

Values, sustainability consciousness and intentions for SDG endorsement

Values for SDG endorsement

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Abstract

Purpose – The purpose of this study is to examine the relationships between value orientation, i.e. terminal and instrumental values, consumer sustainability consciousness and behavioral intentions toward environmental-friendly products and its influence on the sustainable development goals (SDGs) endorsement.

Design/methodology/approach – Structured questionnaires were administered on 410 respondents from northwestern India. The two-step approach proposed by Anderson and Gerbing (1988) was employed to assess the measurement and structural models.

Findings – Terminal and instrumental values influenced consumer sustainability consciousness. Sustainability consciousness influenced behavioral intentions which endorsed consumers' SDG. Instrumental value had a greater impact on consumer sustainability consciousness and behavioral intentions than terminal value. Consumer sustainability consciousness partially mediated the relationship between terminal/instrumental value and behavioral intentions for SDG endorsement.

Research limitations/implications – The findings will help marketers to endorse SDG promotion by linking them with values and develop an understanding of consumers' sustainability consciousness for SDG implementation.

Practical implications – Green marketers, policymakers and SDG promoters should develop messages to communicate and emphasize the importance of purchasing environmental-friendly products. From a functional perspective, it affects instrumentality orientation and societal responsibility toward the implementation of SDG.

Social implications – The current study proposed an action-oriented, integrated, aspirational and universally applicable SDG framework. The findings may pioneer the way forward for sustainability-oriented consumption.

Originality/value – This research is the first of its kind that examined the relationships between value orientations (Rokeach, 1973) and their effect on consumer sustainability consciousness and behavioral intentions in SDG milieu.

Keywords Sustainability, Consciousness, Green products, SDG, Human values, Environmental marketing