

Identifying Enablers of Responsible Consumption using Interpretive Structural Modeling Approach (ISM)

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ABSTRACT

The transition to sustainable consumption and production of goods and services is necessary to reduce the negative impact on the climate and the environment, and on people's health. Developing countries in particular are greatly affected by climate change and other environmental impacts, which lead to increased poverty and reduced prosperity. This calls for more rational and efficient consumption of products in order to reduce burden on the resources. The extant literature on responsible consumption till now, has been given less attention despite being of utmost importance. Further, none of the existing literature has considered the interrelationships between enablers of responsible consumption. Therefore, current study tries to identify the enablers of responsible consumptions and prioritize them. Interpretive structural modeling has been used to identify and organize enablers of responsible consumption. The findings show that responsible communication strategy, private standards and education are the most important enablers for responsible consumption.

Keywords: Responsible Consumption, Resources Sharing, Recycling, Interpretive Structural Modeling

