

"A man is
great by
deeds, not by
birth"

-Chanakya

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Understanding consumers' behavior towards sustainable consumption by using the SHIFT framework and Organismic Integration Theory (OIT)

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Understanding consumers' behavior towards sustainable consumption by using the SHIFT framework and Organismic Integration Theory (OIT)

Abstract: Consumers' behavior has shifted over the recent pandemic and has witnessed an enormous change in consuming products/services. The current research is set to explore the factors that would influence consumers' existing unsustainable behavior to be more sustainable. The study adopts a mixed-method approach by using qualitative and quantitative research. With the existing literature, variables have been identified based on the SHIFT framework, and by conducting FGD and in-depth interviews, new categories of variables were identified. The identified variables were further integrated using Organismic Integration Theory (OIT) and Psychological Resilience theory to add a valuable contribution to the phenomenon to be explored.

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