


# Chapter 9

## Sustainable Consumption: Barriers and Catalysts for Green Purchase

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### **ABSTRACT**

*This chapter examines factors influencing green purchasing in both developed and developing nations, addressing catalysts and barriers. Key obstacles include price sensitivity, socioeconomic disparities, lack of standardized eco-labeling laws, and ingrained cultural beliefs. It highlights the roles of government regulations, corporate social responsibility (CSR), environmental awareness, and sustainable packaging in shaping consumer behavior. The study explores knowledge gaps, financial limitations, and cultural influences that affect sustainable choices. Strategies such as eco-labeling, tiered pricing, and financial incentives are analyzed, alongside CSR's impact on consumer trust. Emerging trends like post-COVID green consumption, blockchain for eco-label transparency, AI-driven marketing, and circular economy practices are also discussed. Ultimately, the chapter proposes an integrated framework combining technological, cultural, and economic perspectives to enhance sustainability.*

DOI: 10.4018/979-8-3373-0139-6.ch009

## INTRODUCTION

Sustainable consumption is a very focal point in international environmental discourse. Since the realisation of consumer behaviour impacts the ecological outcome considerably (Young et al., 2009). In response to the environmental implications of consumption, Sustainable consumption calls for decisions that serve social justice and sustainability within the economy (Peattie, 2010). Despite the increasing desire for sustainable consumption, many barriers still hinder customers from opting for green products, while some catalysts facilitate these behaviours. First, let us define barriers and catalysts.

What are barriers and catalysts?

Especially in terms of sustainable consumption, two critical drivers of customer behaviour are catalysts and barriers. Catalysts are drivers that motivate and facilitate sustainable consumption, whereas barriers are drivers that prevent people from adopting green behaviours. Politicians and firms promoting green purchasing need to be aware of how a range of factors, such as logistical, social, informational and economic ones affect both.

Due to various barriers to adoption of sustainable consumption, green product is less accessible or appealing to average consumer. The most significant barrier is price sensitivity. Sometimes consumers wonder if the benefit to the environment by green products are enough to outweigh their higher price as compared to conventional alternatives (Glem et al., 2013). Price sensitivity could be particularly challenging for low-income customer to manage because they are likely to place short-term financial concern over long term environmental goals (Joshi & Rahman, 2019). As such many consumers opt for less expensive, unsustainable choices that are within their budget better, especially in developing countries (Diamantopoulos et al 2003).

Other challenge is represented by socioeconomic features including the, geographical location, income levels and educational level. People in lower income levels might not care more about sustainability due to pressing financial limit. Geographical location is also significant since, as (Young et al., 2009, P. xx) points out, a customer in an urban setting will easily find green product while the one in rural setting will have fewer options.

Another effect is that these sustainable consumption habits also depend upon the cultural and social norms that one follows in daily life. It has been studied that green items are less opted for consumers of some civilizations who do not share environmental thoughts or greenish way of purchase behavior as widespread practices in daily lives (Chekima et al., 2015). Since these have become a customary pattern, so customers under societal force, unless someone practices green purchasing activities, even customers will have lesser tendency.

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