

ABSTRACT

The research addresses the challenging crisis of sustainable consumption by examining its consciousness among young millennial consumers in all the three dimensions of environment, society and economy. It aims to find the drivers of consciousness for sustainable consumption by exploring the philosophy of Samkhya, an ancient Vedic knowledge, and combining it with the knowledge found in modern literature. The study conceptualizes a model and investigates the direct, mediating and moderated mediation relationships of different Vedic personality types, dimensions of spiritual well-being and family structure with consciousness for sustainable consumption, using SEM. The relationships are tested for 'any product' which suggests a generic understanding of consumers' consciousness, and 4 products – air-conditioner, hair shampoo mobile phone, and branded apparel belonging to 2 product types – which reveal product specific consciousness for sustainable consumption.

Findings suggest that all the dimensions of consciousness for sustainable consumption (CSC) are not influenced similarly by the different Vedic personality types (VPTs) and the dimensions of spiritual well-being (SpWb). They vary with the product type and within product type. Only, the nuclear family type has a moderating effect on these relationships. The Sattvic (Sat) type consumers mostly relate to the consciousness for the economic sub-dimension of voluntary simplicity (CSCec1). A sub-type of Rajasic personality, Rajasic Work (RajW) is found to be influential mostly in the environment dimension (CSCen) and social dimension (CSCso). Essentially, negative relationships of other VPTs have been found with the CSC dimensions. The spiritual well-being of environment (SpWbE) has been predominantly related to CSC in its direct and mediating effects. Moderation influence of family type has been found in the direct effects of VPT and the moderated mediating effects, in some product types. The findings of the research may help to improve marketing effectiveness of communication in a cultural context and reveal new vistas of academic research in ancient knowledge to address the problems of sustainable consumption.