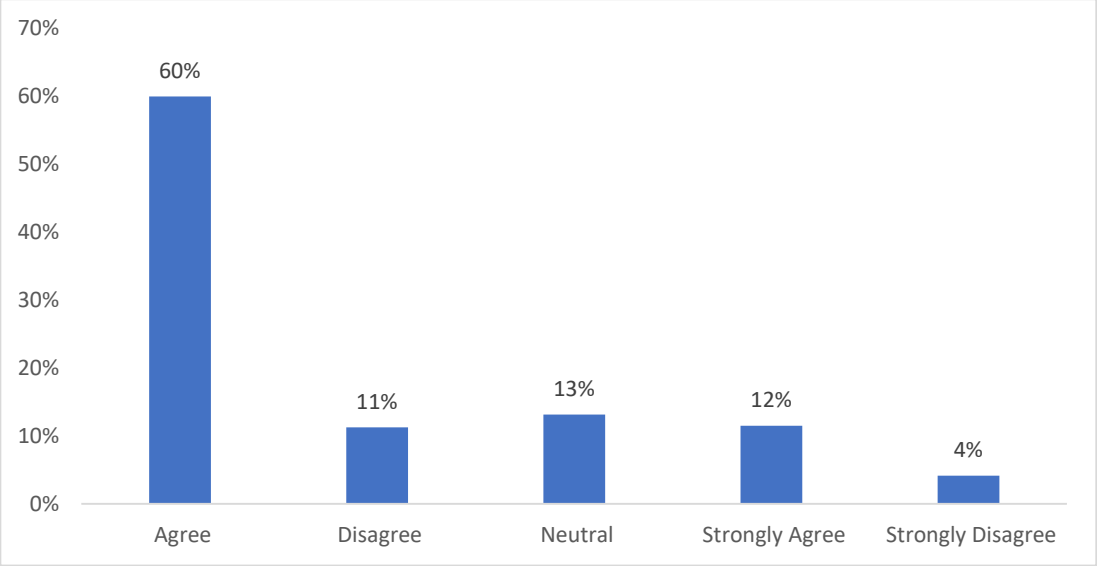
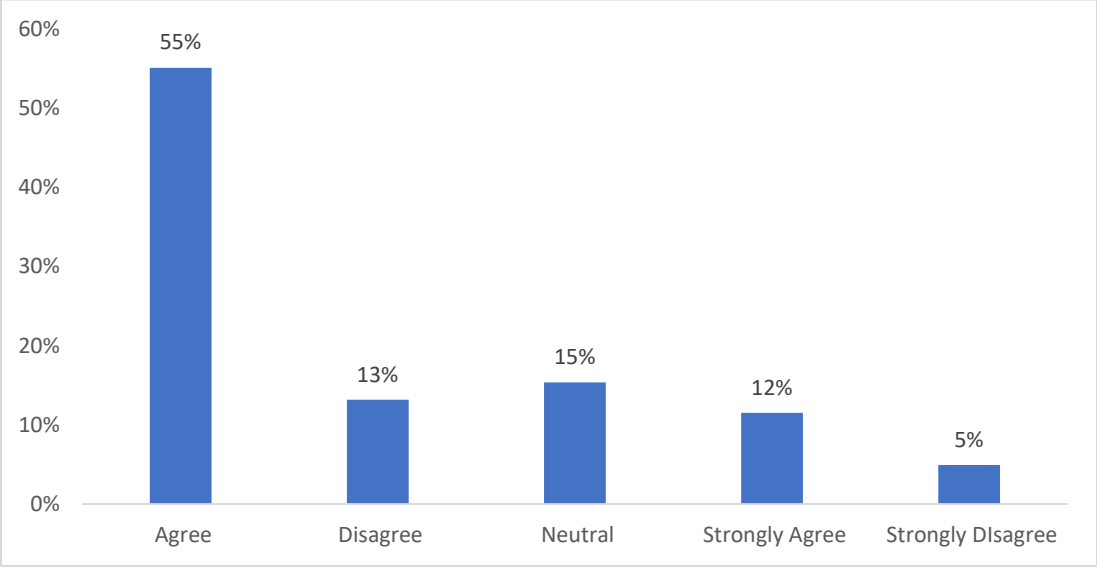


Figure 27: You are willing to pay more for well-known brands (N=366)



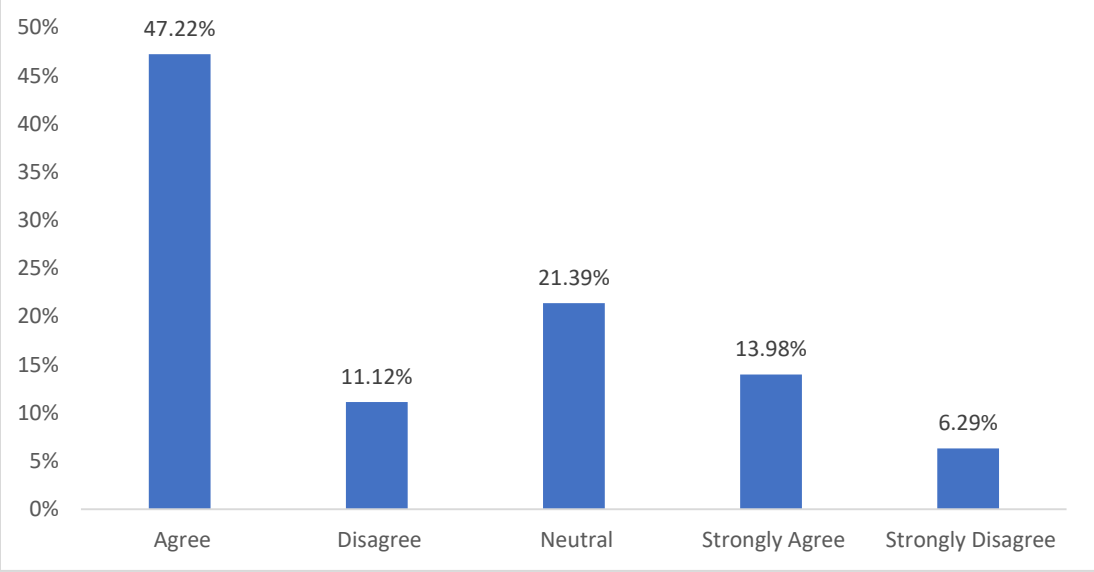
Comparison of Three Dimension of Sustainability

When analysing each of the three dimensions of sustainability there was a clear evidence that the respondents were aware & knowledge of the dimensions of both environmental and social sustainability. It was also understood that their views were in turn reflected by

what they felt and how they behaved. However, that was lesser indication with respect to the economic dimension of sustainability. There was some observable uncertainty in the responses to the statements regarding economic sustainability and while there was an extent of consistency in their responses to the affective statements, it was slighter consistent than for either social or environmental sustainability. However, the arguable even more contrasting responses to the behavioural statements were obtained, than those for the cognitive statements.

The mean of the percentage responses to all environmental, social and economic statements were calculated individually and show in the graph these are presented in Figures 28 to 30. Cronbach's alpha was also calculated for each of the summated indices, and appears in the Figure titles.

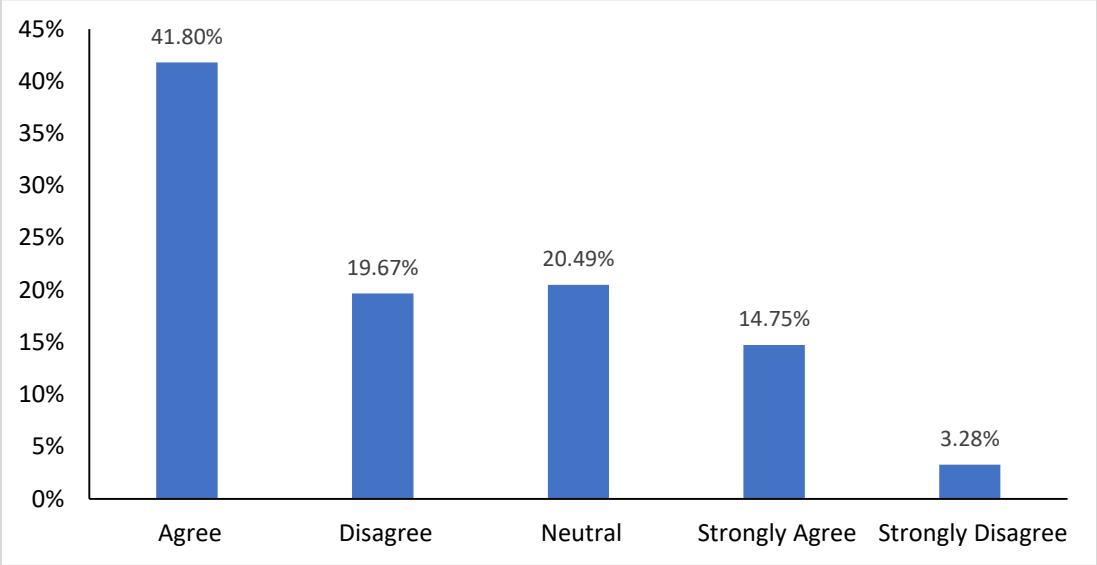
Figure 28: Mean of all environmental items (Cronbach's Alpha=0.791)



It is apparent in Figure 28 with an alpha of 0.791, that these nine items display sufficient internal consistency to have confidence that they are all measuring responses to environmental sustainability. With an average of nearly 60 percent of respondents

agreeing with the statements, and less than 20 percent disagreeing, it could be comfortably argued that the majority of respondents are supportive of environmental sustainability.

Figure 29: Mean of all Social items (Cronbach's Alpha=0.748)

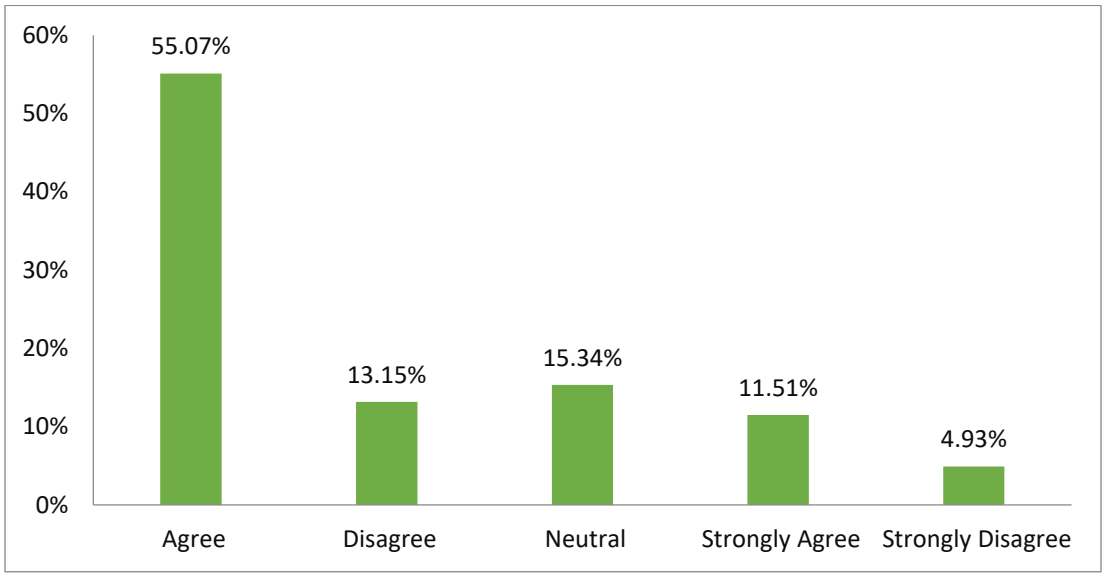


Similarly, the statements applying to social sustainability can be described as having sufficient internal consistency producing an alpha of 0.748. The responses are also very similar to those produced by the environmental statements, with an average of nearly 56 percent in agreement with the ideas proffered suggesting that the respondents are in favour of issues supporting social sustainability.

These results have been the fact that both the environmental and social dimensions of sustainability are acknowledged as being an innate part of the concept and the respondents have shown that they are generally positively inclined towards them. However, 18.00 percent disagreeing with those items supporting economic sustainability as opposed to 3.47 percent and 4.64 percent respectively disagreeing with the items addressing environmental and social sustainability. The difference in how the sample

responded when asked to consider economic sustainability is further highlighted with 15.34 percent neither agreeing nor disagreeing, whereas 21.39 percent selected that response for environmental sustainability and 20.49 percent for social sustainability.

Figure 30: Mean of all Economic items (Cronbach's Alpha=0.803)

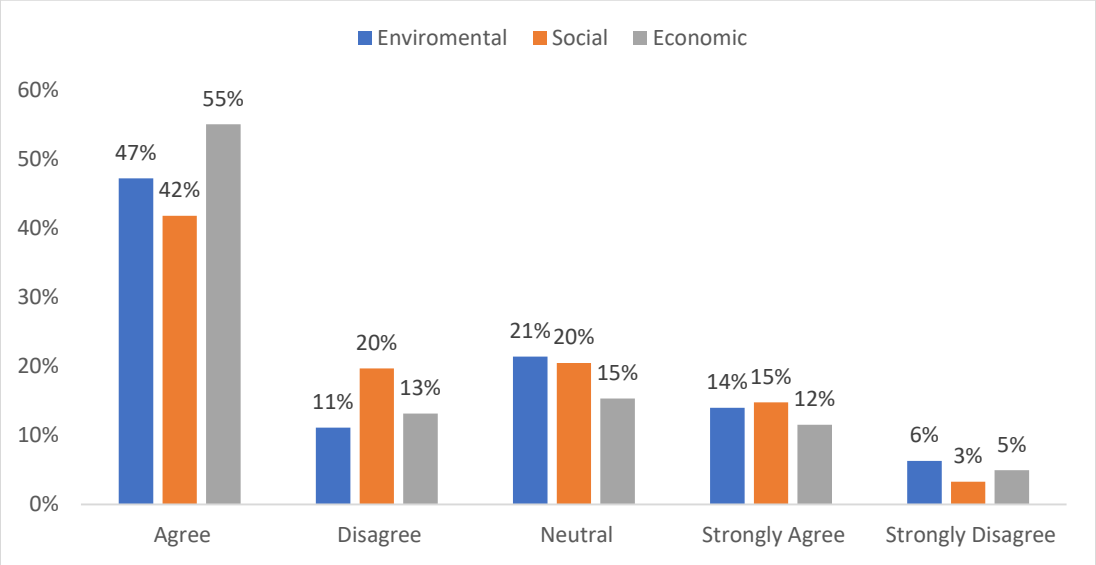


This lends weight to the previously discussed argument that consumers are less certain about economic sustainability than they are over the environmental and social dimensions.

It's a fact that these outcomes vary markedly from those pertaining to the social and environmental dimensions, and when merged with the low alpha score, raises questions that demand more detailed discussion. As has been previously identified, the nature and role of economic management as a fundamental dimension of sustainability has not been as readily accepted or understood by the public (Doane & McGillivray, 2001). This comparative lack of clarity about economic sustainability could be an influencing factor in the relative low scores attained in the survey. This position gains belief when the

responses to the items applicable to each dimension are analyzed and compared. This is illustrated by Figure 31 below.

Figure 31: Mean of responses for each of the three dimensions of sustainability



The response choices made for the items related to the environmental and social dimensions are very same across all options, but there is a marked variance in the response choices made for economic sustainability. While both the negative options were proportionally much higher than they were for the social and environmental dimensions which suggests disagreement with the value of economic sustainability, the total numbers responding was still comparatively low. This can be seen as a limit to the significance of these responses. Comparatively, the results for the neutral option of "I neither agree nor disagree" are of interest with 15 percent of all respondents being unwilling or unable to declare a position in response to the items concerning economic sustainability compared to 21 percent for the environmental and 20 percent for the social dimensions. Further, slightly fewer respondents chose to commit to agreeing somewhat, and only 55 percent

agreed strongly with the economic sustainability statements compared to 47 percent and 42 percent for environmental and social sustainability respectively.

These outcomes may give an illustration for the lower recorded scores for economic sustainability. That so many more chose not to provide an opinion, when combined with the lower numbers agreeing and even fewer respondents agreeing strongly, may well suggest that rather than more of the respondents disagreeing with the statements; in fact that they were comparatively unaware of or unfamiliar with the dimension of economic sustainability. It is beyond the capabilities of the data collected to answer this question definitively. However, it would be apposite to conduct future studies in order to test this hypothesis. If it were supported, then the answer to the first research question would need to reflect this by stating that consumers are not as aware of economic sustainability as they are with the other dimensions. This is discussed further in the following future research opportunities section.

Assessing the Research Questions

First Research Question: What sustainability mean to a consumer?

It is assumed that commoners find it difficult to understand the definition of sustainability as the academic and business communities. Hence the first stage in this study gives the understanding of the participant's cognitive engagement with sustainability.

Table 1: Response of cognitive item

Dimension	N	Range	Mean	St. Dev.
Environmental	366	4	2.22	0.96
Social	366	4	2.23	0.94
Economic	366	4	2.17	0.94

The responses made to the cognitive items explain that the respondents understood that sustainability had both an environmental and a social dimension with both outcomes being higher than the mean for all cognitive items. Responses to the economic items resulted in a mean of 2.17, which falls between "Neutral" and 'I agree' on the item scales, suggesting that the respondents were not confident that sustainability has an economic dimension. These results indicate that the respondents generally agreed or agreed strongly that sustainability has both environmental and social dimensions; however there was apparent uncertainty about the economic dimension which is something that warrants further analysis and will be discussed in the further research opportunities section of this study.

Answer to the First Question

It is evident that consumers understand that operating sustainably requires both environmentally and socially responsible behaviour although there is some unpredictability as to the need and purpose of economic sustainability. In spite of this, there is some knowledge that sustainability is something that is helpful for business and has economic benefits for all stakeholders.

Second Research Question: How consumers feel about sustainability?

Table 2: Responses Affective items

Dimension	N	Range	Mean	St. Dev.
Environmental	366	4	2.34	0.91
Social	366	4	1.93	0.92
Economic	366	4	2.26	0.95

The results for this, the affective component, were comparable to those recorded for the previous cognitive component with overall positive feelings towards social and environmental sustainability, revealing that an affective-cognitive consistency is evident in the response patterns (Chaiken & Baldwin, 1981 Millar & Tesser, 1986; Moorman, 1993; Norman, 1975). While the mean score for both of these dimensions was similar, it is of interest that the mean range is 3.3 for social and 4 for environmental. This would suggest that while the overall sentiments are similar, there is a greater strength of feeling in favour of social sustainability as supported by Creyer (1997) and Davis (2012). As was apparent with the cognitive component, the respondents tell that they were less sure of their feelings applicable to the economic dimension than they were to the environmental and social dimensions.

Answer to second research question

Overall, Indian consumers indicate feelings that are positive and supportive of both the need for sustainability and are favourable for those businesses that choose to engage in sustainable business processes. They also express positive and supportive feelings towards both social and environmental sustainability, there is a slightly more positive overall response are clearly visible in regards to social sustainability. However, their affective responses towards economic sustainability were more likely to be positive than negative, more people could not explain a position than with either environmental or social sustainability.

Third Research Question: Does Sustainability influence consumer behaviour?

Table 3: Responses Behavioural items

Dimension	N	Range	Mean	St. Dev.
Environmental	366	4	2.23	0.93
Social	365	4	2.27	0.94
Economic	365	4	2.05	1.01

The support for the cognitive and affective components of sustainability is ongoing with the behavioural, with the respondents normally declares that they agree with and support socially and environmentally responsible and aware directing by them and by the businesses they support. Likewise, to the outcomes from the cognitive and affective components, there is a low level of arrangements to engaging in or supporting economically sustainable behaviour.

Answer to the third research question?

The responses from the sample identified that the way they choose to behave and the extent that they show their support for sustainably operated businesses is in line with their feelings and understanding towards sustainability. Altogether, consumers give preferences to the businesses working sustainably and to personally act in an environmentally and socially responsible manner.

Summary of Result

In its objective of knowing how's consumer attitudes towards sustainability, this study was able to identify that those consumers indicated by the sample are aware of the fact that sustainability has both environmental and social dimensions, an cognizance that is

reflected in positive desire towards and a feelings to engage in those environmentally socially responsible behaviors connected with sustainability. This has accordingly been able to provide an understanding of consumer response to sustainability, a constraint that has been previously discussed in the literature review. Anyhow the sample's responses represent that they had restricted understanding of economic sustainability which in turn was reflected by uncertainty towards the dimension and its relevant behaviors.

Overall, results are valuable as sustainability is a holistic concept, the contribution of all three dimensions must be fulfilled in order for businesses to work sustainably. Similarly, it is necessary for consumers to know and in turn respond to environmentally or socially sustainable behavior, they require to be able to recognize when organizations are not satisfying the needs of being economically sustainable. This will let consumers to assess whether the business they are recognize to satisfy their wants is in fact sustainable and thus able to advance continuity of supply.

If there is extensive confusion and doubt held by consumers in respect of what economic sustainability means and why it's important, this possibly places the ability of businesses to attain economic sustainability at some risk. The holistic character of sustainability means that challenges to achieve economic sustainability influences negatively on both environmental and social sustainability.

Consumer's responses and attitudes towards sustainability are potentially a reflection of how well they understand and are aware with the concepts involved. Consequently, in way for consumer engagement with and support for sustainability to happen, there is a requirement for greater knowledge, awareness and understanding of all three dimensions, particularly economic sustainability, and their interdependence.

Chapter-5

Conclusion

Chapter-5
CONCLUSION

5. Conclusion

5.1Theoretical Contribution

The purpose of this study meant it was always going to be somewhat restrained in its capabilities, but subsequently results received from the data analysis and review of existing literature tells that it has nonetheless been of value. As an exploratory study, there was neither the purpose nor the ability to illustrate any characteristic of consumer attitudes towards sustainability or discover why consumers behave or act in this order towards sustainability. However, this analysis is based on primary research that hypothesize that there was an association between consumers affective and cognitive responses to the dimensions of sustainability, and that this association was in turn mirrored in the behaviors that they engaged in. It also proposes that consumers are more likely to respond positively towards the items that they understand and are aware with all dimensions, hence the greater unpredictability with the less-widely discussed dimension of economic sustainability. This is also indicated in the higher level of support for social sustainability over environmental sustainability, result is likely to be because of modern consumers being majorly disconnected from the natural environment, whereas mostly things that are influenced by social sustainability are part of their day-to-day lives.

5.2 Practical Contribution

Completely from a practical perspective, this study conclude that consumers are generally likely to be familiar and supportive of not just purchasing sustainably produced goods and services, still they feel positively towards companies that favor and show sustainable social and environmental behavior. This has suggestion for organizations building reputation and in turn hints at advantage when it comes to recruiting staff, securing supply contracts and relationships with their physical communities. The study also implies that knowledge and understanding play an important role in influencing and forming these attitudes, hence supporting the significance in information and education strategies for sustainably run businesses.

Due to exploratory nature of this study has also indicated a number of future research opportunities, some in response to challenges of this study, but others have arisen from the observations made.

5.3 Limitation of the Research

The goal of this study was to know about Indian consumers although this population is large and consist of a widely dispersed and diverse range of people. As an outcome, limitations for any study regardless of scope, to identify a sample that is able to reflect the views of all Indian consumers with confidence. This study tried to overcome the challenges by the sample selection strategy, the demographic profile of the respondents eventually chosen was different from that of the Indian population as a whole. This is problematic as there is agreement that those specific demographic characteristics that were over-represented (e.g. women, people with a higher education and people who earn more money) may be more likely to be associated with people who assert positive

attitudes towards environmental and social responsibility (Diaz-Rainey & Ashton, 2011; Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997; Peattie, 2001).

It was also observed that the respondent's representation regarding their behavior are unable to be justified. Whereas there is no purpose to expect them to have intentionally marked an incorrect option, the gap between desire and actual action taken with green behavior is well recorded. That means the degree that the respondents demonstrate their engagement in pro- sustainability actions may not reflect in their actual behavior.

Further limitation regarding the collection of data used for analyzing respondent's attitudes towards economic sustainability was identified. While using Chronbach's alpha used for internal reliability items, the outcomes fell well short of what is traditionally considered acceptable, thus the outcomes gained that concerns to economic sustainability are potentially not so useful to this study. While identifying the specific reasons for this low alpha score falls outside the scope of this study, there is agreement that a low number of items in an instrument is likely to increase low internal reliability (De Vaus, 2002, Tavakol & Dennick 2011). It was originally decided to use negatively worded statements to minimize response bias, however there is growing agreement that they are not effective in achieving that result and can create confusion or uncertainty in survey participants (Ebesutani et al., 2012; Hughes, 2009; Van Sonderen, Sanderman, & Coyne, 2013; Weems & Onwuegbuzie, 2001). Therefore, adopting this method in the instrument design process has likely created a limitation to the results from this study.

5.4 Future Research Opportunities

A primary reason to conduct exploratory research of any form is to identify future research opportunities (Babbie, 2007 & Blaikie, 2000) and this study has identified a number of areas that present possibilities for valuable and interesting research.

5.5 Consumer Understanding

The strengths of this study were the analysis of the cognitive, affective and behavioral responses to sustainability, there is markable importance likely to be grabbed from focusing and assessing solely on consumer knowledge and understanding of sustainability as a concept in and of itself. This explain that educators and business communication specialists would know whether consumers had the same concepts in mind when sustainability and sustainable business practices were being represented or discussed or whether there was a requirement for education and the use of different terminology.

While this study concludes that consumers were aware that the pursuit of sustainability requires consideration to both environmental and social aspects, there was somewhat low confidence in the aim and importance of the economic dimension. It would be of importance to conduct further research on whether they are in fact cognizant of the economic dimension, and if so, what they trust it to mean. As it is likely that this uncertainty is not constricted to consumers, there would be importance in taking the study beyond consumers, and to propose the idea of entrepreneur, business owners and key decision makers. This would clearly reflect whether this uncertainty is constricted to consumers or is in aspects something that is related to both businesses and consumers.

The respondents to this study, who were primarily employed in a central-city location, demonstrated greater interest and commitment to social sustainability than to environmental sustainability. It is possible that this is because they would predominantly live and work in an urban environment with limited exposure to the natural environment and to the impacts of human activity on that environment.

Obtaining of a clear understanding of consumer response to economic sustainability and whether the evident consumer likings for supporting social sustainability is a reason of the mark-up of the sample in turn continue to an additional research opportunity. Accomplishing sustainable development is at best, likely to be difficult unless the sustainability requires of all three dimensions of the triple bottom line are achieved. Thus, valuing of the holistic characteristic of sustainability is required in order to excuse one dimension being given higher priority in the belief that sustainable operation can still be achieved when the demand of only one or two dimensions are met. Keeping a better understanding of the ways that consumers understand and illustrates each dimension and whether there are any normal interconnections impacting their attitudes and feeling towards each dimension will allow the evaluation of the extent that sustainability is recognized as a balanced and holistic concept.

5.6 Consumer Attitudes and Behaviours

To perceive gap between identified behavioral intentions and actual behavior towards environmentally responsible actions also justifies further research. A review of this study was that consumer responses to sustainably intended behavior is likely to be in agreement with their cognitive and affective positions. Therefore, there would be some markings in

a study that assessed the respondent's actual behavior in relationship to their cognitive and affective responses to sustainability.

Research that is able to propose the ideas of those demographic profiles that were under-rated would also make an important contribution to this study. This could be attained by hiring respondents that demonstrate those demographic profiles that were under-rated and using the same or a considerable similar study. Alternatively, a more respondents could be hired and a study conducted that engrossed in more on whether or not there was an interconnection between demographic aspects and attitudes towards sustainable business as a holistic concept.

5.7 Final Comment

This study has represented that the preferences and attitudes that are possessed by consumers within the demographic profiles indicated by this sample regarding environmental and social sustainability are equivalent in both strength and valence. There is consequently low certainty in the preferences and attitudes possessed towards economic sustainability which is likely to conclude from greater uncertainty regarding the nature and function of economic sustainability similar to the social and environmental dimensions. Nevertheless, this study support the argument that the mostly Indian consumers possess attitudes that advocates all three dimensions of sustainability and hence likely to support sustainability run businesses.

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Appendices

Appendices

Appendices-1: Gender specifics descriptive statistics of respondents

Gender	Freq.	Percent
Female	195	53.28
Male	171	46.72
Total	366	100

Appendices-2: Marital Status specifics descriptive statistics of respondents

Marital Status	Freq.	Percent
Married	150	40.98
Unmarried	216	59.02
Total	366	100

Appendices-3: Age group specifics descriptive statistics of respondents

Age group	Freq.	Percent
Less than 20	30	8.2
21-30	186	50.82
31-40	132	36.07
41-50	6	1.64
above 50	12	3.28
Total	366	100

Appendices-4: Employment Status Group specifics descriptive statistics of respondents

Employment Status Group	Freq.	Percent
Employed by someone else	150	40.98
Not in paid employment	12	3.28
Prefer not to say	24	6.56
Self employed	54	14.75
Studying	126	34.43
Total	366	100

Appendices -4: Income Group specifics descriptive statistics of respondents

Income Group	Freq.	Percent
25001-50000	133	36.34
50001-100000	120	32.79
Below 25000	113	30.87
Total	366	100

Appendices -5: CRONBACH ALPHA RELIABILITY AND VALIDITY TEST RESULTS

RELIABILITY STATISTICS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.911	0.912	27

ITEM STATISTICS

	Mean	Std. Deviation	N
Q1	2.21	1.405	359
Q2	2.13	1.485	359
Q3	2.30	1.251	359
Q4	2.14	1.314	359
Q5	2.21	1.310	359
Q6	2.35	1.236	359
Q7	2.42	1.337	359
Q8	1.97	1.357	359
Q9	2.08	1.243	359
Q10	3.08	1.473	359
Q11	1.97	1.239	359
Q12	2.01	1.232	359
Q13	2.00	1.224	359
Q14	1.90	1.204	359
Q15	1.90	1.263	359
Q16	2.13	1.369	359
Q17	2.51	1.436	359
Q18	2.19	1.221	359
Q19	2.16	1.431	359
Q20	2.31	1.117	359
Q21	2.21	1.337	359
Q22	2.14	1.327	359
Q23	2.08	1.298	359
Q24	2.55	1.285	359
Q25	2.29	1.244	359
Q26	1.87	1.239	359
Q27	1.97	1.264	359

INTER-ITEM CORRELATION MATRIX

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27
Q1	1.00	0.27	0.19	0.34	0.38	0.38	0.19	0.31	0.22	0.41	0.16	0.20	0.19	0.27	0.35	0.18	0.30	0.23	0.24	0.15	0.25	0.25	0.39	0.21	0.20	0.17	0.29
Q2	0.27	1.00	0.21	0.30	0.43	0.36	0.27	0.35	0.25	0.16	0.37	0.07	0.14	0.13	0.05	0.12	0.15	0.28	0.17	0.09	0.24	0.20	0.26	0.24	0.16	0.23	0.32
Q3	0.19	0.21	1.00	0.22	0.31	0.29	0.28	0.32	0.17	0.19	0.30	0.29	0.26	0.25	0.18	0.09	0.18	0.25	0.29	0.27	0.15	0.34	0.29	0.23	0.18	0.29	0.30
Q4	0.34	0.30	0.22	1.00	0.26	0.38	0.24	0.33	0.37	0.33	0.36	0.33	0.34	0.34	0.38	0.31	0.38	0.30	0.44	0.32	0.34	0.21	0.40	0.38	0.37	0.35	0.44
Q5	0.38	0.43	0.31	0.26	1.00	0.30	0.35	0.40	0.35	0.30	0.20	0.15	0.09	0.20	0.18	0.29	0.32	0.35	0.12	0.11	0.19	0.42	0.39	0.25	0.10	0.27	0.22
Q6	0.38	0.36	0.29	0.38	0.30	1.00	0.25	0.25	0.30	0.18	0.24	0.24	0.26	0.25	0.40	0.36	0.35	0.25	0.29	0.04	0.28	0.30	0.49	0.25	0.20	0.24	0.32
Q7	0.19	0.27	0.28	0.24	0.35	0.25	1.00	0.29	0.31	0.35	0.30	0.38	0.21	0.09	0.07	0.19	0.31	0.17	0.27	0.24	0.44	0.34	0.42	0.29	0.35	0.44	0.30
Q8	0.31	0.35	0.32	0.33	0.40	0.25	0.29	1.00	0.21	0.10	0.35	0.31	0.42	0.31	0.22	0.16	0.29	0.23	0.31	0.22	0.29	0.30	0.36	0.34	0.26	0.30	0.50
Q9	0.22	0.25	0.17	0.37	0.35	0.30	0.31	0.21	1.00	0.22	0.30	0.35	0.36	0.35	0.18	0.33	0.32	0.40	0.21	0.12	0.35	0.38	0.27	0.28	0.22	0.22	0.32
Q10	0.41	0.16	0.19	0.33	0.30	0.18	0.35	0.10	0.22	1.00	0.17	0.20	0.11	0.15	0.15	0.26	0.34	0.20	0.40	0.18	0.23	0.21	0.41	0.43	0.26	0.25	0.17
Q11	0.16	0.37	0.30	0.36	0.20	0.24	0.30	0.35	0.30	0.17	1.00	0.27	0.38	0.43	0.23	0.16	0.18	0.28	0.31	0.27	0.29	0.25	0.18	0.36	0.25	0.32	0.37
Q12	0.20	0.07	0.29	0.33	0.15	0.24	0.38	0.31	0.35	0.20	0.27	1.00	0.34	0.29	0.23	0.22	0.25	0.43	0.31	0.26	0.35	0.22	0.27	0.28	0.36	0.34	0.31
Q13	0.19	0.14	0.26	0.34	0.09	0.26	0.21	0.42	0.36	0.11	0.38	0.34	1.00	0.40	0.18	0.08	0.18	0.19	0.32	0.24	0.41	0.23	0.31	0.28	0.27	0.20	0.42
Q14	0.27	0.13	0.25	0.34	0.20	0.25	0.09	0.31	0.35	0.15	0.43	0.29	0.40	1.00	0.46	0.24	0.28	0.29	0.37	0.34	0.21	0.36	0.19	0.31	0.20	0.36	0.42
Q15	0.35	0.05	0.18	0.38	0.18	0.40	0.07	0.22	0.18	0.15	0.23	0.23	0.18	0.46	1.00	0.34	0.28	0.13	0.24	0.31	0.07	0.17	0.19	0.26	0.19	0.29	0.40
Q16	0.18	0.12	0.09	0.31	0.29	0.36	0.19	0.16	0.33	0.26	0.16	0.22	0.08	0.24	0.34	1.00	0.28	0.29	0.26	0.14	0.32	0.41	0.36	0.31	0.33	0.29	0.30
Q17	0.30	0.15	0.18	0.38	0.32	0.35	0.31	0.29	0.32	0.34	0.18	0.25	0.18	0.28	0.28	0.28	1.00	0.15	0.46	0.10	0.36	0.20	0.28	0.42	0.29	0.41	0.30
Q18	0.23	0.28	0.25	0.30	0.35	0.25	0.17	0.23	0.40	0.20	0.28	0.43	0.19	0.29	0.13	0.29	0.15	1.00	0.16	0.24	0.29	0.28	0.24	0.24	0.19	0.24	0.18
Q19	0.24	0.17	0.29	0.44	0.12	0.29	0.27	0.31	0.21	0.40	0.31	0.31	0.32	0.37	0.24	0.26	0.46	0.16	1.00	0.25	0.37	0.20	0.33	0.39	0.28	0.43	0.27
Q20	0.15	0.09	0.27	0.32	0.11	0.04	0.24	0.22	0.12	0.18	0.27	0.26	0.24	0.34	0.31	0.14	0.10	0.24	0.25	1.00	0.22	0.26	0.11	0.31	0.23	0.31	0.28
Q21	0.25	0.24	0.15	0.34	0.19	0.28	0.44	0.29	0.35	0.23	0.29	0.35	0.41	0.21	0.07	0.32	0.36	0.29	0.37	0.22	1.00	0.34	0.37	0.26	0.45	0.45	0.41
Q22	0.25	0.20	0.34	0.21	0.42	0.30	0.34	0.30	0.38	0.21	0.25	0.22	0.23	0.36	0.17	0.41	0.20	0.28	0.20	0.26	0.34	1.00	0.25	0.32	0.13	0.18	0.26
Q23	0.39	0.26	0.29	0.40	0.39	0.49	0.42	0.36	0.27	0.41	0.18	0.27	0.31	0.19	0.19	0.36	0.28	0.24	0.33	0.11	0.37	0.25	1.00	0.24	0.34	0.25	0.36
Q24	0.21	0.24	0.23	0.38	0.25	0.25	0.29	0.34	0.28	0.43	0.36	0.28	0.28	0.31	0.26	0.31	0.42	0.24	0.39	0.31	0.26	0.32	0.24	1.00	0.33	0.33	0.24
Q25	0.20	0.16	0.18	0.37	0.10	0.20	0.35	0.26	0.22	0.26	0.25	0.36	0.27	0.20	0.19	0.33	0.29	0.19	0.28	0.23	0.45	0.13	0.34	0.33	1.00	0.51	0.36
Q26	0.17	0.23	0.29	0.35	0.27	0.24	0.44	0.30	0.22	0.25	0.32	0.34	0.20	0.36	0.29	0.29	0.41	0.24	0.43	0.31	0.45	0.18	0.25	0.33	0.51	1.00	0.53
Q27	0.29	0.32	0.30	0.44	0.22	0.32	0.30	0.50	0.32	0.17	0.37	0.31	0.42	0.42	0.40	0.30	0.30	0.18	0.27	0.28	0.41	0.26	0.36	0.24	0.36	0.53	1.00

INTER-ITEM COVARIANCE MATRIX

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27
Q1	1.97	0.57	0.34	0.63	0.70	0.66	0.35	0.59	0.38	0.85	0.28	0.35	0.33	0.45	0.62	0.35	0.60	0.39	0.48	0.23	0.46	0.47	0.72	0.37	0.35	0.30	0.52
Q2	0.57	2.20	0.39	0.59	0.84	0.67	0.53	0.70	0.46	0.36	0.69	0.13	0.25	0.23	0.09	0.24	0.32	0.51	0.37	0.15	0.48	0.40	0.50	0.45	0.30	0.42	0.59
Q3	0.34	0.39	1.56	0.36	0.50	0.45	0.47	0.55	0.27	0.36	0.47	0.45	0.40	0.37	0.29	0.15	0.32	0.39	0.51	0.37	0.25	0.56	0.47	0.37	0.27	0.44	0.48
Q4	0.63	0.59	0.36	1.73	0.44	0.62	0.42	0.59	0.60	0.64	0.58	0.54	0.55	0.54	0.63	0.56	0.71	0.47	0.83	0.47	0.60	0.37	0.68	0.65	0.60	0.56	0.73
Q5	0.70	0.84	0.50	0.44	1.72	0.48	0.60	0.70	0.57	0.59	0.33	0.25	0.15	0.31	0.29	0.52	0.60	0.56	0.23	0.16	0.33	0.73	0.67	0.42	0.16	0.43	0.37
Q6	0.66	0.67	0.45	0.62	0.48	1.53	0.41	0.42	0.46	0.33	0.37	0.37	0.40	0.38	0.62	0.62	0.63	0.37	0.51	0.05	0.47	0.50	0.78	0.39	0.30	0.37	0.50
Q7	0.35	0.53	0.47	0.42	0.60	0.41	1.79	0.52	0.51	0.69	0.49	0.63	0.35	0.15	0.12	0.34	0.59	0.27	0.52	0.35	0.79	0.61	0.73	0.51	0.59	0.73	0.51
Q8	0.59	0.70	0.55	0.59	0.70	0.42	0.52	1.84	0.35	0.19	0.59	0.51	0.69	0.51	0.38	0.29	0.56	0.37	0.60	0.33	0.52	0.55	0.63	0.59	0.45	0.50	0.85
Q9	0.38	0.46	0.27	0.60	0.57	0.46	0.51	0.35	1.55	0.40	0.47	0.53	0.55	0.53	0.28	0.57	0.56	0.61	0.37	0.16	0.57	0.62	0.44	0.44	0.33	0.33	0.51
Q10	0.85	0.36	0.36	0.64	0.59	0.33	0.69	0.19	0.40	2.17	0.32	0.36	0.19	0.26	0.28	0.53	0.72	0.37	0.85	0.30	0.45	0.42	0.79	0.81	0.47	0.46	0.31
Q11	0.28	0.69	0.47	0.58	0.33	0.37	0.49	0.59	0.47	0.32	1.54	0.41	0.57	0.64	0.36	0.27	0.32	0.43	0.55	0.37	0.47	0.41	0.29	0.57	0.39	0.50	0.58
Q12	0.35	0.13	0.45	0.54	0.25	0.37	0.63	0.51	0.53	0.36	0.41	1.52	0.51	0.43	0.35	0.37	0.45	0.64	0.55	0.35	0.58	0.36	0.44	0.45	0.56	0.51	0.48
Q13	0.33	0.25	0.40	0.55	0.15	0.40	0.35	0.69	0.55	0.19	0.57	0.51	1.50	0.59	0.28	0.13	0.32	0.28	0.56	0.33	0.68	0.38	0.50	0.45	0.41	0.30	0.64
Q14	0.45	0.23	0.37	0.54	0.31	0.38	0.15	0.51	0.53	0.26	0.64	0.43	0.59	1.45	0.69	0.40	0.49	0.42	0.65	0.45	0.34	0.58	0.30	0.48	0.30	0.54	0.64
Q15	0.62	0.09	0.29	0.63	0.29	0.62	0.12	0.38	0.28	0.28	0.36	0.35	0.28	0.69	1.60	0.59	0.50	0.20	0.44	0.44	0.11	0.28	0.32	0.42	0.30	0.45	0.63
Q16	0.35	0.24	0.15	0.56	0.52	0.62	0.34	0.29	0.57	0.53	0.27	0.37	0.13	0.40	0.59	1.87	0.56	0.48	0.51	0.21	0.58	0.74	0.65	0.54	0.56	0.49	0.52
Q17	0.60	0.32	0.32	0.71	0.60	0.63	0.59	0.56	0.56	0.72	0.32	0.45	0.32	0.49	0.50	0.56	2.06	0.26	0.94	0.17	0.69	0.37	0.52	0.78	0.52	0.73	0.54
Q18	0.39	0.51	0.39	0.47	0.56	0.37	0.27	0.37	0.61	0.37	0.43	0.64	0.28	0.42	0.20	0.48	0.26	1.49	0.27	0.33	0.47	0.46	0.38	0.38	0.28	0.36	0.28
Q19	0.48	0.37	0.51	0.83	0.23	0.51	0.52	0.60	0.37	0.85	0.55	0.55	0.56	0.65	0.44	0.51	0.94	0.27	2.05	0.39	0.70	0.38	0.62	0.71	0.50	0.77	0.50
Q20	0.23	0.15	0.37	0.47	0.16	0.05	0.35	0.33	0.16	0.30	0.37	0.35	0.33	0.45	0.44	0.21	0.17	0.33	0.39	1.25	0.32	0.38	0.17	0.44	0.32	0.44	0.39
Q21	0.46	0.48	0.25	0.60	0.33	0.47	0.79	0.52	0.57	0.45	0.47	0.58	0.68	0.34	0.11	0.58	0.69	0.47	0.70	0.32	1.79	0.59	0.64	0.45	0.76	0.74	0.69
Q22	0.47	0.40	0.56	0.37	0.73	0.50	0.61	0.55	0.62	0.42	0.41	0.36	0.38	0.58	0.28	0.74	0.37	0.46	0.38	0.38	0.59	1.76	0.43	0.55	0.21	0.30	0.44
Q23	0.72	0.50	0.47	0.68	0.67	0.78	0.73	0.63	0.44	0.79	0.29	0.44	0.50	0.30	0.32	0.65	0.52	0.38	0.62	0.17	0.64	0.43	1.69	0.41	0.55	0.41	0.59
Q24	0.37	0.45	0.37	0.65	0.42	0.39	0.51	0.59	0.44	0.81	0.57	0.45	0.45	0.48	0.42	0.54	0.78	0.38	0.71	0.44	0.45	0.55	0.41	1.65	0.52	0.53	0.38
Q25	0.35	0.30	0.27	0.60	0.16	0.30	0.59	0.45	0.33	0.47	0.39	0.56	0.41	0.30	0.30	0.56	0.52	0.28	0.50	0.32	0.76	0.21	0.55	0.52	1.55	0.78	0.57
Q26	0.30	0.42	0.44	0.56	0.43	0.37	0.73	0.50	0.33	0.46	0.50	0.51	0.30	0.54	0.45	0.49	0.73	0.36	0.77	0.44	0.74	0.30	0.41	0.53	0.78	1.53	0.83
Q27	0.52	0.59	0.48	0.73	0.37	0.50	0.51	0.85	0.51	0.31	0.58	0.48	0.64	0.64	0.63	0.52	0.54	0.28	0.50	0.39	0.69	0.44	0.59	0.38	0.57	0.83	1.60

SUMMARY ITEM STATISTICS

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.189	1.875	3.081	1.206	1.643	0.064	27
Item Variances	1.701	1.249	2.205	0.956	1.766	0.055	27
Inter-Item Covariance's	0.468	0.048	0.936	0.888	19.353	0.025	27
Inter-Item Correlations	0.276	0.035	0.528	0.493	15.074	0.008	27

ITEM-TOTAL STATISTICS

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	56.90	347.679	0.472	0.412	0.908
Q2	56.98	349.720	0.404	0.440	0.910
Q3	56.80	352.300	0.437	0.334	0.909
Q4	56.96	342.722	0.615	0.465	0.906
Q5	56.89	348.792	0.487	0.539	0.908
Q6	56.76	348.570	0.526	0.511	0.907
Q7	56.68	346.967	0.514	0.507	0.908
Q8	57.13	345.430	0.537	0.495	0.907
Q9	57.02	349.019	0.512	0.430	0.908
Q10	56.02	347.608	0.448	0.474	0.909
Q11	57.14	349.403	0.506	0.402	0.908
Q12	57.09	349.717	0.502	0.419	0.908
Q13	57.10	351.327	0.470	0.474	0.908
Q14	57.21	349.566	0.518	0.509	0.908
Q15	57.21	352.834	0.420	0.490	0.909
Q16	56.97	348.938	0.460	0.459	0.909
Q17	56.60	344.744	0.517	0.448	0.908
Q18	56.91	352.389	0.447	0.408	0.909
Q19	56.94	343.655	0.540	0.493	0.907
Q20	56.79	356.948	0.383	0.338	0.910
Q21	56.89	345.069	0.554	0.513	0.907
Q22	56.96	348.437	0.488	0.482	0.908
Q23	57.02	345.449	0.564	0.532	0.907
Q24	56.56	346.605	0.546	0.442	0.907
Q25	56.81	350.126	0.487	0.435	0.908
Q26	57.23	346.339	0.574	0.582	0.907
Q27	57.13	344.606	0.600	0.575	0.906

ANOVA WITH TUKEY'S TEST FOR NO ADDITIVITY

			Sum of Squares	df	Mean Square	F	Sig
Between People			4963.748	358	13.865		
Within People	Between Items		595.185	26	22.892	459.965	0.000
	Residual	Nonadditivity	.521[a]	1	0.521	0.423	0.516
		Balance	11482.294	9307	1.234		
		Total	11482.815	9308	1.234		
	Total		12078.000	9334	1.294		
Total			17041.748	9692	1.758		
Grand Mean = 2.19							

a. Tukey's estimate of power to which observations must be raised to achieve additivity = .909.

INTRACLASS CORRELATION COEFFICIENT

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.275[a]	0.244	0.310	11.239	358	9308	0.000
Average Measures	.911[c]	0.897	0.924	11.239	358	9308	0.000

Two-way mixed effects model where people effects are random and measures effects are fixed. *a.* The estimator is the same, whether the interaction effect is present or not. *b.* Type C intraclass correlation coefficients using a consistency definition. The between-measure variance is excluded from the denominator variance. *c.* This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

First Research Question: What sustainability mean to a consumer

STATISTICS

		cong_q1	aff_q2	beh_q3
N	Valid	366	366	366
	Missing	0	0	0
Mean		2.224	2.231	2.173
Std. Deviation		0.962	0.944	0.940
Range		3.67	4.00	4.00

Second Research Question: How consumers feel about sustainability?

STATISTICS

		cog_q2	aff2_q2	brhav_q2
N	Valid	366	366	366
	Missing	0	0	0
Mean		2.3397	1.9290	2.2605
Std. Deviation		0.90531	0.91585	0.94668
Range		4.00	4.00	4.00

Third Research Question: Does Sustainability influence consumer behavior?

STATISTICS

		cong_q3	affec_q3	behv_q3
N	Valid	366	365	365
	Missing	0	1	1
Mean		2.2277	2.2658	2.0484
Std. Deviation		0.93229	0.94394	1.00507
Range		4.00	4.00	4.00

Questionnaire

DECLARATION

Dear Respondent, I Vinay Kumar Punia, PhD. Research Scholar of Babasaheb Bhimrao Ambedkar University, Lucknow, would request you kindly to fill up the questionnaire, which is the part of my PhD. Research thesis. The information required is purely for the research purpose and your individual response will be kept completely confidential. This question is designed to facilitate a study of awareness of Sustainable dimensions in respect of Indian consumers. You have been identified as one of the resourceful person and as such you are kindly requested to spare some of your valuable time and respond to the questions/ statements as frankly as possible. Thank you for your participation.

SECTION – A: Demographic Profile

NAME:

AGE:

GENDER:

SECTION -B: Tick mark on the scale which you agree with.

SD: Strongly Disagree =1, D: Disagree = 2, N: Neutral = 3, A: Agree = 4, SA: Strongly Agree = 5.

ENVIROEMENTAL SUSTAINABILTY

Sl. No	STATEMENT	SD	D	N	A	SA
1	Do you believe Sustainable business consider their impact on the natural environment?	1	2	3	4	5
2	Do you believe Sustainable businesses use resources efficiently?	1	2	3	4	5
3	Do you believe impact of business activity on the environment is overstated?	1	2	3	4	5

4	Do you believe that sustainable businesses avoid creating problems for people living nearby?	1	2	3	4	5
5	Do you believe sustainable business invests in its employees' long term development goals?	1	2	3	4	5
6	A sustainable business values its suppliers and makes sure they are treated fairly?	1	2	3	4	5
7	The most important role of a business is to make money for its owners?	1	2	3	4	5
8	Sustainable businesses invest in research to find more sustainable ways to operate?	1	2	3	4	5
9	Sustainable businesses are profitable businesses?	1	2	3	4	5

SOCIAL SUSTAINABILTY

Sl. No	**STATEMENT**	**SD**	**D**	**N**	**A**	**SA**
10	You are not worried about the impact of business activity on the environment?	1	2	3	4	5
11	Do you believe sustainable businesses are resources efficient?	1	2	3	4	5
12	Do you believe Consumers are perceived that packaging of product is environment friendly?	1	2	3	4	5
13	Do you perceive sustainable businesses are economically by scale?	1	2	3	4	5
14	Sustainable businesses are complementary for consumers & employees?	1	2	3	4	5
15	Sustainable business are helping to people, sustainable business are user-friendly?	1	2	3	4	5
16	Do you believe Sustainable Business are motivating young Entrepreneurship?	1	2	3	4	5
17	Do you believe that there is a need of social welfare rather excessive profits?	1	2	3	4	5
18	Advertisement tactics are making hurdles for sustainable business?	1	2	3	4	5

ECONOMIC SUSTAINABILTY

S.No	STATEMENT	SD	D	N	A	SA
19	You prefer to deal with companies that operate in an environmentally responsible way?	1	2	3	4	5
20	Environmental claims on products have no impact on whether you buy them?	1	2	3	4	5
21	Consumers prefer cheap products instead of organic?	1	2	3	4	5
22	You prefer to deal with businesses that support charities and organizations in my community?	1	2	3	4	5
23	You try not to deal with businesses that have poor working conditions?	1	2	3	4	5
24	How a business treats people has no influence on whether you support that business?	1	2	3	4	5
25	When You buy something, price is more important than the ethics of the company?	1	2	3	4	5
26	You trust companies that have been around a long time more than new companies?	1	2	3	4	5
27	You are willing to pay more for well-known brands?	1	2	3	4	5