Attitudes Toward Sustainable Consumption: The Impact of Business Education and Personal Values

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EXECUTIVE SUMMARY

The objective of this paper is to study patterns of sustainable consumption among business students. We examined the role of education, family influence, spirituality, and religiosity on impacting concern and awareness of the environment. We used the new environmental paradigm as the key mediator between the four exogenous variables and sustainable consumption. There has been a lot of discussion of the role of business schools in influencing future managers about the environment and this research is aimed at examining the role business schools purportedly play in this important activity. The research was conducted with a sample of 305 students of an American university located in the southwest. Results indicate that sustainable consumption is influenced by family influence and spirituality while religiosity and education have no impact. Implications of our finding and areas for future research are suggested.

Keywords: Business school education, New environmental paradigm, Sustainable consumption