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## Research Article

## Barriers To Sustainable Consumption: A Behavioral and Socio-Economic Analysis of Eco-Friendly Product Usage in Jharkhand

Aishwaryamayee <sup>1\*</sup>, Dr. Shobha Sarita Bhuinyan <sup>2</sup>

<sup>1</sup> Research Scholar, Department of Economics, Binod Bihari Mahto Koyalanchal, University Dhanbad, Jharkhand, India

<sup>2</sup> Assistant Professor, Research Guide, (H.O.D.) Economics, SSLNT Mahila College, Dhanbad  
BBMKU Dhanbad, Jharkhand, India

Corresponding Author: \* Aishwaryamayee

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### Abstract

In his regions like Jharkhand, India, sustainable consumerism would theoretically support the environment, but the focus on green products is missing. This study explores a range of barriers to sustainable consumer behaviour from both a behavioural and a socioeconomic standpoint. A green attitude is new to many while the pervading social unacceptability forces many consumers in Jharkhand to resist green marketing efforts, illustrating prevailing gaps in attitude-behavior relative to environmentally friendly products. Consequently, these mental, economic, social, and infrastructural barriers, when resolved one by one, shine the light upon the complex constructs of driving green consumption patterns. Hence price sensitivity, product availability, awareness of environmental benefits, social norms, and innovation/benefits of new product adoption were found to dampen sustainable consumption. Various methodologies have been employed to address this issue, such as consumers, surveys, sustainability behaviour experiments at a metro station, and socio-economic profiling of the issue at hand by gaze over different demographic segments. A primary point of discussion was how the myriads of barriers to sustainable consumption pivot on the orientation of income groups, educational levels, and geographical dimensions vis-a-vis critical stimuli to specific age groups. Finally, the research offers policy, marketing, and environmental activist intervention in improving sustainable consumption in an emerging economy.

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## 1. INTRODUCTION

An all-encompassing view of humans as pathogens would entirely alter consumption patterns. It would be quite fair enough to say that climate change, resource depletion, pollution, and biodiversity loss worldwide are due, at least partially, to some aspects of unethical consumer behavior. Nevertheless, there is a global craze for green goods; indeed, every first-class citizen of the world today is conscious of the importance of sustainable products. What is significant now is that the transition is hugely divided and pitted against the interests of many developing regions. With their increasing involvement in last-minute locomotive development, these nations have had to bear by far the brunt of damage posed by the environment, but least attention otherwise.

Consider such irony exemplified by the mineral-rich state of Jharkhand. Large-scale habitats like deforestation and water pollution due to mining activities, air pollution due to transportation and energy, crisis in waste management, and their direct impacts on health and livelihoods of communities are the prime rationale behind traction for universal sustainable consumption strategies. Yet the green products hardly have a market share these days, or green practices are confined to a very few urban rich.

There are some pressing issues facing the intersection between environmental needs and sustainability behaviors. Why do consumers resist ecological goods, when they know that the environment is being seriously eroded? What are the major obstacles to sustainable consumption? How do these barriers change from region to region and from social group to social group, across the huge and diversified Jharkhand? A clear picture of these obstacles is essential to ensure that effective interventions can be designed to speed up and transform the scenario of sustainable consumption.

Most of the body of research on the Green Consumption phenomenon has centered on developed contexts, usually from the Western part of the world which are chronically associated with high consumption levels, income generations, and institutional contexts very different than their counterparts in developing regions: "Perhaps among Jharkhand consumers, modest price premiums or a poor selection of brands is not the most elemental barrier, since there are real challenges due to an absence in infrastructure, low income, and virtual non-existence of institutions."

However, another pattern of analysis is also substantially present in generic research on sustainable consumption that usually perceives barriers as generic across various populations; however, disparities are noticed between urban-consumer groups and their rural counterparts, better off from poor households, or college graduates from noncollege graduates, explaining discrepancies in the extent of barriers faced differentially owing to the distinct socio-economic heterogeneity of Jharkhand.

Sustainable consumptions represent a kind of life and the quality of life of individuals. Also, the opinions, attitudes and behavior affecting these values henceforth become increasingly constructive. They expose different perspectives of practice, theory, and certification, which universities patternistically use

as their identifying elements. Further interactions complicate with consumerism-related commercials or socio-cultural perspectives of some society, defining what is anachronistically available in relation to this specific socio-economic space, as against the government procurement and unilateral designation. The practical implications, driving beyond the mere benefit of academic studies, are in practically establishing intervention designs in this study. Policy influence must involve effectively feeding evidence-based recommendations on what most powerful barriers mostly curtail the outlook of sustainable consumption and which segments of population face the largest challenges. For businesses only aiming at promotion of eco-friendly manufacturing markets, understanding consumer resistance would be quite imperative. Once equipped with an explanation, environmental activists could initiate their groundwork for a more practical manner of creating awareness. Striking its original candidacies toward a comprehensive review of extant knowledge, methodological approaches, empirical findings, and practical implications. We provide a contextual understanding of the barriers to sustainable consumption in considering the developing context. Beyond theoretical advances, we have developed a set of practical recommendations for greening the transition.

## 2. OBJECTIVES

This study is designed to analyze the reasons behind the low acceptance level of consumers in Jharkhand towards eco-friendly products, in light of the environmental movement and increased awareness on environmental sustainability. The main aim of this study is to identify and analyze major behavioral and socio-economic barriers that prevent consumers from opting for eco-friendly options. This study aims to uncover the reasons why people keep resisting, postponing, or altogether ignoring any sort of sustainable consumption strategies.

In addition to the primary objective of the study, this research also aims to investigate the differences in factors and the extent to which these barriers are effective across the used profile dimensions such as income levels, education levels, age groups, and urban or rural status in understanding whether sustainable consumption issues are uniform or very much distinct. The study also seeks to discover the number to which multiple subgroups of non-economic determinants- psychological factors (for various, including habitual behavior and attitude), economic hitches (in terms of price sensitivity), social influences (causing friendly behavior inherent or through culture, etc.), and physical hitches (that is, availability and accessibility) in depressing the decision of the consumption.

There is another primary objective combating the attitude-behavior gap within sustainable consumption. According to the literature, many consumers are environmentally responsible. Nevertheless, the sellers of the product fail to perform their roles when it comes to eco-friendly commerce. This article will address the discrepancies between the two categories: the claims of the common man against the actual behavior-based purchases of said claimants. The main intention of the study, in summary, is to put forward financially viable and evidence-based suggestions to policyholders and manufacturers to enable

them to surpass these hurdles and inculcate eco-friendly consumer habits in the communities.

### 3. SCOPE OF STUDY

Covered under such research is an interview conducted in various parts of Jharkhand covering major urban centers where Ranchi, Jamshedpur, Dhanbad, and some kacchie large villages have been familiarized by field trips with some rural regions. This indeed tests the geographical variance and diversities in lifestyle, access, and economic situations between the urban and rural populations.

Similar issues in language have to do with the coverage of the types of products. Commonly available green products were used like organic food, natural and organic body care, energy-efficient devices, reusable shopping bags, and biodegradable cleaning products in this research study. These product categories were underlined because they signify febrile spots; they have a bit of a concept of development with the consumer in mind. That is, it involved the consumer's household decision. Representing two dichotomies within the consumer spectrum are those who fall above 18 and predominantly viewed as an emphasis on household consumers for a potential consumer shopping up front or liable to engage in buying in one way. In class, then in gender, the research crosses different social determinants on the environmental course of consumption so as to understand the matter in its entirety. The project collected data from January to September of 2024. Therefore, the findings reveal and encompass how modern society views sustainable consumption.

The study unearths numerous decomposed barriers, with particular highlights being made on those concerning behavioral, psychological, economic, social, and infrastructural matters, the latter a less important aspect however, as political and regulatory determinants are understandably crucial, albeit so far beyond direct research areas of a consumer. Furthermore, this new line of inquiry moves towards issues larger than the individual behavior-related aspect, through discussions about patterns of institutional consumption, business-to-business green procurement, and industrial sustainability practices.

### 4. LITERATURE REVIEW

#### Theoretical Foundations of Sustainable Consumption

Sustainable consumption, as perceived at Helsinki Consultation, is, "Use of service and associated products that address basic needs and bring a better life quality while limiting natural resource requirements and toxic material" (Sharma and Joshi, *Journal of Indian Research Society* 3 (4 and 5): 25-29, 1066). It, therefore, foregrounds respect for the environment, improvement of living standards, and the notions of ascetic existence are much removed.

Theory of Planned Behaviour is a foundational representation to intricately dissect sustainable consumption decisions. It posits that intention is the direct antecedent of one particular course of action, i.e., behavior, given that behavior is quite exogenous to intention. Intentions are elaborated upon concerning the attitudes toward a particular behaviour, social norms, and perceived behavioral control in TPB (Yadav and Pataik 2022).

Therefore, this group of consumers is most likely to adopt sustainable behavior: the consumers who have a positive attitude towards ecological goods; the ones who believe in the social approval of green choices; and the ones who think that they can succeed in bringing them out. But major obstacles to the implementation of compliance towards the desired actions prevent the predictive nature of this theory.

Although the VBN theory, originally grounded in social psychology, incorporated environmental values and personal norms in behavioral concepts, in this added perspective, with intrinsic evaluations of biospheric (inherent support/concern) values concerning nature and environment, the consumer realizing the personal effect in the environment as a whole and obligation to behave in a responsible way following environmental principles will mostly exhibit strong consumer inclination in corporate social responsibility. Also, the VBN theory was concluded to be incomplete in explaining when the VBN-dependent individuals' life contexts of structural structures created boundaries to promote desired behaviors.

#### Measuring the Green Consumption Gap in Attitude and Behavior

In the field of sustainable consumption studies, one phenomenon, being rampant, is the astonishing gap existing amid environmental attitudes and consumption behavior in practice. The surveys inform that 60-80% of consumers express their environmental concern, profess their ecological motivation to purchase an ecological product, and then only 5-10% of green products manage to carve out space in their existing market (Kumar and Ghodeswar, 2023). The gap becomes more notorious when it is known as the "attitude-behavior gap" or "green gap" and mocks, tapping false consciousness over such a paradox where the attitude of a person has, essentially, no bearing upon that person's real-life action.

There were various types of gaps where many variables come into play. Environmental environmentalist behavior in the social context of the surveys is blown out of proportion due to a fixed bias that has been, to an extent, pervasive; hence responses might be different from customer attitudes in favor of the environment when they are put up head-to-head with trade-offs. Their next question on any such actual green practice is buried by the profit motive. Apart from these imagined and illusory profit points, the external elements disastrous to such good intentions relate to the implementation of the intent to act along any steps that help one rush against wastes and pollution. Research done in the developing countries conduces that the gap is even wider compared to the advanced countries when they also have their share of resource constraints or infrastructural constraints.

The understanding of this gap becomes meaningful particularly in the context of Jharkhand where an environmentally friendly attitude campaign that is fairly congenial is weak in positively shaping the necessary change of behavior. The intervention also should stimulate people from their awareness while breaking down the very barriers that stop these attitudes from being able to guide sustainable consumption.

### **Economic Barriers of Sustainable Consumption**

The most common limit separating a consumer from the choices of eco-friendly products is the price barrier. The monetary issue raised relates to the fact that a green product gets manufactured in small quantities and sometimes even bears various certifications. Rich customers can bear those premiums and few price-focused groups that constitute the mainstream are of the opinion that green alternatives will simply not be affordable (Prakash and Kumar, 2023).

Research regarding Indian India suggests that price sensitivity does not work the same way as it does in Western markets. Shoppers on Indian markets compare products which can be branded as eco-friendly against tradelines and others, extreme low-quality alternatives served in some very fragmented markets. A product range of personal care product nature, say, could be priced up to 5-10 times more than the local regular wares rather than 20-30% premium than commercial personal care products on offer in developed markets (Mishra and Jain, 2004).

Implicit in absolute prices, pricing obstacles are also shaped by values determined by the perception of the worth of premium pricing, in reference to the benefits of a product. On most occasions, people who perceive an environmental benefit as an abstract or distant concept but tend to put a higher value on direct and immediate cost differentials will deem that sustainable products are of poor value. According to economic theory, as an end product of a variety of departures such as precarious income existence, this culture of economic consumers will choose immediate functional gains over joint environmental benefits in the long run.

The problem of income deprivation intersects with price barriers. For families that survive on employment income and therefore struggle to meet their basic needs can afford to give affordability lesser, if any, no consideration vis-à-vis any environmental conservation argument. So, consumers belonging to lower income groups may not put into practice their sustainable attitudes in purchasing. Biased consumption pattern puts the poor in a bad light as they cannot afford to consume sustainably as do the rich who practice a myriad of sustainable consumption behaviors.

### **Awareness And Informational Barriers**

An equally critical group of barriers is the knowledge gap, for a product cannot be purchased if it is not known to be environmentally friendly. Awareness of sustainable alternatives and environmentally sound products and practices also reduced the consumer will to purchase in perspective of overall adoption. Over time, presence of target audiences for green marketing in the developed markets has empowered businesses and knocked down the barriers of awareness. However, in most regions such as Jharkhand, the awareness gap remains unaddressed, for there is practically no sustainability marketing running down there. Role of particular products in environmentally problematic practices or in human health deteriorations indicates consumption too. Thus, with the knowledge of how conventional products spoil the environment and jeopardize the health of human beings, consumers tend to

move in the direction of sustainable developments. Environmental education is often identified as the segmented kind of information that would make consumers reconsider their attitudes and give them something to hang onto, meaningfully, with sustainability ratings at stake. (Thakur and Sharma, 2024)

The information imbalance is compounded by greenwashing. Eco-promises from brands, rightly or wrongly, mean very little; rather, they only create confusion and doubt in the minds of the consumers, often ignored as well. As cress of legitimate proof and no advertising watchdog to oversee the process, consumers continue to stand bemused. The consumer calls for unmistakable certification criteria and a regulatory body to identify a generic sustainable product from all this market linguini. The consumer accepts a sufficiently misleading environment where only with personal valuable consideration may the producer overcome the information asymmetry, resulting in higher transaction value paid by the consumer to ascertain the product's authenticity.

Literacy and least education status also determine the extent of obstruction towards information. More educated consumers can easily select credibility of certificates; interpret sustainable evidence; choose credibility and finally decide about rival/counter-claims. Less educated or non-educated person/s are more susceptible to bias and cannot make these distinctions to negotiate claims on sustainability, therefore providing a rather nurturing condition for fraud (Pandey and Kumar, 2023).

### **Social and Cultural Barriers**

Culture and social norms play a significant role in altering the consumption behavior. Trying to be a sustainable consumer but having the unique circumstances of being one in an unusual social context does require going against social norms. This is a cost that impacts a large chunk of the consumers, especially those who care about being accepted by the group or are afraid of public scorn (Verma & Chandra, 2023). The emergence of early sustainable adopters in the highly conservative consumption culture in Jharkhand will be faced with disrespect and smirk while appreciation.

Cultural values greatly affect the sustainability vision manifested as a responsibility. Societies exposing consumerism and status consumption through visible brands thus do not easily subscribe to sustainability compared to societies putting much stock in thrift or eco-preservation. Earthly harmony, resource conservation are some very basic principles of Hindu faith while the conflict of liked consumerist pronouncements along with sustainability principles arose with the modernization and globalization (Sinha & Agrawal, 2024).

Although demography may have a different inclination, the impact of reference groups varies. The urban educated youth are more susceptible to peer influence in the area of sustainable consumption under the environmental awareness for these two themes. On the other hand, more of traditional consumption goes for the rural operators and oldies, building such generational and geographical barriers influencing the intensity of perceived social barriers.

Gender questions feature as well in research on sustainable consumption. It is usually the women, as the household buyers, who carry the environmental banner; however, women are often discriminated against in the expressions of sustainability behavior as an added cost of green products. The main household earners comprise males who are cost directors of resources they would not want to spend even a small fraction of cost buying green products (Rao and Devi 2023).

### Infrastructure and Availability Barriers

Product scarcity is a great impediment to having sustainable consumertarianism; the consumers who desire sustainable products cannot enjoy eco-friendly products in the absence of their readily available accessible markets. In developed economies, most of the shelf space in mainstream supermarkets goes to natural and organic products. In Jharkhand, stores pushing for progressive products are mainly located in big urban centers, which means that rural and semi-urban consumers are bereft from physical access to such products (Jha and Mishra, 2024).

The distribution deficiency is obstructed by various barriers. Environmentally friendly producers in this sense have to overcome problems such as lack of distribution logistics, fragmented retail networks, poor cold chain logistics infrastructure, road links, and other challenges. The distributors tend to start competing against each other, which ends up raising cost prices for all due to increased distribution costs, and market entry to these products becomes restricted. Thus, geographical inequality is created with respect to accessibility to sustainable consumption.

E-commerce could be a solution reducing the physical access barriers with direct-to-consumer distribution. However, in the state of Jharkhand, low Internet connectivity, poor digital literacy, and some level of fears around e-commerce limit it as a tool to reducing physical barriers. Paying attention to costs and delivery duration complicate the targeting of the bigger consumer market by e-commerce.

Long-term sustainability issues tend to preclude the prospective category of fast turnarounds and diminish customer interest with the notable absence of discounts.

Enhancement of retail competition under such clear-cut conditions will render the young buyers aware of the relative weight of knobs described as alternative choice (curtseys) in respect to convectional buttons (is a concern) for retailers. Instead, they must practice the regulation and maintenance good environmental superheroes within those 5 minutes.

Quality perception imposes a very high obstacle. The quality aspect of ecologically friendly products used to suffer in the Indian market because manufacturers would prioritize environmental consciousness over performance and quality. Although most eco-friendly products at present are equal or better to traditional ones' quality-wise, the enduring prejudices of ages past knock down competition. The competitor may pose itself the question of whether going green means a sacrifice in performance or durability.

Certification and labelling confusion break trust, where these misunderstandings come from divisive certification criteria between certifiers. In such a case, consumers do not know which criteria indicate true sustainability and are, therefore, unfazed by imitation products. The lax observance of these rules would amount to periods when this kind of deterioration was fitly easy to trace.

The long-existing bond with consumers is a consolidated trust brand by a number of seasoned providers. Nevertheless, some of the new sustainable brands are not gaining relevance and trust from the brand value. For the moment, consumers take a somewhat negative image of something new and therefore "risky". They know something but sustain the behavior of social pressure related to household agreements, just to support the small sustainably-minded effort of a universal mark-widened while detracting from the more elaborate methods of its lesser competitor.

### Research Gaps and Study Perspect: How Alterneeras:

Moreover, the current research acknowledges the multitude of limitations in past sustainable consumption studies. First, many studies have concentrated on developed countries (and occasionally on the UK) but ignored the barriers in developing regions where income levels, infrastructure, and institutional setups are markedly different. Further, there is a limitation to study barriers according to a single category at one time and to question how these many barriers interact and mutually reinforce. Last, the assumption of homogenous barriers among the different social groups makes it hard to value the various levels of intensity that the barriers might pose in reality.

One other point stands clear from this research lay when accessing barriers to sustainable consumption. As as another remonstrations, it, all in all renders reasonable the inclusion of Indian bony projections to a study that prevalently investigates the dynamic-similarity/dissimilarity perspective in impacted areas of development processes of the nations. Further, on the involved boundaries, acts of "just weight," in themselves, can be seen forming as major hindrances, which are really not mutually interrelated towards difficulties, thereby assertive are the means, we will define staple models as intervention models. In this regard, demographic details seem to unravel intricacies which arise out of super-boundaries' operations within population segments that would further assist in target designing against known jugular barriers. All such debates interlink theoretical insights toward sustainable consumption with their manifestation into real-world accomplishments.

## 5. RESEARCH METHODOLOGY

### Research Design and Philosophy

Basically, that pragmatic mixed-method design did a survey that would act as quantitative data support to provide the qualitative segment in order to scrutinize barriers to sustainability. Pragmatic paradigm, not getting the world provided a definitive logic of the linear thinking; hence, as was pointed out by Noel (1979), multi-methods are ideal for theoretical study on complex systems such as consumption behavior.

The method applied is, however, only one in a sequence, which is that of the explanatory; the first part thereof is the quantitative study, which was done in the demographic analysis so as to provide a generalized picture of the problems that for the purpose of the study need to be investigated, while the second stage is responding to the "how" and "why" of these barriers through focus group discussions with the stakeholders. For the overall design, though, the aim of this design is to employ those numbers from the survey part as evidence to generalize about those barriers.

### Sample Selection and data Collection.

This study saw to it that Jharkhand covered all the demographic characteristics. It employed the stratified random sampling technique to select the area, with geographical areas (rural/urban), income stratum (low/middle/high), education category (no formal education/below secondary/secondary/higher), and age stratum (18-30/31-45/46-60/60+). These supported the power analysis that led to the required respondent set for the target sample, 600.

The Survey Instrument incorporated a structured questionnaire to capture the variables such as environmental attitudes, awareness of eco-friendly products, purchasing behavior, perceived barriers, and demographic characteristics. The barrier items covered price sensitivity, limited availability, low awareness, quality concerns, and social influence issues. The Likert scales of 5 points were used for the measurement of barrier intensity, accompanied by categorical and open-ended questions.

Raw Data Collection: Getting a broad public sample income and data collected by interviewees from all possible routes. In urban places, surveys were distributed electronically through social networking sites, as well as through emails. Nevertheless, in rural areas, the collection of data was channelized through the face-to-face mode of interviews conducted by trained enumerators. Thus, this proved a gateway to the use of the internet and digital literacy, but in some respects, it was not abstract and was controlled by horribly standard instruments used to collect the data.

Qualitative Component: In particular, 40 large consumer questionnaires deal with exploring individual experiences accompanying both obstacles and support mechanisms. As further elucidation, hypothetical discussions were developed deciding cases through which potentially consumer was dexterous in buying eco-friendly products, yet it did not come to a real sale for this and for what physical layout-for instance a mini-bar that could conductively enhance the experience. The context, on the other hand, has been prepared over eight focus group discussions such that each focus group comprises a maximum of 6 to 8 participants, the members worked on revealing the aspects of sustainable consumption that fall under societal realities.

### Analytical Framework

While we are applying quantitative methods here, a quantitative analysis was performed on the questionnaire so as to consider all variables connecting the item's demographic background and

barrier frequencies in greater detail by means of percent distribution; subsequent factor analysis delineated the multiple dimensions contributing to consumer attitudes towards barrier factors. Afterwards, the severity of barrier anxieties and a composite mean score were measured, contingent on male subgroup data. The remaining part of the analysis used cluster analysis as a detection method to draw out different types of consumer barriers.

Qualitative research: The analytical deduction from the thematic analysis of qualitative research is based on famous coding equipment of current data that were used to the coding method in interviewing and FG data. Initially, for the interpretation of narratives by customers, the interviews were indiscriminately opened while reading them. As proposed by Occam's Razor in theory, the axial coding attempted to bring together formed concepts against units of signification along those types of barriers and contexts. Substantial and consistent findings that are more rigorous and more meaningful, concerning resistance to sustainable consumption, or the final themes per what causes such resistance to regulate to oversimplify selection of core concepts were force-fitted during Selective Coding process.

The notion of "local voices" stands in discord with cases slipping within binary frames where legal rights are divided discretely. These cases are demarcated most explicitly by the disparities between the tension discharged in dispute resolution mechanisms that endow them with a considerable amount of legal vocabulary. Instead, "local voices" as is used in the majority of the literature, endeavours to mean situations with some kind of dichotomy that could become some kind of dispute.

### Ethical Considerations

Before commencing the data collection procedure, all necessary approvals were granted by the ethics committee. Participants had signed a consent form after they knowingly agreed to participate fully, aware of the objective and method of the project. Formalities were settled to consider the use of only survey numbers in the analysis to protect the identity of the interviewees using pseudonyms instead of their names. Anonymity for each of the interviewees was maintained by the application of pseudonyms, cross-referencing in transcript reports. The participants were informed about their freedom to withdraw from the study. The data were secured by ensuring data security systems, including encryption based upon ISO standards and access control measures.

## 6. ANALYSIS AND FINDINGS

### Sample Characteristics and Demographics

In view of this survey, the totality spread to 587 (97.8% response rate) were spread all across categories enclosing geography and demography of Jharkhand. Among the sample allurement, urban-state residents are 58% and rural residents stand at 42%, closely following the state demographics. The income distribution was 34%, 48%, and 18%, showing the financial status of poor households (monthly household income

below ₹25,000), medium-income groups (₹25,000 to ₹75,000), and high-income families (above ₹75,000), respectively. An impressive diversity of educational backgrounds has been seen: primary-educational background was held by 28%, whilst 39% followed it up to secondary education, with a further 33%

age distribution consisted of 31% young adults (18-30 years), 38% middle-aged people (31-45), 23% elderly adults (46-60), and 8 % old aged (60+) with 52:48 female to male corresponding percentage ratio.

earning the privilege of education from college and above. The

Table 1: Sample Demographic Characteristics

Demographic Variable	Category	Frequency	Percentage
Location	Urban	341	58.1%
	Rural	246	41.9%
Income Level	Low (<₹25,000)	200	34.1%
	Middle (₹25,000-₹75,000)	282	48.0%
	High (>₹75,000)	105	17.9%
Education	Below Secondary	164	27.9%
	Secondary	229	39.0%
	Higher Education	194	33.1%
Age Group	18-30 years	182	31.0%
	31-45 years	223	38.0%
	46-60 years	135	23.0%
	60+ years	47	8.0%
Gender	Female	305	52.0%
	Male	282	48.0%

**Environmental Awareness and Attitude-Behavior Gap**

Survey results with 76% of the sample population expressing concern for environmental degradation in Jharkhand show a great awareness angle among the people of Jharkhand about environmental conditions. The list of respondents of environmental issues was topped by water ever at 68%, followed by deforestation (55%), air quality (49%) and waste accumulation (43%). Roughly 71% of them would prefer environmentally friendly products, actually creating positive marketing potential for a completely virgin domain of green products. It was noted that sustainable consumption behavior

was different from the values toward sustainable consumption that emerged in the analysis, as only 23% of the sample often buys green products or eco-friendly products. Consumer choice data demonstrate the following shifts that have been made over the past years: these shifts include: the high acceptability of purchasing organic food (12%, from 24%), natural personal care (8%, up from 6% in 2004), energy-efficient appliances (18%, up from 6% in 2004), reusable bags (31%, up from 20% in 2004), and eco-friendly cleaning chores (6%, 0% in 2004). This indicates no association between attitude and behavior, possibly providing limited impetus for such argumentative theoretical viewpoints, as barriers are adamant against change.

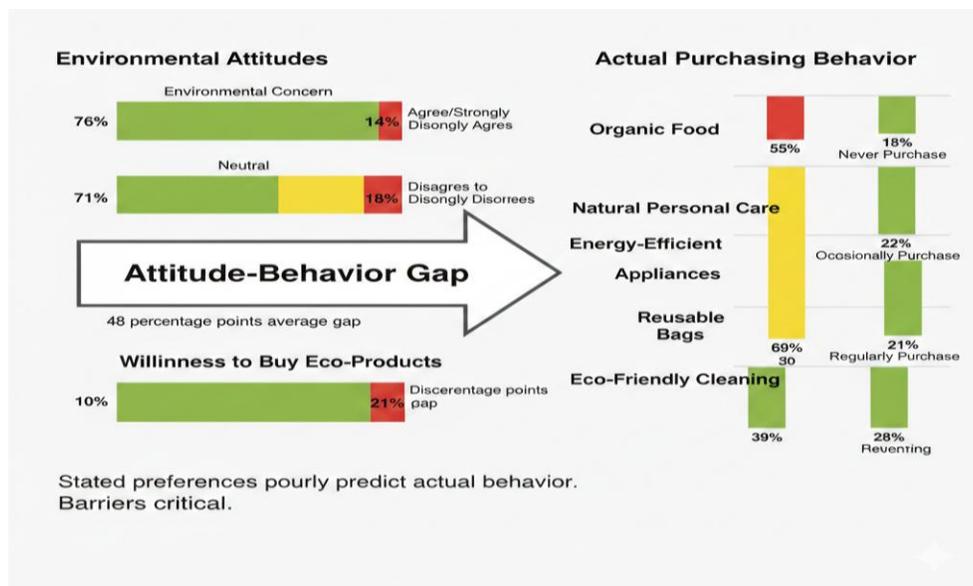


Figure 1: The Attitude-Behaviour Gap in Sustainable Consumption

This figure presents a visual comparison between environmental attitudes and actual sustainable the right part addresses imitating purchasing behavior in five specific categories: organic foods, natural personal care, energy-efficient appliance, bags, and ecological cleaning products. Each bar in the cluster series "Never Purchase" (red), "Occasionally Purchase" (yellow), and "Regularly Purchase" (green). The high percentages of expressions toward environmental friendliness contrasted with the low percentages of purchases of green products, ranging merely from 12 to 31% in any given category. The very descriptive label for the arrow at the center is "Attitude-Behavior Gap" and further elaboration is offered through the textual annotation beneath the bar graphs concerning a gap existence in attitude toward behavior varying among categories with the highest point being 48 percentage points. That means that beneficially unchanged wishes to buy sustainable products exist together instead with preferences substantially unwilling to change due to barriers to research.

### Barrier Prevalence and Relative Importance

The economic reasons in these varied industries stood out as the largely problematic obstacles for them, with the highest mean rating being given to high prices (4.21) as the first obstacle. Availability was then a close follower at 3.87; uncertainty about the quality of products obtained a rating of 3.64; lack of awareness about the products was at 3.52; and social norms favoring the conventional products were rated at 3.18. Factor analysis seemed to be a good way to consolidate some variability among barrier ratings while capturing 68% of that variance by way of four major factors. These primary factors were interpreted as Economic Barriers, further broken down into Affordability, value perception, and Price; Access Barriers, that is, Availability, Distribution, and Retail presence; Information Barriers, which were represented as Awareness, Understanding, and Trust; and Social-Cultural Barriers, which included Peer influence, social norms, and Cultural values. The relationships shown were moderate correlations, all of which pointed more toward a supportive than a replacing discussion of overcoming or dealing with barriers.

**Table 2:** Barrier Severity Ratings Across Categories

Barrier Item	Mean Rating	Std Dev	% Rating 4-5 (Major Barrier)
<b>Economic Barriers</b>			
High prices of eco-products	4.21	0.89	78.2%
Cannot afford price premiums	4.08	1.02	71.5%
Poor value for money	3.76	1.15	58.3%
<b>Access Barriers</b>			
Products not available locally	3.87	1.08	64.1%
Difficult to find in stores	3.69	1.12	59.8%
Limited variety of options	3.45	1.18	51.6%
<b>Information Barriers</b>			
Uncertain about quality	3.64	1.09	56.4%
Don't know what products exist	3.52	1.21	52.8%
Can't verify environmental claims	3.41	1.16	48.9%
Lack information about benefits	3.29	1.24	45.7%
<b>Social-Cultural Barriers</b>			
Others don't use eco-products	3.18	1.28	42.1%
Family members prefer conventional	3.05	1.31	38.6%
Peer pressure against premium products	2.87	1.35	32.4%

### Demographic Variation in Barrier Patterns

Despite the fact that some aspects of cultural diversity could also shed some light on the demographics of individuals, these factors are obviously not influential in driving differential consumption behavior. Consequently, in terms of segmenting by barriers, it is indeed seen that household income is an important area of concern in itself. Furthermore, virtually all income levels seem to be rather susceptible where social-cultural resistance goes. Experimental aggregated barriers indicate a nearly perfectly (i.e., minimal negative) paired relationship between income and barriers. The next section comments on these barriers.

Four consumer clusters (know your cluster similarity) were gone into in one of the last routines: The Cheap-Traditionalists

(34%): This segment basically made up of low-income households that possess high economic barriers and high social-cultural resistance. They exhibit very low sustainable consumption behaviors despite their degree of strong concern. The Low-Activated (28%): They consist of middle-income earners who are quite rural anyway, already sympathetic to sustainability. Their only obstacle at this point is infrastructure. Skeptical Information Seekers (23%): Middle- to upper-income urban shoppers, looking for genuinely green commodities out of alarm for quality, perceived need to have trust instilled in information, with panned higher quality control to really take this awareness to behavior. Advocates for Sustainability (15%): Average well-off, city-living lifestyle proponents educated in eco-friendliness. A group devoid of inhibition. In reality, minority in all respects.

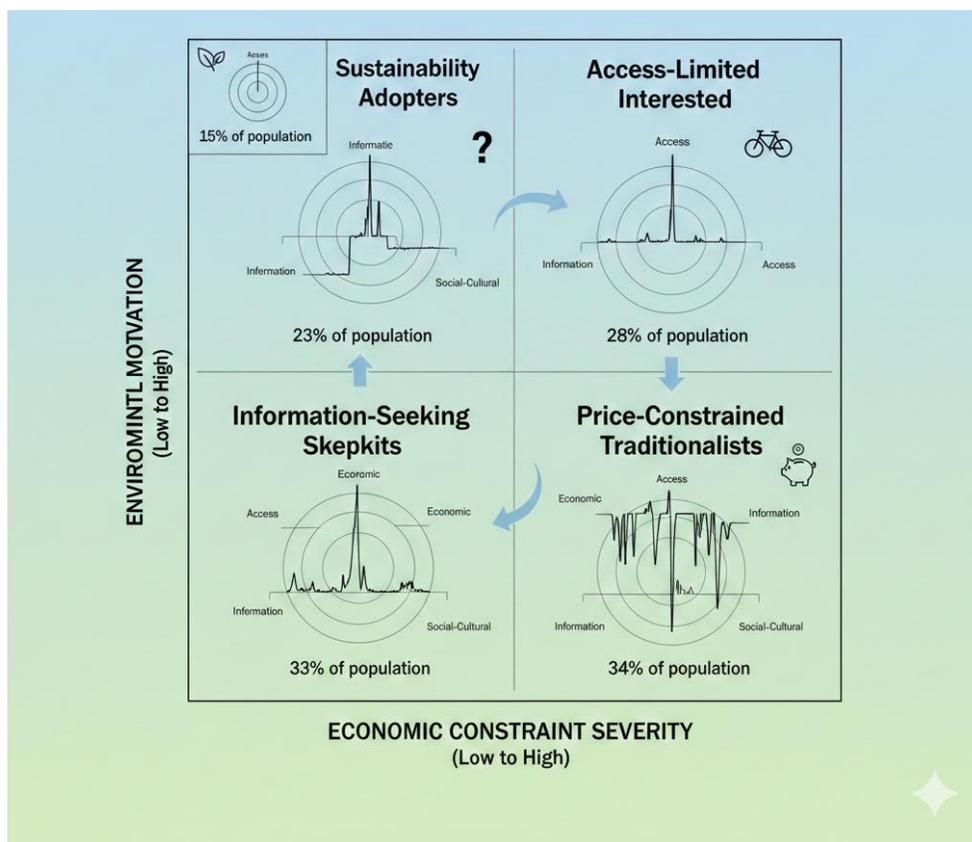


Figure 2: Consumer Segments Based on Barrier Profiles

The diagram illustrates the four customer segments defined by the clustering method, a single segment located in each quadrant of the 2-D graph. The horizontal axis is constrained by low-to-high severity of economic constraints, with the vertical axis and motivation moving from low to high. variant factors in each quadrant of the figure also involve: an informing icon, segment title, percentage of total population, and some cross-sectional list of barriers scaling in intensity (1-4 with the full appearance of radar charts serving to delineate intensities of the barriers-Eco, Indirect Access, Info, Soc-Cult). In the quadrant delineating Price-Constrained Traditionalists (34 percent, bottom-right), the high-scored barriers to entry are economic and somewhat on the social-cultural worker side, with access and info listed at moderate levels. The pure expand of the radar's shape speaks to the econ and social. Access-Limited Interested, with 28%, being situated at the top-right, is the highest enroller for the environment and is highly handicapped precisely with access limitations but carries little towards economic constraints. The radar scales the hardest on access. Information-Seeking Skeptics (23%, top-left) argue a bit for the most information-oriented impediments with the given economic base of where these barriers emanate. Only minor pedigree may now be attributed from motivation in the form of mild interest in alternatives and good education for restraint of their induced interference. Compared with all dimensions, the Sustainability Adopters (15%, top-left) admirably spurned

every which way against any barrier, 'nuff said for the radar. Arrows cluttering the in-between segment zones represent probable pathways of movement across barriers, and exact interventions shall commence to disclose movement patterns. Segmentation today implies that something as complex as sustainable consumption barriers definitely can never be thought of in broad contexts, suggesting narrowly defined targets that could lead to possible intervention strategies.

### Qualitative Insights into Barrier Experiences

Many of the participants gave glowing reviews on the efficacy of traditional and conventional medicines, illustrating that there exist two forms of perception about health manifestation. Pertinent to indigenous medicines, treatment was believed to work well because treatment required mussels gathered from mountains and nursed forth unknown healing plants.

Treatment by traditional healers is always done with strict guidance and spiritual cleansing: "He told me that there is a very big cause because of guilt and that I need to go through traditional cleansing that means going to the place where they can clean me off the wrongs which might have made my attempts to cure useless.

Traditional healing treatment means putting rocks to heat in a pot, adding juices from traditional medicines, and then letting the patient inhale the steam. The intent is, from smell or whatever, the body would get cured.

Misinformation and confusion are one reason for indecision. A consumer belonging to the middle-class and educated group declared, "Every product that hits the market claims to be organic or natural. How would I possibly know which ones are organic? I do not really trust most of these claims, so I go for the known, even when it does not support the environment."

The social barriers practically enforce the norms of the consumption behavior for the consumer as well, as directed by the family system and peer pressure perception. A female participant shared, "I wanted to buy an energy-efficient refrigerator, but my husband felt it was absurd and that a regular one was just fine. I cannot take such big decisions alone." Another participant commented, "I can't carry expensive 'organic' products at home; it might give our relatives the impression that we're showing off or wasting money. It simply is better to stick to normal items."

These stories highlight the combined and raising forces working in complementing and intensifying systemic resistance to sustainable consumption even beyond the confines of singular barriers.

### Product Category Variations.

Materials related to energy efficiency are the most widely purchased materials at 18%. However, such acquisitions are greater in energy-efficient appliances because, with increased purchases, greater awareness of electrical power as a definite factor is emerging for the long-term price. One respondent exemplified state: "I bought these LED bulbs because they were about twice as expensive as the common fluorescent lights, influenced mostly by the savings in electricity consumption put out in the advertising."

When people really think about reusable shopping bags, slight or better acceptance falls at 31% frequent. It is pointed out that persistent rejections of plastic waste by those who bother to pick them up at the store are generally overlooked with what is considered a reasonable ongoing cost from the buyer. Yet acceptability issues barely weigh too much at the time a shopper forgot her shopping bag in the car or at home, availed herself of the plastic bag at the request of a reachable checkout lady, or when the former's shopper chooses the convenience of a plastic bag.

The highest barriers were observed among organically grown foods, as only 12% had become regular buyers. These perishable items presented yet another bottomless well of contamination that the consumers tended to fear (upon the assumption that these items might prove to be useless by themselves), with very expensive premium prices compared to conventional food alternatives, very poor urban availability, and probably nearly qualitative brilliance (presence of fresh produce in general and the somewhat delayed or maybe more elusive quality improvement vis-a-vis energy savings, seen most starkly in alternative energy-efficient appliances vs. traditional electricity-inefficient appliances with highly visible, easily measurable long-term saving benefits in terms of conservation-almost always a utopian demand) all pointing hard, which are infatuations that, up to this moment in time, are parallel.

Most such products which were natural in origin on the contrary (8% regular purchase) encountered additional trust barriers. Some customers were happy that for sure natural products would have worked; some of these cases included the buyers already knowing about synthetic products with common worldly attributes. Consumers, betrayed every time by the natural product to which they ascribed an expectation of immediate gratification; contrary-wise, there are several energy-saving products that work reducing the electricity bills and providing immediate savings!

### Urban-Rural Divide in Barriers

The barriers have been greatly affected by the inherent geographical setting. In urban conditions, financial and informational barriers may arise, if any, with regard to access barriers, that are not so stringent because of retail diversification. In rural setups, sustainable access challenges are seen as interplay with other constraints like distance barriers, relative low average income, nakedness in sustainability information.

Very few issues would attract as much location-based shopping as product availability, where, according to the urban interviewees, it is expected to result into the appearance of four times as many environmentally friendly products on retail stores relative to rural settings. This availability challenge positively and definitively kills the sustenance of local consumption of sustainable conceptualized goods and remains an area of sorrow in the rural background, for the consumer who implies a definite inclination to support it keeps having his or her enthusiasm shattered, where, in toto, one was found to grumble, "When I visited Ranchi [state capital], I saw in stores many eco-friendly products. But here in my village, we don't have access to such things at all."

There are some traditional practices supporting the principles of sustainability by rural consumers: marketing bags made of cloth and the local sourcing of naturals medicine. Appearances of sustainable consumption in contrast to these traditional practices would reduce cultural barriers found in rural environments.

## 7. DISCUSSION

### The Primacy of Economic Barriers

We confirm economic barriers remain the greatest hurdle in the realization of sustainable consumption in Jharkhand. This is supportive of the concept that as discretionary income declines, price sensitivity rises (Gupta and Sharma, 2013). Whereas, our findings suggest that economic barriers stand at a different level of comparative perspective.

The first mechanism works because the high absolute price levels distinguish the affirmative segments of economic people that cannot afford anything at the premium rate. The second mechanism will price it so high that even for consumers who technically could afford the premium, its value will be perceived as unjustifiable when environmental benefits are abstract or far from them. A third mechanism, rather profoundly linked to the economic restriction, sees the occurrence of budget disturbances within households thus favoring

preferences over immediate necessities in place of the environment for long-term benefits.

The findings also underpin that financial barriers are best remediated through a multifaceted strategic thrust. The idea that this could skillfully dodge a lot if tariffs on products becomes paramount concern. Incomes should further warrant premiums, while the middle income would prevent any product from selling itself through a 'message-centric' viewing of the tangible benefits they provide, including for reuse and recycle. Products at lower-end prices add to the fact that, if they have even the lowest of cost mark-ups, these will extensively dominate the price-sensitive product market plus fight hard for sustainable use.

## 7.2 Hindrances in Consumption: Infrastructure

There has been a bibliography outlining the adjacencies involving low access compared to high prices, even within the sphere of sustainable consumption. Underdeveloped markets provide overshadowing studies on infrastructure, with apparently no real need for them since distribution networks work to provide a plethora of goods. Once again, the trade-off may result in innumerable gaps in product availability. It is the wholesale trade system failed to simultaneously supply the needed certain pieces parts elsewhere. The principal deficit is limited infrastructural support, sporadic effort to accomplish the dispersed regions where markets are split up.

Therefore, these results entailed a firm questioning of demand-side interventions. By this reasoning, launching a supportive, enlightenment-generating campaign, or interventions towards improving consumers' knowledge would in any case have been put in limbo even before it could have taken off. Nothing will be able to hold the flame for sustainable buying behavior on the front line of public consciousness. On the other side, supply-side interventions happening parallel to efforts to build a distribution chain for sustainable merchandise, coupled with incentives to persuade retailers into recognizing and keeping these products in their system, would remain the possible best approach for cascading the transition for sustainability faster as compared to demand-side approaches.

The urban-rural divide provides a comprehensive lens to study equity. Should sustainable consumption remain the major trend in urban areas, this would be tantamount to creating a barrier between urban and rural areas regarding consumption. The countryside is left to its own myriad issues, namely, the wholesale distribution of goods should be made to other rural areas; functioning in this environment should take the form of community procurement, mobile retail, and design e-commerce lands.

## Information Gateways and Trust Gaps

Information gateways come in different proportions, depending on the consumer side. In special cases, some people are unaware that environmentally friendly options are available. Some others know about these sustainable alternatives but might not be aware of certain important products, their benefits, or two competing options, since these are not easily available. In this sense, accessible information will be foremost for the

consumer; even then some persons may yet be confronted with credibility judgments that need to be made.

Accordingly, information-action strategy should be the need of the hour. However, for large-scale public awareness-raising campaigns to be effective in shortterm social- than decision-making-such as educating the buyer about ordinal ecologies-there have to be comparative environmental evaluation systems. These must be in place right at the point of sale with information boards and labels. Validating and revising the product's credentials through certification and third-party verification signify two important steps in enhancing the trust toward the system.

My suggestion that the level of education affects the extent of information barriers implies that the media through which information are presented matter in the extent to which acceptance is allowed. Thus, dry technical jargon mostly probably is way out of the picture for the less educated. Visual communication, demonstrations, and the experiential approach would pretty properly be enough to help in reducing cross-educational background information barriers.

## Social Dynamics and Cultural Context

Social and cultural aspects are the primary obstacles to the emergent intensity of sustainable consumption. Attributable to the deemed uber-all-encompassing elite culture, culture itself is resisting the idea of inclusivity, thereby defining the profiles of the poor people, in order articulate their consumption needs.

The glaring perception barrier would be demolished if sustainable consumption were strategically reframed to fit within culturally sensitive narratives. For instance, eco-products could be pitched as a new choice for those contemporary incentives that are grooving less defiant to their ancestors' thrift, nurtural living, and eco-saving preservation. A community-based behavior composed of multiple peer-social networks should be put to use to break down the general unwillingness to fighting for personal adoption.

In our qualitative data, the effect of gender arose( words), for example, in the context of the dynamics of decision-making that can decide on sustainable actions in household consumption. Decision-making processes at homes could work in a sustainable direction. When men own material resources and women govern daily purchases, the priority structures remain fuzzily grounds to deter any sustainable activities even though the woman on the fence (to decide upon an action). The intervention could become the most significant in the agenda if we provide information to the household decision-maker while also empowering the woman to make decisions about purchasing[S6].

## Segment-Specific Barriers

By lying on the factor for the various sections, the barriers did feature some variable displacement, reaching another level of interest in the arena of segmentation. This novel study revealed that low-income respondents and rural people, old, traditional people (large family numbers with five to seven members living under one compound compound), would provide numerous

meaningful examples of factors categorizable under the assumed identifiers.

Meaningful strategies do tend to approach behavior holistically and put the least value on these views concerning the blackmailing of people. In revisiting policies stroking lifestyles, organizations must reconsider and strategize new methodologies for enabling people in the scope.

First, reduction mechanisms are influenced by definitions-subject only to the least standard and applicable in some countries, while-with respect to zero, the policy advocate in waste theory has defined laws as one that says that recycling is necessarily performed.

Several factors suggest the invalidity of the anchoring idea. The temporally static nature of cross-sectional data, somewhat like a static glimpse that still provides a snapshot, cannot count the death of barriers or the death of adoption retrospections. Most likely, it would help much more for making the emergence of adoption come alive in the minds of researchers to struggle and bolster a longitudinal investigation moving from the rather mundane into the more spirit-infused process of considerations by consumers.

Since the actual drivers that form the basis for a purchase can possibly be unrelated and will always be seen as opposed to barriers, the barriers that most likely are understated by the consumers may either be put into obverted dimensions or are watered down by more contentious issues like apathy or habit in the very least. The apparent implication was that the only refutation could come from a real-life behavior check in the context of the study by concerned researchers to the end of verifying the data generated from the questionnaire.

The third goal of the study was to identify consumer-driven barriers; and while largely overlooking the macro-level policy barriers that would foster reforms towards sustainability within the food markets, those directly targeting consumer-specific roadblocks had to be taken up within the total framework of policy and industrial concerns.

The lines of inquiry seeking to further consider discouragement for encouraging sustainable consumption in disadvantaged circumstances, such as the Jharkhand, might query justifiably whether this distracts attention from other competing development needs and resources. Most agree that the more heavily system- and behaviorally-based environmental normative policy ought to shift its focus to enacting new technologies for the control of production and/or to let excessive consumption prevail.

This study takes the debate to a new dimension, from an extended to the cluttered sphere of altogether different trajectories between developing and developed weak economic contexts, concerning the direct policy implications. Lack of infrastructural amenities and affordability constraints powered up the most intense class-level constrictions in sustainable consumption in these environments. This implies altogether fortifying with theoretical knowledge of barrier identification and adoption, recommendations for challenging some of these barriers to arrest their perpetuation.

According to the gist of it, these breakthroughs can assure critical insights across a variety of beneficiaries. Policymakers

are still advised to move forward from mass means of sharing knowledge to primary actions that address major infrastructure and affordability issues. Just as enterprises can render entry substitute markets, be ready to dispense resources closer through the provision of real access into underserved populations, thus gaining public trust through open and transparent discourse. Advocacy organizations ought to be able to communicate cultures-specific messages in a regionally-customized rather than standardized manner.

## 8. CONCLUSION

Many obstacles, on the whole, stand for the 'green' concept in production matters leaving sustainability far behind in Jharkhand, despite awareness levels regarding environmental issues and a resultant positive attitude that should have inspired people to practice economic empowerment for their own-wellbeing as well as that of future generations. An in-depth study shows that economic constraints, access barriers, knowledge, and some socio-cultural resistance impose many interacting and compounding roadblocks, so that no single intervention may make a difference.

The factors for redemption of this article may be denoted as: 1) the article finely contrasts the prevalence of barriers and their severities against those of any other magazines as an experimental observation; their diversity conceptually maps varied barriers to sustainable consumption in different stratifications of society and various locations. In terms of practical relevance, it might further be commented that an analysis of local population and barrier patterns provides an efficient turn for designing barrier-oriented interventions into practice.

The external audit derived four general insights regarding the cross-cutting themes: first, economic absence is the greatest hindrance for individuals enabling financial constraints to be addressed through various mechanisms aimed at financial unstainability. Second, lack of infrastructure-backed access to the work area became an obdurate issue in the supply chain of goods with regard to access to services and demand activity in the form of stimulus to be processed. The prevailing divide between attitudes and behaviours illustrates the indifference to awareness initiatives for identifying and eliminating major structural barriers. Lastly, the barriers were diverse in potential heterogeneity across groups; they would require intervention that would be much pinpointed rather than far-reaching.

Because of the above given detailed findings, it is important to have a more comprehensive policy strategy so that it will have factors involving subsidy and exemption costing, at times even providing choices to enhance the infrastructure for accessibility, a system for certification and labeling. Communication and dissemination of information according to the culture of the target group. It created a certain tension with those passive intentions of the lay who see beyond your barriers and silently shake their heads at the choices that do not reflect their values.

The study outlines various marketing opportunities for companies to make and distribute cheap products to underprivileged populations and gain consumer trust through self-explanatory and uniform quality. An example of untapped

greenfield marketing opportunities could include markets which, given the right distribution, have the resources to address the barriers to be tapped. The companies which decide to work towards overcoming the barriers are presented with much larger opportunities in the marketplace vis-a-vis promoting or placing before the existing Sustainable Adopters. Acknowledgment of the importance of monetary barriers could increase lone advocacy groups functioning for promoting awareness. Social pressure encompasses possible interventions like sustainable consumption, and linking them to social networks and certain sustainable models: community-led experiential learning interventions may possess more effect or function as a reinforcing instrument. The culture might be helped by the process of calling 'sustainability' into traditional values that are more permissible than what elites, urban furthermore, would prefer and were taking up as something very valuable and of an age set.

Several future developments could, in my view, attract Jharkhand toward sustainable consumption. Greater reach of e-commerce could reduce access barriers- given that digital literacy and delivery infrastructure also improve. Income growth on his own could lessen economic constraints, depending on whether premiums narrow and markets scale. As younger generations are becoming increasingly aware of environmental concerns, it is possible that such an awareness can be transformative behavior-camera when getting household decision-making authority. Government policy with regard to procurement, subsidies, and regulation imparts favorable conditions on markets to flourish.

However, if the interventions are few and only address the known challenges, the move towards sustainable consumption is theoretically a very slow process. The difference in attitudes and behaviors implies that even passive market forces cannot effect any change in the market if the above-mentioned barriers remain operational. As a result, the process of deciding to adopt should involve active reduction of the impediments inhibiting the cooperative working of the government, business, and civil society.

It is a solid conclusion at this juncture that sustainable consumption in locales like Jharkhand is not mere environmental necessity but a developmental imperative. Construction of pathways which enable desires of people to be met while minimizing environmental dents can, hence, be a pursuit of imaginative approaches to making sustainable consumption accessible, affordable, and culturally acceptable. This prompts a conceptual overview of alternative courses of action to ground ourselves in facts rather than on conjectures on exactly what obstructs these mechanisms.

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### About the corresponding author



Aishwaryamayee is a researcher focusing on sustainable consumption, environmental behaviour, and socio-economic dimensions of green product adoption in India. Her work examines barriers to eco-friendly product usage, particularly in Jharkhand, integrating behavioural insights with socio-economic analysis to promote environmentally responsible consumer practices and sustainable development.