

COMPANIES AS CHANGEMAKERS FOR SUSTAINABLE CONSUMER BEHAVIOURS

This research paper suggests strategies and actions enterprises may take to engage consumers more in sustainable consumption by the following research questions: 1. What are the core causes of unsustainable behaviors? 2. What are the most trustworthy advertisements and sources of motivation for sustainable consumption? 3. How could the SHIFT framework be used to engage consumers more in sustainability? 4. What are Roche's enterprise actions toward sustainability? 5. What are the various solutions and strategies companies can take to raise the consumer level of sustainability awareness and engagement?

To achieve that, this paper has three pillars as a research methodology. First, an online questionnaire of 240 consumers was conducted and cross-analyzed. The survey answers will aid in identifying the root causes, source of motivations, and consumers suggested solutions to adopt a sustainable lifestyle. Second, a case study of the enterprise Roche, Budapest, Hungary, as it is involved in CSR (corporate social responsibility) and SDGs (sustainable development goals). This case study will help examine realistic strategies for increasing consumer sustainability awareness and engagement. Third, an analysis of the SHIFT framework and its applications in this context.

The results reveal that individuals with unsustainable behaviors have incorrect beliefs that influence their habits. The most critical underlying core causes are the lack of information about sustainability, sustainable goods and services, and firms' actions to attain SDGs and engage in CSR. As a result, businesses should address the several root causes using the most influential channels and sources of motivation to establish a new customer profile more interested in sustainability. Additionally, companies may utilize the SHIFT framework's four aspects to make individuals feel and engage in sustainability practices. More sustainable consumption signifies a new consumer system. As a result of the new consumer attitude, a better way of life will emerge. This new customer profile will boost companies' revenues if they engage in sustainability practices. Simultaneously, businesses and consumers will boost achieving the SDGs, notably target 12 on sustainable consumption and production, resulting in better circumstances for the planet.

Keywords: SDG 12, companies, sustainable consumer behavior, SHIFT framework