

SUSTAINABLE DEVELOPMENT GOALS

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- Volume 113A: Sustainable Development Goals: The Impact of Sustainability Measures on Wellbeing, Part A
Edited by Ridhima Sharma, Indira Bhardwaj, Simon Grima, Timcy Sachdeva, Kiran Sood and Ercan Özen

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**SUSTAINABLE DEVELOPMENT
GOALS: THE IMPACT OF
SUSTAINABILITY MEASURES ON
WELLBEING**

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INVESTOR IN PEOPLE

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FOREWORD



The UN World Commission on Environment and Development states that ‘sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs’. Additionally, the UCLA Sustainability Committee defines sustainability as ‘the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come. The practice of sustainability recognizes how these issues are interconnected and requires a systems approach and an acknowledgment of complexity.’ Moreover, the 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. Sustainable development goals (SDGs) are an urgent call for action by all countries – developed and developing – in a global partnership.

In this book, sustainability issues in society are explored, discussed and presented. It starts with the influence of sustainability communication on consumer loyalty and brand reputation and continues by exploring sustainability in higher education via perceived employability, university commitment, perceived organisational prestige and student satisfaction. The key for sustainable companies is studied by revealing the difficulties in measuring service quality. A chapter follows examining the impact of Financial Technology (Fintech) on environmental, social and governance (ESG) goals to promote a sustainable financial system. The determinants and consumer preferences of sustainable consumption and production adoption among fast-moving consumer goods (FMCG) manufacturers are investigated along with the impact of personality and demographic factors on the relationship between work-life balance and well-being.

The crucial issues of surveillance and the right to privacy for sustainability of digital economy along with the enhancing banking sustainability are studied and important results are emerged. Achieving SDGs by sustainable marketing practices is explored while the importance of corporate social responsibility and its link to a financial performance metric called net interest margin in the context of banks and non-banking financial companies is discussed using a comprehensive sample. The impact of carbon neutrality pledges on Indian companies' stock performance is explored while the influence of 'Gandhian values' on sustainable consumption behaviour is evaluated. Next, a study of the role of tourism in delivering sustainable solutions for the planet reveals a strategic roadmap to achieve the SDGs through sustainable tourism practices.

Next, sustainability through human resource management (SHRM) is explained as a concept through an extensive literature review along with the evolutionary stages and multi-lateral perspectives of SHRM. Sustainability and Industry 4.0 have influenced the global economy. With the Industrial Revolution 4.0, there has been a significant focus on digital sustainability in enterprises. Micro, small and medium enterprises (MSMEs) are the most vulnerable sections regarding new transformations. Deterrents to digital sustainability in MSMEs are examined and commented. Moreover, the impact of foreign currencies like US dollar, Euro and Japanese yen on the Bombay Stock Exchange and National Stock Exchange Index is explored under the auspice of sustainability. Finally, a study on self-brand connection and brand loyalty as an outcome of sustainable cause-related marketing aims to explore, integrate and interconnect concepts of customer relationship management (CRM) and self-brand connection to get more insights into the imperative role of CRM strategy in developing self-brand connections that can lead to brand loyalty in the most sustainable way.

Overall, the book covers most of the aspects related to the impact of sustainability measures on well-being and therefore it is a valuable handbook and source for students, researcher and academics.

I wish the readers a great learning ahead full of inspiration for further contribution to academia and markets.

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PREFACE

This book *Sustainable Development Goals: The Impact of Sustainability Measures on Wellbeing* (CSEF 113) will delve into issues such as Environment, Sustainability, Economic Sustainability, Digital Sustainability, Sustainable Finance & Accounting, Social Responsibility and Impact of COVID-19.

When it comes to sustainability and combating our current climate emergency, we need sustainable solutions that can protect our water, energy and food resources while also aiming for zero waste. It is important to remember that sustainability can also be practiced individually as citizens and consumers in the world. This can mean rethinking how you use energy, where your waste goes or how fast fashion affects the environment. Most people don't have control of their governments, businesses or economic circumstances, but they do have opportunities to live more sustainably on a smaller scale.

The global community is at a critical moment in its pursuit of the Sustainable Development Goals (SDGs). More than a year into the global pandemic, millions of lives have been lost, the human and economic toll has been unprecedented, and recovery efforts so far have been uneven, inequitable and insufficiently geared towards achieving sustainable development. The current crisis is threatening decades of development gains, further delaying the urgent transition to greener, more inclusive economies, and throwing progress on the SDGs even further off track. It is abundantly clear that this is a crisis of monumental proportions, with catastrophic effects on people's lives and livelihoods and on efforts to realise the 2030 Agenda for Sustainable Development.

It will first begin by introducing the subject of sustainable development. It will detail the framework to address these gaps and shortages in different disciplines and sectors. The global drivers of change will be analysed and the opportunities and challenges w.r.t attainment of development goals will be investigated. To this end, the book will be enriched and strengthened with real-life situations providing a practical and industry dimension. It is intended to seek experts in Economics, Finance, Public Policy, Human Resources and Risk management who will contribute to this book on employability, sustainability and skills of the future such as green skills from across the globe.

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CHAPTER 1

INVESTIGATING THE INFLUENCE OF GANDHIAN VALUES ON SUSTAINABLE CONSUMPTION BEHAVIOUR

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ABSTRACT

Purpose: *This chapter aims to evaluate the significant impact of Gandhian values on sustainable consumption behaviour (SCB) by applying the value-attitude-behaviour (VAB) framework. This chapter contributes by incorporating Gandhian values as one influencing factor for SCB.*

Need for the Study: *Values are considered as guiding principles in people's lives. Studies suggest that values and other social and psychological factors can be vital in determining consumers' behaviour towards sustainable consumption. There needs to be more empirical research on consumer behaviour facets of sustainable consumption for markets in India.*

Methodology: *The study uses partial least square structural equation modelling to empirically test proposed hypotheses and the research model of the relationship. The study results are based on data collected by administering a survey through a questionnaire confined to India.*

Findings: *The results indicated that Gandhian values, attitude, and sustainable consumption intention significantly influence SCB. Intention acts as a mediator between both outward and inward environmental attitudes and behaviour. The study provides directions for further research.*

Practical Implications: *This research study is helpful for researchers, marketers, and policymakers.*

Keywords: Sustainable consumption; attitude; intention; Gandhian values; consumer behaviour; responsible consumption; sustainable development goals

JEL Codes: Q01; D11; M31

INTRODUCTION

Due to climate change, excessive consumption, and the growing population, there is an adverse effect on the environment and sustainable development of the nations concerned. Achieving sustainable living is an urgent and complex challenge that is gaining importance nowadays, requiring new ways of thinking to utilise environmentally friendly products. There is a need to explore how humans can radically transform their daily activities, now and into the future. Consumer choices have more impact on the environment than reducing consumption (Ivanova et al., 2016). People are concerned about environmental issues and want to lead more eco-friendly lives. For this, the concern needs to be translated into action. The development in technologies, infrastructure, and social expectations do not prioritise sustainability.

There is a need to engage everybody in acts of sustainable consumption and to maintain a balance between growth and the environment. The paradigm shift in consumption patterns is not sacrificing wants but using them wisely and smartly. Increasing price is a barrier that impacts green consumption. If people are provided real-time information about the impact of action and allow them to decide, then the acts of control in the action can be observed. Lifestyle significantly impacts sustainable consumption behaviour (SCB; Matharu et al., 2021). Individual action on conservation is equally critical for environmental protection.

Sustainability has become a critical concern for producers and consumers to reduce the adverse environmental impact. Consumers are increasing awareness and are interested in sustainable consumption. A higher level of involvement in sustainability issues was associated with a more positive attitude towards purchasing such items. Sustainable consumption leads to psychological well-being (Carrero et al., 2020).

It has been investigated that the market's consumption decision is related to values (Banerjee, 2008). Values play an essential role in the consumption decision-making process. Values are considered to influence the behaviour intention towards sustainability (Ghazali et al., 2018). Values here refer to the principles,

beliefs or standards of behaviour that are important in a person's life. Values influence people's thinking about sustainability issues and their behaviour towards purchasing sustainably produced items. According to [Thogersen and Olander \(2002\)](#), human values are vital in determining SCB. It is believed that consumers' attitudes, subjective norms and perceived behaviour control are affected by human values. Many researchers have shown personal values ([Homer & Kahle, 1988](#)), environmental values ([Kautish & Sharma, 2020](#)) and social values ([Biswas & Roy, 2015](#); [Lee et al., 2016](#)) related to sustainable behaviour.

SCB has been studied in various aspects of organic buying ([Testa et al., 2019](#)), green purchasing ([Ghazali et al., 2018](#)), electric efficient appliances ([Waris & Hameed, 2020](#)), second-hand products, reducing consumption, using only when required (switching off lights), and transport ([Yang et al., 2020](#)), and socially responsive consumption behaviour ([Gandhi & Kaushik, 2016](#)).

Past researchers have studied the impact of values on SCB ([Biswas & Roy, 2015](#); [Dermody et al., 2015, 2018](#); [Minton et al., 2015, 2018](#); [Wang et al., 2014](#)). At the same time, some have focused on values and green purchase intention ([Amin & Tarun, 2021](#); [Awuni & Du, 2016](#); [Chekima et al., 2016](#); [Qasim et al., 2019](#); [Sheng et al., 2019](#); [Wang et al., 2014](#); [Waris & Hameed, 2020](#)). To our knowledge, researchers have studied sustainable consumption ([Sharma & Jha, 2017](#)), but few have investigated the impact of values on the intention to buy green/sustainable products in the Indian context ([Biswas & Roy, 2015](#); [Kautish & Sharma, 2019](#); [Kautish et al., 2020](#)). [Sharma and Jha \(2017\)](#) focused on human values and environmental attitudes as mediator-moderators on values concerning SCB. Many researchers have worked on the value-attitude-behaviour (VAB) hierarchy ([Jacobs et al., 2018](#); [Sharma & Jha, 2017](#)), but there needs to be more evidence supporting the influence of sustainable consumption intention on SCB.

It has been noted that many scholars emphasised values, utilising [Rokeach's \(1973\)](#) – Value system (RVS), Lynn R. [Kahle's \(1983\)](#) – List of values (LOV), Arnold [Mitchell's \(1983\)](#) – Values and lifestyle system (VALS), Schwartz (1992, 1994) – Value inventory, Hofstede et al. (2010) – five cultural dimensions. The Western value system may not apply in the Indian context ([Sharma & Jha, 2017](#)).

Mohandas Karamchand Gandhi (1869–1948), popularly known as Mahatma Gandhi, was India's political and moral leader. He is known for mobilising the masses in his non-violent resistance against British rule in India. His Satyagraha (protest of Truth) against the colonial rule played an important role in India's independence, because of which, he is regarded as the 'Father of the Nation'. He had a unique way of living. Mahatma Gandhi was a believer and a propagator of the ideologies of Ahimsa (non-violence) and Truth. United Nations has even recognised his ideas of sustainable development. The inauguration of Gandhi solar park at United Nations headquarters is a testament to that. For Mahatma Gandhi, food prepared at home is purer than purchased from the market and carrying it while travelling not only saves from many unnecessary needs but also makes life simple and beautiful. He says one of the greatest struggles is against one's inhumanity. He has adhered the numerous messages to humankind. Satya (Truth), Ahimsa (non-violence), Sarvodaya, morality, simplicity, enunciation, Equanimity, Punctuality, Continuous Learning, Service, Humility and Creativity ([Bansal & Bajpai, 2011](#)).

Mahatma Gandhi has emphasised the importance of natural resources and their conservation. Gandhian ideas can be helpful to reduce the greed of the individual and society. Thus, it encompassed all living beings and embodied the eternal values of life in his thoughts and actions. Values can be taught through formal education (Hakan et al., 2016) or the usage of role models, and Mahatma Gandhi can be considered a role model (Mishra et al., 2019).

As identified by Mishra et al. (2019), Gandhian values may significantly impact sustainable consumption. However, the impact of Gandhian values on sustainable consumption has yet to be studied.

Research Questions

Do Gandhian values affect sustainable consumption behaviour?

Does intention play a mediating role in the sustainable consumption relationship?

LITERATURE REVIEW AND HYPOTHESES

This chapter relies on the VAB theory (Homer & Kahle, 1988) for a better understanding of the impact of consumers' Gandhian values on their SCB. The VAB theory is based on the approach in which individuals act according to the values they prefer based on the attitude they expect from particular/specific behaviour.

The VAB model has been extensively utilised in comprehending consumer behaviour in various fields, including sustainability crowdfunding (Kim & Hall, 2020), organic food consumption (Kamboj & Kishor, 2022), sustainable clothing (Jacobs et al., 2018) responsible consumption, green purchase behaviour (Cheung & To, 2019), ethical consumption, pro-environmental behaviour and sustainable consumption (Sharma & Jha, 2017). For example, scholars have investigated that value perceptions have an active and crucial role in forming the intention to sustainable consumption by buying eco-friendly products.

Kautish and Sharma's (2019) research on young consumers in the Indian context is based on VAB theory with Terminal and instrumental values and green behavioural intentions. Values are good predictors of behaviour. Attitude mediates the value-behaviour relationship (Homer & Kahle, 1988; McCarty & Shrum, 2001). Hence, this theory's framework posits that values result in specific behaviour.

Research Hypothesis

Values that consumers hold play a significant role in determining their behaviour. It helps in the determination of the attitude of people towards sustainable consumption. Research has shed light on how values influence people's attitudes to behave in a certain way. Vermeir and Verbeke (2006) found values significantly related to attitudes towards buying sustainable products. Researchers found a significant relationship between values and behaviour (Grunert & Juhl, 1995; Karp, 1996; Schultz & Zelezny, 1999; Stern & Dietz, 1994; Stern et al., 1999). For example,

scholars have investigated that value perceptions have an active and crucial role in forming SCB (Clawson & Vinson, 1978; Leiserowitz, 2006; Neuman, 1986). In the Indian context, values and SCB are significantly correlated (Sharma & Jha, 2017). Values play a significantly crucial role in shaping individuals' behaviour. Studies have shed light on how values influence people's behaviour towards sustainable consumption (Sharma & Jha, 2017).

Vermeir and Verbeke (2006) found higher values were associated with more positive attitudes towards buying sustainable food products and values significantly related to attitudes towards buying sustainable products. Homer and Kahle (1988) found personal values related to attitude. Prior studies have focused on environmental, social and emotional values to explain consumption. Individuals with environmental concerns try to consume environmentally friendly products, not damaging the environment, and for the well-being of the future generation. Consumers' values and attitudes are strongly associated (Nguyen & Dang, 2022). Thus, we propose:

H1. Gandhian values impact inward environmental attitude.

H2. Gandhian values impact outward environmental attitude.

Attitude refers to an individual's overall evaluation of an object or idea. It reflects the positive or negative evaluation of conducting a specific behaviour (action). A direct, significant positive relationship exists between the attitude and intention to purchase sustainable products (Vermeir & Verbeke, 2008). Several studies confirmed the significant relationship between attitude and intention. Attitude influences intention, which impacts behaviour (Yadav & Pathak, 2017). Researches reveal attitude to be interpreter of intention of engaging in sustainable consumption (Joshi et al., 2019), locally produced food (Chen, 2020), purchasing eco-friendly products (Han et al., 2020), second-hand products (Borusiak et al., 2020), energy-efficient appliances (Apipuchayakul & Vassanadumrongdee, 2020; Bhutto et al., 2021; Zhang et al., 2019), green products (Patel et al., 2020; Wang et al., 2020), organic clothing (Zhang et al., 2019), electric vehicles (Yang et al., 2020), environmentally sustainable (Kang & Moreno, 2020; Kautish & Sharma, 2019; Mandliya et al., 2020), environmentally responsible (Kumar et al., 2021) and collaborative consumption (Bhalla, 2021). Therefore, the study implies the following hypotheses:

H3. Inward Environmental attitude significantly impacts sustainable consumption intention.

H4. Outward Environmental attitude significantly impacts sustainable consumption intention.

The VAB hierarchy suggests that value impacts attitude, which impacts behaviour. Jacobs et al. (2018) found values to impact attitudes towards sustainable clothing, which impacts sustainable clothing purchase behaviour. Minton et al. (2018) found that attitude towards sustainable consumption leads to self-focused sustainable behaviour. Sharma and Jha (2017) have shown in their study that

environmental attitude directly impacts SCB. Thus, this study proposes the following hypothesis:

H5. Inward Environmental attitude significantly impacts SCB.

H6. Outward Environmental attitude significantly impacts SCB.

Intention reflects the motivation and willingness to act on the opinion. It is considered as a leading factor for sustainable consumption. In recent years, the quantity of research to sustainable consumption intention has increased rapidly. Therefore, consumers intend to consume the goods and services based on the relevant values. Several researchers have found a significant direct effect of intention on behaviour to sustainable consumption (Saari et al., 2021), actually consuming organic food products (Testa et al., 2019) and direct/indirect pro-environmental (Alzubaidi et al., 2021). Therefore, the hypothesis is:

H7. Sustainable consumption intention impacts SCB.

THE MEDIATING ROLE OF SUSTAINABLE CONSUMPTION INTENTION

Research suggests that a significant causal relationship exists between attitude and intention behaviour (Bagozzi et al., 1989). However, studies on attitudes with intention for sustainable consumption are available (Joshi et al., 2019). Attitude influences intention, impacting behaviour (Yadav & Pathak, 2017). People's attitudes to environmental concerns impact their engagement in sustainable consumption (Pilgrimiene et al., 2020). Yarimoglu and Binboga (2019) found that ecologically conscious consumer behaviour impacts intention and conspicuous behaviour. Moreover, ecologically conscious behaviour directly influences green purchase conspicuous behaviour.

The mediating effects of intention have been investigated in many studies (Goriparthi & Tallapally, 2017).

H8. Sustainable consumption intention acts as a mediator between environmental attitude and SCB.

METHODOLOGY

Sample and Data Collection

All the questionnaire items were scored on a 'seven-point Likert scale' from 1 (strongly disagree) to 7 (strongly agree). Table 1 shows the items used in the questionnaire to measure the variables. A total of 680 filled questionnaires were obtained for data analysis by PLS-SEM in Smart PLS Software version 4.0.8.7. PLS-SEM usage is a preferred method in the present analysis for the following reasons. First, data were not normally distributed ($p < 0.001$). Second, the conceptual model contains SCB, a higher-order construct comprising reflective-formative

Table 1. Measurement Scales Used.

Variable	Statements	References
Gandhian values		
Personal values	Self-control is desirable to self-indulgence. Peaceful ways of persuasion should be followed. Values are required in day-to-day life. Tolerance for all religion and races is essential.	Mishra et al. (2019)
Economic values	No job is too low to be undertaken. Scarce resources of society should not be allocated for the production of goods and services used only by small section of society. Labor should not be exploited to maximise production. Reduction of inequality must be undertaken (we must buy products from companies that employ people with disabilities and other groups).	
Leadership values	Participative decision-making process is advisable. Transparency in decision-making process is essential. Empowerment of subordinates is a must to enable them to work productively.	
Social values	Sensitivity towards well-being of others must be practiced while making consumption decisions. Cleanliness leads to prosperity and environmental protection.	
Environmental values	Production should not be at the cost of damaging the environment. The environment should be protected and preserved for the well-being of the future generations.	
Sustainable consumption behaviour		
Affective	I feel good when I can control my whims for buying unnecessary things. I try not to waste food or beverage. I prefer to buy organic food since it is environmentally friendly. I prefer to pay more to purchase environmentally friendly products. I prefer to use paper/jute bags since they are biodegradable. I like to purchase only what I need. I feel happy to give priority to environmental welfare.	Quoquab and Mohammad (2020)
Cognitive	I believe wasting food and other consumables is unethical. I am aware that excess consumption can cause a shortage of natural resources. I believe that it is important to use eco-friendly products and services. I believe that individuals should care for the future generation. I believe that it is our responsibility to care for the natural environment. I know that the natural resources are decreasing at an alarming rate.	

(Continued)

Table 1. (Continued)

Variable	Statements	References
Conative	<p>I reduce the misuse of goods and services (e.g. I switch off the lights and the fan when I am not in the room).</p> <p>I purchase environmentally friendly products even though they are slightly expensive.</p> <p>I avoid consumption activities that can lead to environmental pollution.</p> <p>I use biodegradable packages and engage in recycling of bottles and containers (e.g. use of cloth/jute/paper bag instead of plastic bag).</p> <p>I do not waste my food and beverage.</p> <p>I spend my money wisely in order to avoid wastage and excessive purchases.</p> <p>I keep contributing to environmental welfare in all respects.</p> <p>I do not engage in any purchase that can have negative effects on the environment.</p>	
Inward environmental attitude	<p>I am very concerned about the environment.</p> <p>I would be willing to reduce my consumption to help protect the environment.</p> <p>I would give part of my own money to help protect wild animals.</p> <p>I have asked my family to recycle some of the things we use.</p>	Leonidou et al. (2010)
Outwards environmental attitude	<p>Major political change is necessary to protect the natural environment.</p> <p>Anti-pollution laws should be enforced more strongly.</p> <p>Major social changes are necessary to protect the natural environment.</p> <p>Humans are severely abusing the environment.</p>	Leonidou et al. (2010)
Sustainable consumption intention	<p>In future, I will consider adopting a sustainable consumption lifestyle.</p> <p>In future, I will consider switching to other brands for ecological reasons.</p> <p>In future, I plan to switch to a sustainable version of a product.</p>	Joshi et al. (2019)

Source: Compiled by the authors.

modelling. Smart PLS is widely accepted to handle multivariate analytical methods (Hair et al., 2017, 2022; Ringle et al., 2022).

EMPIRICAL RESULTS

Multivariate Normality Distribution and Common Method Bias

To evaluate the normality of distribution, one-sample Kolmogorov–Smirnov test was conducted. The result showed p -value <0.001 . Thus, the data distribution