

## **Bridging the attitude-behaviour gap in sustainable consumption for electric vehicles in India. A theoretical proposition.**

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**Keywords:** attitude-behaviour gap; sustainability; OLA electric vehicles (OLA S1); hedonic; aesthetic; sustainable consumption.

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**Abstract.** *This paper re-evaluates the attitude-behaviour gap towards sustainable consumption, by looking at the cognitive aspects of consumer purchase behaviour. The study explores the gap between purchase attitude*

*formation and sustainable consumption behaviour using hedonistic and aesthetic constructs for electric vehicles marketing strategy as an example. It focuses on OLA Electric Two-wheeler (OLA S1) as an example of marketing a green product concerning electric vehicles in India. The study shows how OLA Electric's marketing strategy focuses on environmental concerns, demographic variables, and hedonistic behaviour to transform the future of mobility with its electric scooters by 2025 in India. OLA Electric markets itself with a full complement of consumer benefits compared to other economical electric two-wheeler vehicles. Although sustainability is one of the important aspects of OLA's two-wheeler, the primary focus of OLA's electric marketing communication strategy is based on hedonistic and aesthetic factors. The study concludes that pricing strategies, awareness and the absence of hedonistic and aesthetics factors are the main reasons for the Attitude - Behaviour Gap.*

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## 1. Introduction

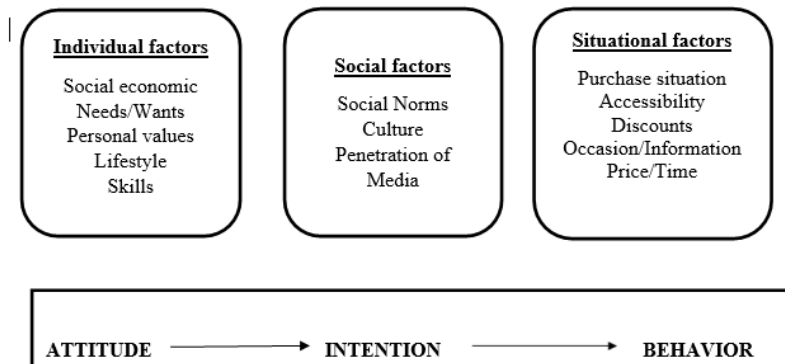
The global shift towards sustainable consumption and environmentally friendly technologies has brought electric vehicles (EVs) into the spotlight as a potentially promising way to combat climate change by reducing air pollution. India, one of the world's largest automobile markets, faces the dual challenge of rapid urbanization and environmental degradation. To address these challenges, there is a pressing need to transition towards sustainable modes of transportation, with electric vehicles being considered a vital component of this transition. Despite the growing recognition of the benefits of electric vehicles, there exists a significant gap between positive attitudes towards EVs and the actual adoption of these vehicles in India. This phenomenon is known as the attitude-behaviour gap (ABG) (Yamoah & Acquaye, 2019), which is a common barrier to sustainable consumption worldwide. Understanding and bridging this gap is crucial to achieving India's sustainability goals and maximizing the potential benefits of electric mobility. This study aims to investigate the intricacies of the attitude-behaviour gap as specific to electric vehicle adoption in the Indian context. It seeks to explore the various factors that influence individuals' attitudes towards electric vehicles and the hurdles preventing these attitudes from translating into actual purchasing and usage behaviours. By identifying and addressing these

factors, we aim to provide valuable insights into strategies and interventions that can bridge the ABG and promote sustainable consumption of electric vehicles in India. Our study reviews the existing literature on attitudes towards electric vehicles, sustainable consumption behaviour, and the unique challenges and opportunities presented by the Indian market. Through an interdisciplinary lens, we explore potential strategies for policymakers, businesses, and civil society to foster a more conducive environment for electric vehicle adoption in India. By bridging the ABG, we can move closer to a future where electric vehicles play a significant role in reducing emissions, mitigating climate change, and improving the overall quality of life in India's urban centers.

## **2. Understanding and promoting consumer behaviour toward sustainable consumption**

Promoting consumer behaviour toward sustainable consumption constitutes a pressing issue for most developed and developing countries (Perry and Chung, 2016). McKeown and Shearer (2019) stated that society's social and traditions norms along with the influence of significant others shape consumer purchase behaviour. This holds true for Indian society also where consumer behaviour is tied to one's religion, family values, and social environment. These factors influencing behaviour are referred to as the "normal" way to consume in a particular society. Therefore, making consumers follow a more sustainable consumption requires fundamental attitudinal and behavioural changes. Ecological themes have become a key element that have the power to influence fundamental attitudinal and behavioural changes along with public policy. Comprehension of individual behavioural responses is important for policy makers to promote sustainable mobility. There are no discrepancies between pro-social behaviour and environmentally friendly behaviour. Studying general ecological behaviour provides an understanding of people's attitudes towards environmental issues and of how such information can be used to tailor public policies, particularly in the transport sector (Gaborieau & Pronello, 2021).

A broad definition of sustainable consumption is "the use of goods and services that contributes to the better quality of life, and simultaneously reducing the use of toxic materials for a better and sustainable future" (Hornibrook et al., 2015, p. 269). Figure 1 proposes a decision-making model of sustainable consumption based on Balderjahn (2013), Carrington et al. (2010) and Vermeer & Verbeke (2006).



**Figure 1:** Decision-making model of sustainable consumption based on model given by Balderjahn, 2013; Carrington et al., 2010; Vermeer & Verbeke, 2006.

In this respect, Thøgersen (2010) and Chaturvedi et al. (2020), have explored the drivers of sustainable consumption behaviour to help marketers and organizations to develop their marketing strategies accordingly. Paul, Modi & Patel (2016) argue that consumer awareness about environmentalism plays a prominent role in developing a positive attitude towards sustainable consumption. However, most of the time, this positive attitude does not result in sustainable consumption (Jacobs, Petersen, Hörisch & Battenfeld (2018). Although this gap is well documented, the main reason for it has still not been adequately researched for electric vehicles. Studies such as by Carrington et al. (2010) suggest the possibility that although consumers want to comply with accepted social norms, there may be various barriers that complicate sustainable behaviour. Lack of awareness, negative perceptions, distrust, high prices, and low availability are all barriers to sustainable consumption (Bonini & Oppenheim, 2008). Chawla (1999) highlighted the importance of environmental awareness changes during different contexts and stages of a person's life cycle, i.e., families, friends, adolescence, and early adulthood. All these influence the consumer's behaviour towards purchasing a given product. Gupta and Ogden (2009) highlighted that the ABG is framed as a social dilemma whereby the expectations of others' cooperation and the collective gain is the strongest factor in determining sustainable consumption.

The actual purchase behaviour of the consumer is deeply intertwined with social relations and norms, thus emphasizing that consumer behaviour changes according to the changing social norms and environment (Barnett, Clarke, et al., 2005). Despite the increased interest in sustainability and positive attitudes, the behavioural patterns are inconsistent (Vermeir & Verbeke, 2006), which is a major cause of concern for marketers and needs to be addressed if companies want to gain first mover advantage. Studies such as those by Rezvani et.al. (2015), Khurana et.al. (2020) and Jiao et.al. (2020), based on ethical and rational arguments have not been very fruitful. We propose that along with financial and non- financial factors, aesthetics and hedonic aspects play an important role in driving the consumer's sustainable consumption behaviour (Küpers, 2002). The role of hedonic and aesthetics constructs in sustainable consumption may still be an open question requiring more study, but we believe it has immense potential in bridging the gap between attitude and purchase behaviour. We make suggestions for reducing this gap using these factors together with cognitive factors, focusing on electric two-wheelers vehicles, specifically, OLA electric scooters (OLA S1). Our study uses the case of OLA S1 to investigate how companies can use hedonics and aesthetics and cognitive influences to drive consumers toward sustainable consumption and therefore minimize the gap.

Our focus is on two main factors:

1. Attitude towards electric vehicles. Many people may express a positive attitude towards electric vehicles, stating that they are environmentally friendly and cost-effective. However, when it comes to purchasing an electric vehicle, the behaviour may not follow the attitude. This could be due to factors such as cost, range anxiety, and lack of charging infrastructure.
2. Attitude towards scooters. Some people may express a negative attitude towards scooters, seeing them as a mode of transportation for teenagers or not suitable for adults. However, the OLA S1 may challenge this attitude by offering a sleek and modern design, as well as practical features such as storage space and connectivity options.

By examining the attitudes towards electric vehicles and scooters, as well as the factors that influence behaviour, we can gain insights into the ABG and how it can be bridged. The OLA S1 case addresses the concerns about range anxiety and charging infrastructure to encourage behaviour that aligns with positive attitudes towards electric vehicles. Additionally, marketing efforts may need to focus on changing negative attitudes towards scooters and highlighting the practical benefits of the OLA S1. Overall, studying the ABG in the context of

the OLA S1 electric scooter can provide valuable insights into consumer behaviour and how it can be influenced by attitudes and external factors. This can be used to help in decarbonizing the transport sector which contributes about 13% of the countries greenhouse gas emissions, thereby substantially reducing the impacts related to GHG emissions and other air pollutants. This can be crucial from the Indian perspective as India has committed to reducing its emissions profile by 45% by 2030.

We believe that our study holds significant importance for all concerned with sustainable consumption and the broader academic and practical communities for the following reasons:

*Addressing a Pressing Socio-Economic Issue:* The study focuses on a critical issue of the transition to sustainable mobility in the face of urbanization and environmental degradation. As India is one of the world's largest automobile markets, the transportation choices have far-reaching implications for global climate change and air quality. Understanding and addressing the ABG in electric vehicle adoption is crucial for addressing these issues.

*Unique Regional Perspective:* The research considers the country's socio-cultural, economic, and policy-specific nuances. India's diversity in terms of culture, infrastructure, and consumer behaviour makes this research particularly valuable for EV companies operating in the Indian market.

*Interdisciplinary Approach:* The holistic perspective allows for a comprehensive understanding of the factors contributing to the ABG, offering insights that can be applied across various sectors and disciplines.

*Policy Implications:* By addressing the issues of bridging the ABG, the study helps the policymakers and government agencies about potential interventions to promote sustainable consumption. This is important as governments are emphasizing sustainable transportation as part of their climate change mitigation efforts.

*Business and Industry Relevance:* The findings have practical implications for businesses operating in the electric vehicle market in India. Understanding consumer attitudes can guide marketing strategies and product development, potentially boosting the growth of the electric vehicle industry.

*Academic Contribution:* The research also contributes to the academic knowledge base by understanding the ABG in sustainable consumption, with a focus on electric vehicles in India. The study also offers valuable lessons for other

emerging economies and regions striving to promote sustainable transportation and reduce carbon emissions.

### 3. Identifying the key issues

Some of the major issues faced by the electric vehicle industry are low mileage of the vehicles, higher costs, lack of service centers, poor charging infrastructure, ambiguous policies, supply chain problems etc. These contribute to the deepening of ABG.

*Cost.* One of the biggest barriers to the adoption of electric vehicles is their high cost. Even though electric vehicles are more affordable to operate in the long run, they are still more expensive to purchase than traditional gasoline-powered vehicles. This cost differential can discourage potential buyers from making the switch. This can be a significant barrier for many potential buyers, even if they are interested in EVs.

*Range anxiety.* Another issue that may prevent people from buying electric vehicles is range anxiety, which refers to the fear that an electric vehicle's battery will run out of power before reaching its destination. Although many electric vehicles have a range of over 200 miles, some people may still be hesitant to make the switch until they are confident that they can travel long distances without having to stop and recharge.

*Charging infrastructure.* A lack of charging infrastructure also discourages people from buying electric vehicles. To be convenient and practical for everyday use, electric vehicles need to have access to a network of charging stations that are conveniently located and easy to use. However, in many areas, the charging infrastructure is not yet fully developed.

*Perceived inconvenience.* Consumers may perceive that electric vehicles are less powerful and inconvenient as compared to gasoline-powered vehicles. For example, they may believe that recharging the battery takes too long or that they won't be able to find a charging station when they need one. The tie up with the petrol stations for setting up charging stations can help the companies to overcome this challenge.

*Social norms.* Social norms can also play a role in the ABG for electric vehicles. If people perceive that using an electric vehicle is not the norm, they may be less likely to adopt the behaviour themselves. Additionally, if they feel that others will judge them negatively for using an electric vehicle, they may be hesitant to make the switch.

*Myopic view of the companies.* The inability of businesses to foresee the future results in the non-exploitation of business opportunities. Electric vehicle makers may suffer from this myopic vision and not be able to exploit the opportunity. This is a major issue and most of the reputed companies in this field have delayed their plans to launch an affordable electric vehicle (Ottman, Stafford, and Hartman, 2006). This failure of green products even after careful formulation and implementation of marketing strategies indicates a fundamental issue in the attitude and purchase behaviour of the consumer even though the attitudes towards sustainability are supportive (Bonnell, 2015).

*Lack of awareness.* Many people in India are not fully aware of the benefits of EVs, such as reduced emissions, lower running costs, and improved air quality. As a result, they may not consider buying an EV even if they have a positive attitude towards them. The monetary costs incurred by the consumer outweighs the environmental costs.

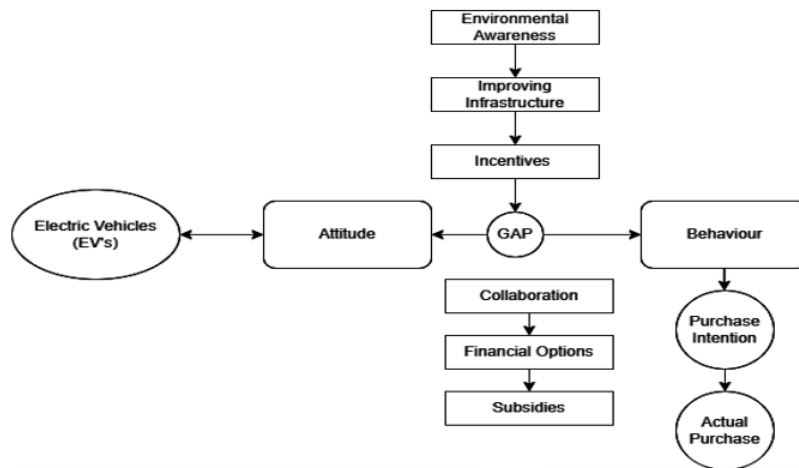
*Maintenance and service.* EVs have different maintenance requirements than gasoline-powered vehicles. There is a lack of trained technicians and service centers for EVs in India, which can make it challenging for EV owners to maintain their vehicles.

Addressing these issues will be critical to reducing the ABG for EVs in India and other developed countries. Some potential solutions include increasing awareness about the benefits of EVs, providing financial incentives such as subsidies to make them more affordable, and investing in charging infrastructure and training for technicians.

#### **4. The attitude-behaviour gap and social psychology**

There can be various reasons for the ABG. Sometimes, external factors such as social norms, peer pressure, or situational constraints can influence behaviour, leading individuals to act differently from what they believe. At other times, individuals may have conflicting attitudes or beliefs that make it challenging for them to act consistently. To minimize the gap, it is important to increase awareness and mindfulness of one's behaviour, which can help individuals identify and overcome any cognitive dissonance or conflicting attitudes. Another strategy is to provide clear and consistent messages about the desired behaviour and create an environment that supports and reinforces the behaviour. Figure 2 shows methods employed for bridging the ABG for EVs.



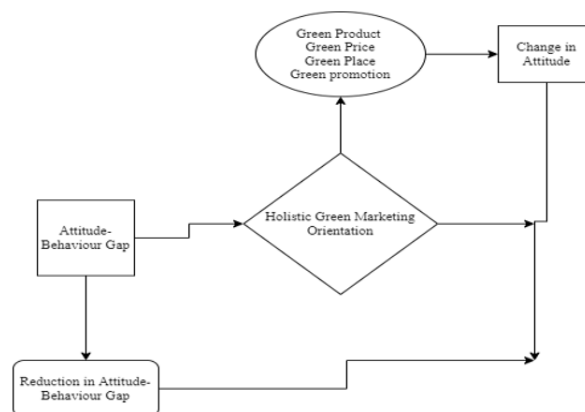


**Figure 2:** Bridging the attitude-behaviour gap for EV's

Overall, addressing the ABG requires a deep understanding of the complex psychological and social factors that shape behaviour, and often involves a combination of individual-level and systemic-level interventions. The ABG in sustainable consumption is due to many barriers which consumers face while purchasing environment-friendly products. Many controllable and uncontrollable factors inhibit sustainable consumption. The role of the company and its marketing strategies are pivotal in minimizing the gap. Another important aspect of providing a holistic green marketing orientation increases the propensity to reduce the gap. Green, environmental, or sustainable marketing can influence consumers' sustainable consumption behaviour. Green marketing stems from the societal marketing concept introduced to consider the role of morality in society (Leonidou & Leonidou, 2011). Green marketing incorporates a broader perspective that acknowledges the limitations of natural resources. Thus, the application of green marketing orientation decreases the gap. The green

market orientations contribute to building an environment that contributes to values, culture, and knowledge. The tactical green marketing orientation has the most direct impact on the gap because the green marketing mix consisting of the 4Ps (Green Product, Green Price, Green Place, and Green Promotion) are potent tools for targeting the ABG of the customers (Norstedt & Sjölander, 2021).

Another concern of unintentional greenwashing affects the trustworthiness of the company. The green marketing orientation reduces the risk of unintentional greenwashing. In many ways, OLA S1 efforts are not a significant departure from traditions in the two-wheeler industry. Targeting consumers with a combination of hedonic, aesthetic, and cognitive-rational approaches is very common. The only differentiating point is that OLA S1 sells the hedonic and aesthetic aspects of the electric vehicle. The company's mission to bring one million Electric Vehicles on the road by 2021 takes sustainability to a different level which would require a particular set of consumer attitudes for the adoption of the product. OLA S1 electric marketing strategy is an example of how marketing can be related to sustainable outcomes. OLA S1 is presented as a green machine to look forward to in the Indian context as an example of how aesthetics and hedonic attributes can be used to reduce the ABG of consumers for sustainable consumption. Figure 3 represents a way of managing the gap through holistic green market orientation.



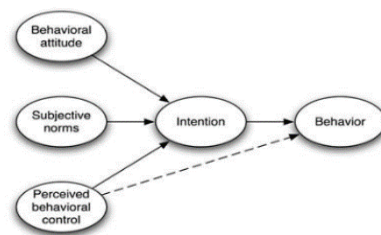
**Figure 3:** Managing attitude-behaviour gap through holistic green market orientation.

The theory of planned behaviour (TPB) (Ajzen, 1991) can also help us in understanding this gap in attitude and actual purchase behaviour. The theory explains the relationship between attitudes, intentions, and behaviour (Chaturvedi et al., 2020).

According to the theory, behaviour is determined by a person's intentions, which are influenced by three factors:

1. Attitude toward the behaviour itself. This refers to a person's overall evaluation of the behaviour, whether it's positive or negative.
2. Subjective norms. This refers to the perceived social pressure to engage or not engage in behaviour.
3. Perceived behavioural control. This refers to the extent to which a person believes they have control over the behaviour.

In the case of EVs the TPB suggests that the stronger a person's attitude toward the behaviour, the stronger their intention to perform the behaviour. Similarly, the more positive the subjective norms and the greater the perceived behavioural control, the stronger the intention to perform the behaviour. For EVs the TPB acknowledges that there may be factors that intervene between intentions and behaviour, such as external constraints or barriers. Thus, the theory highlights the importance of considering these situational factors in understanding behaviour. Overall, the TPB provides a useful framework for understanding the ABG for the EVs by emphasizing the role of intentions in determining behaviour, while also recognizing the impact of situational factors on actual behaviour. Below Figure 4 shows a diagrammatical representation of this.



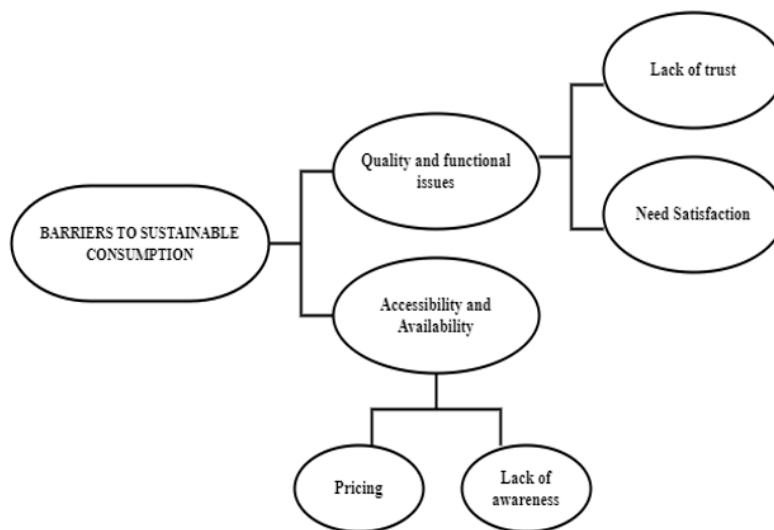
**Figure 4:** Theory of planned behaviour (Ajzen, 1991)

Therefore, it must be ensured that adoption of EVs is perceived to be a socially regular activity by the consumers. As and when consumer perception changes, they start developing positive attitudes resulting in correspondingly positive intentions and sustainable purchase behaviour (Cowan and Kinley, 2014). Studies by Terlau & Hirsch (2011) and Wintschnig (2021) reaffirm that there is a huge gap between attitude and behaviour for environmentally friendly products. The TPB can be instrumental in identifying the role of perceived behavioural control and behavioural and subjective norms in the adoption of Electric vehicles.

Turner (2006) contends that influencers with high appeal and credibility can also help in impacting the consumers attitudes and behaviour patterns. This will result in brand and relationship-building exercises to persuade loyal consumers to move towards green products. The only condition is that the influencers should be aware of sustainable consumption's tangible and non-tangible benefits and are aware of the best social media platforms that could be used to have the maximum impact. Subsequently, various studies contribute to the TPB. Kilbourne, McDonagh and Prothero (1997) argue that a complete transformation in the 'dominant social paradigm' impacts behavioural attitude. This term was coined by (Pirages & Ehrlich, 1974) and is described as the collection of norms, beliefs, values, and habits that form the world view held within a culture. Gupta and Ogden (2009) argue that the ABG results from a social dilemma in which the expectations and cooperation of others, along with collective gains, are the decisive factor in determining sustainable consumption. Kollmuss and Agyeman (2002) claim that the most significant influence on sustainable consumption behaviour happens when self-belief and values and social and cultural factors act synergistically. Organizations also play an important role in reducing the ABG by using brand-building and relationship-building exercises (Boulstridge & Carrigan, 2000). Moving beyond the gap means acknowledging the importance of other factors which have till now being neglected by companies and the new startups like OLA have tried to incorporate into their proposals. Factors such as hedonistic and aesthetic focus on expressed attitudes and give due importance to the element of fun (Martin, D. M. & Väistö, T. (2016). But the hedonistic and aesthetics factors also pose challenges, which are referred to as barriers to sustainable consumption which inhibits consumers from purchasing green products. Lack of awareness, perceptions, distrust, expensive products, and poor availability are some of the significant barriers to sustainable consumption (Bonini & Oppenheim, 2008). Giving importance to the common good, the essence of environmentalism, is not necessarily followed by sustainable consumption. Even after developing positive attitudes toward sustainability,

frequently behavioural patterns are not coherent with these attitudes (Vermeir & Verbeke, 2006). Factors such as convenience and price still play an important role in the final product purchase.

The ABG varies depending on the product category, social norms, and convenience, pricing, and social and cultural factors. Therefore, it is necessary to move beyond the gap and rethink the role of other aspects of consumer behaviour. Hedonic and aesthetic appeals are needed to engage consumers in the consumption of sustainable products (Martin & Väistö, 2016). Figure 5 shows the various barriers to Sustainable Consumption.



**Figure 5:** Barriers to sustainable consumption

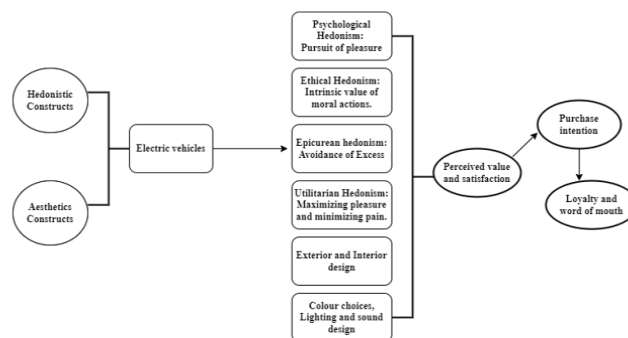
## 5. Hedonism and aestheticism. New directions in sustainable consumption.

Hedonism and aestheticism are not new concepts in the realm of sustainable consumption, and they can play a role in promoting more sustainable lifestyles in general. Hedonism is the philosophy that posits pleasure & happiness as the ultimate goals of life. When it comes to consumption, this can mean choosing products and experiences that bring us pleasure and enjoyment while also being

sustainable. For example, someone who enjoys spending time outdoors may choose to invest in high-quality, sustainable outdoor gear that they will use and enjoy for years to come, rather than cheaper, disposable products that may be harmful to the environment. Aestheticism is the philosophy that posits beauty and aesthetics as important values in life. This can apply to sustainable consumption by promoting products and experiences that are not only sustainable, but also aesthetically pleasing. For example, someone who values design and aesthetics may choose sustainable vehicles made from environmentally friendly materials that are both visually appealing and environmentally friendly. Incorporating hedonism and aestheticism into sustainable consumption can also help shift the focus from the idea of sacrifice or restriction to one of fulfillment and enjoyment. By choosing sustainable products and experiences that bring us pleasure and align with our values, we can create a more positive and fulfilling relationship with consumption that is also better for the planet. At the same time, hedonism and aestheticism should not be used as an excuse for excessive or wasteful consumption. Rather, they can be a tool for making more intentional and mindful choices that prioritize both personal enjoyment and sustainability.

Most Indian companies' EV manufacturers fail to see the importance of pleasure, joy, and excitement in sustainable consumption (Lanier & Rader, 2015). Hirschman and Holbrook (1982) highlighted the importance of hedonic consumption and affirmed that hedonic consumption lacks defining features, while involving emotive, fun, and excitement factors. Hedonic consumption is also motivated by a sense of expression and achievement. Even routine consumption can be motivated by adventure, social interaction, and altruism (Arnold & Reynolds, 2003). Therefore, hedonic consumption is characterized by "multisensory images, fantasies and emotional bursts in using the products" (Hirschman & Holbrook, 1982, p.133). An important aspect of hedonic consumption is the consumer's pleasure from the product's usage. Regardless of the product's consumption patterns, merits, and demerits, one of the important features of hedonic consumption is that it should be pleasurable. The source of deriving pleasure can be attributed to the product's design. Norman (2004) proposes the pleasurable design perspective at three levels of processing, product attributes, and product features. For example, the use of electric vehicles arises not only from their attractiveness but also from their driving pleasure, ease of use, and how futuristic it seems to be. Jordan (2000) proposed four types of product pleasures: (a) physio-pleasures which are related to senses, (b) socio-pleasures, which relate to interpersonal relationships, (c) psycho-pleasures, which relate to the emotional and cognitive reactions to product use, and (d)

ideopleasures, which relate to the product attributes and personal values. Caru and Cova (2005) argue that consumers are human beings who can think and feel. Therefore, attention must be paid to the emotional experiences of customer purchases, which are deeply intertwined viewpoints and constructions of consumers' hedonic-ludic outcomes. Russell & Levy (2012) argued that repetition of activity could also provide hedonic outcomes such as traveling to exotic locations again and watching a favorite web series. Hedonic consumption brings a variety of senses, such as happiness, guilt, excitement, pleasure, and joy. Hedonic consumption affects individual satisfaction, happiness, guilt, and behaviour of subsequent purchases (Ying Liao, 2021). The hedonic and aesthetic appeals should commit to a more socially responsible consumption which is part and parcel of sustainable consumption (Soper, 2007). Aesthetics plays an important role in the consumer decision-making process as aesthetics is always in the subconscious mind of the consumers, and consumers are willing to go for an aesthetically beautiful product (Reimann, M. et al., 2010). Charters (2006) contended that aesthetic experience is also a type of hedonic consumption. Burgess et al. (2013) study focused on the purchase of electric vehicles from the utility and the environmental perspective, such as performance attributes and cost, adequate infrastructure for the charging of electric vehicles, and government policies. Consumers with pro-environmental self-identity, which fits their self-image, are more likely to have positive perceptions of electric vehicles (Schuitema, et al., 2013). Figure 6 represents the various constructs of hedonism and aesthetics and their importance in sustainable consumption.



**Figure 6:** Constructs of hedonism and aesthetics and their role in sustainable consumption.

Our study focuses on OLA electric two-wheelers (OLA S1), which was officially launched in August 2021, started selling from the month of September and the first deliveries started in the month of December in the same year. OLA diversified into an electric vehicle business named OLA Electric Mobility (OEM) in 2019. OLA- S1 EV has considered the hedonic and aesthetic factors when designing electric vehicles. In this context of electric vehicles, the quietness and smoothness of the ride, curves, the responsiveness of the accelerator, or the sound of the vehicle can act as source of giving hedonistic pleasures to the consumers. The launch of a vehicle in multiple colors touches upon the aesthetics as referred to the appearance or visual design of a product. The shape of the vehicle, the color options available, or the design of the interior all refer to the aesthetics of the product. Aesthetics are important for electric vehicles because they can help to differentiate one vehicle from another, and they can influence a buyer's decision to choose one vehicle over another.

In creating successful electric vehicle manufacturers need to consider both hedonic and aesthetic factors in their design process. By doing so, they can create vehicles that are not only functional and efficient, but also enjoyable to use and visually appealing, and this appears to have been achieved by OLA S1. Due to effective marketing strategy and luxury positioning, OLA S1 has captured a market share of 17.45 % (as in figure 5) since its launch in August 2021 and is the third biggest electric manufacturer in India after Okinawa and Hero electric NYX. The latest technology used by OLA S1 provides consumers with the utmost in pleasurable and quality experiences. It provides motoring freedom with no additional installation, while customers can plug it into a regular wall socket overnight for a complete charge. While sustainable consumers may question the source of electric power if it is produced from burning coal, EV makers bypass this problem by providing other cleaner sources, such as wind and solar energy. OLA S1 cleaner transportation message offers an average of 75 Kms after a full charge. OLA concedes that, since the price range of its EVs is still comparatively high as compared to the fossil fuel-based vehicles, government support with respect to subsidies is important. OLA S1 provides the two-wheeler of the future and focuses on the consumers' attitudes toward sustainability. Competition in this sector is increasing because the government is promoting it, and its supportive policies such as tax incentives to owners and subsidies toward electric vehicles make it more competitive.



## 6. Discussion

Environmentally friendly products such as EVs provide a potentially promising path for sustainable consumption as they offer a cleaner and more energy-efficient alternative to gasoline-powered vehicles. EVs are powered by electricity generated batteries, which can be recharged from renewable sources, such as solar and wind power, thereby reducing the carbon footprint of transportation. EVs are an important source for reducing the emission of greenhouse gases that contribute to climate change. Thus, they can contribute to the reduction of air pollution and improvement in the quality of life particularly in metropolitan areas. Although consumers are slowly showing inclination towards the green products but due to some of the barriers to sustainable consumption discussed above the results are not that encouraging. Therefore, companies should think of ways to minimize the ABG in sustainable consumption. In this attempt, hedonic and aesthetic benefits can play a crucial role, and companies have begun to realize that both parameters play a vital role in minimizing the ABG among consumers. In this respect, social media have become a powerful tool for increasing consumer awareness and influencing purchase decisions (Agnihotri, R.,2020).

Our research aims to advance scientific understanding, provide practical guidance, and contribute to sustainability efforts in India and beyond. It does so by investigating a pressing issue, developing a theoretical framework, proposing actionable strategies, and fostering interdisciplinary collaboration to address the ABG in sustainable consumption behaviour. To do so we must consider the cognitive aspects of consumer purchase behaviour as follows:

1. **Awareness and Knowledge.** Consumers' level of awareness and knowledge regarding sustainable consumption play a crucial role in shaping their behaviour. Enhancing awareness and knowledge through education and effective communication can bridge this gap.
2. **Perceived Value and Benefits.** Consumers often evaluate the value and benefits associated with sustainable products or services compared to their conventional counterparts. To encourage sustainable consumption, it is important to emphasize the long-term benefits, such as reduced environmental impact, improved health, and social responsibility.
3. **Behavioural Change.** Breaking old habits and forming new ones can be challenging, even if individuals have positive attitudes towards sustainable

consumption. Providing reminders, creating supportive environments, and facilitating sustainable alternatives can aid in habit formation.

4. **Psychological Factors.** Consumers' cognitive biases, emotions, and social influences significantly impact their purchasing decisions. Understanding these psychological factors can help address the ABG. Addressing cognitive biases such as present predisposition (preferring immediate gratification) or loss aversion (fearing losses more than gains) can encourage sustainable decision-making.
5. **Decision-Making Processes.** Simplification of the decision-making processes and providing clear, concise, and readily available information about sustainable options can help consumers make more informed choices.

To bridge the ABG and move towards sustainable consumption, it is crucial to address these cognitive aspects of consumer purchase behaviour. By raising awareness, providing information, addressing barriers, and facilitating behaviour change, individuals can be empowered to align their attitudes with sustainable behaviours, resulting in a more sustainable society. While there are still challenges to overcome, such as the need for more charging infrastructure and improvements in battery technology, we believe the benefits of EVs are clear.

## 7. Conclusions

This study focuses only on sustainable consumption concerning two-wheelers using the case of OLA S1 Electric. Other modes of transport, such as Three wheelers, Four-wheelers, buses, and trucks which are very important for sustainable transportation, are not covered in the study. The reason is that in the case of trucks and buses, the hedonic and aesthetic aspects may not play an essential role in sustainable consumption, but this needs to be tested in future studies. Hence, further research work is essential to explore the role of hedonic and aesthetic in the case of heavy vehicles and how this transforms the attitudes toward sustainable consumption behaviour. As only one case of OLA S1 is used in the study, it may not represent the entire two-wheeler electric industry in India. Hence the propositions cannot be generalized. However, it will provide the necessary understanding of the impact of hedonic and aesthetic aspects in minimizing the ABG in sustainable consumption and can lay the foundation for future research. A combination of qualitative and quantitative methods can also provide a more comprehensive understanding of sustainable consumption as the behaviour of the consumer changes over time, since longitudinal studies can

verify the results in a better way. Another area for future research can involve understanding the behavioural aspects of consumers which motivate them to adopt sustainable consumption patterns. This could involve studying the psychological and social factors that influence behaviour, as well as examining what interventions can encourage sustainable choices.

Future research on exploration of new technologies, such as artificial intelligence, blockchain, and the Internet of Things, can potentially be significant in facilitating sustainable consumption practices. Additionally, innovation in product design, packaging, and waste management could make an important contribution. Governments can play a critical role in promoting sustainable consumption by implementing various policy interventions, such as taxes, subsidies, and regulations. Future research should explore how supply chains can be optimized for sustainability, from raw materials sourcing to end-of-life product disposal. This could involve examining the impact of supply chain transparency, circular economy business models, and sustainable sourcing practices.

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