



Empowering Viksit Bharat @2047 through Green Consumer Behavior

Priyal Jain^{1*}, & Meha Joshi²

¹PhD Scholar, Department of Management, Indira Gandhi Delhi Technical University for Women, New Delhi, India.

²Associate Professor, Department of Management, Indira Gandhi Delhi Technical University for Women, New Delhi, India.

*Corresponding Author: Priyal002phd24@igdtuw.ac.in

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Abstract

In the effort to achieve the visionary objective of Viksit Bharat by 2047, the energetic encouragement of environmental-friendly consumption behaviors that promote the values of green consumerism has become a revolutionary and transformational force in the society. This extensive review carefully examines and critiques the paramount contribution that consumer conduct has to play towards solving a myriad of critical socioeconomic and environmental issues while also highlighting the essential significance of numerous psychological, cultural, and demographic variables that affect these behaviors. Through synthesizing and integrating lessons learned from extensive literature, this research project aims to investigate how a better knowledge of consumer behavior may be utilized to influence and direct policymakers, drive economic development, and develop sustainable innovation across many sectors. The strong evidence brought forward in this research indicates that youth consumers' demonstrated behaviors, the consistent trends of urbanization, and the commonality of value-based buying habits are the key drivers accelerating the green transformation toward sustainability. Finally, the article presents a set of strategic policy suggestions that are carefully crafted for policymakers, marketers, and institutions with a view to successfully linking consumer behavior with India's vision for forward-looking development and sustainable progress. By considering the complex dynamics of consumer behavior, stakeholders have a better chance of understanding the intricacies involved in building a more ecologically aware society that is well aligned with the objectives of Viksit Bharat. The conclusions expressed in this review, therefore, not only add to the theoretical body of knowledge

on green consumerism but also offer implementable strategies for use in real-world application.

Keywords: Consumer Behavior, Green Purchase Behavior, Green Purchase Intention, Sustainability, Viksit Bharat@2047.

Introduction

The vision of Viksit Bharat@2047, which means a developed, sustainable, and inclusive India, requires systemic changes in the way people consume and make their buying decisions. Consumer behavior is one such change, and among the many, it has a key role in driving sustainability and sustainable consumption. Green consumerism, or decision-making based on ecological awareness, values, and sustained wellbeing, can help alleviate some of India's most daunting issues, such as overuse, wastefulness, and resource exhaustion (Antil & Bennett, 1979; Bukhari, 2011).

With huge population of youth, increasing urban population, their consumption patterns are increasingly driving market directions in India. Research identifies that greener behavior is higher among youth, value-oriented consumers, particularly women in cities (Francis & Sarangi, 2022). Additional inclusion of behavioral models like the Value Belief Norm (VBN) theory and Behavioral Perspective Models (BPM) offers a theoretical framework for understanding the environmental values conversion to consumer choices. Analysing these trends provides a blueprint to make public policy and business strategies converge with customer behavior, leading to the eventual goal of a sustainable, developed Bharat.

Methodology

This review takes a qualitative synthesis approach by examining findings of highly cited publications on Indian consumer behavior. Selection was guided by highly cited peer-reviewed journal papers and book chapters related to green consumer behavior and sustainability in the Viksit Bharat context. Every chosen piece was scrutinized in terms of its goal, methodology applied, key insights generated, and final results of that study. These results were arranged in tabular form to allow thematic comparison between studies. This approach allows for comprehensive insight into the changing role of consumer behaviour in sustainable development and policy making that will ultimately help in solving the emerging issues in the way of Viksit Bharat @2047.

Literature Review

The understanding of consumer behavior is inherently critical to the development of effective policy decision-making processes targeted towards achieving the ambitious goals set out for Viksit Bharat 2047 because the analysis

provides vital inputs into the different needs, wants, and challenges being experienced by different segments of the population (Mundhe, 2024). Knowledge of consumer behavior can be an effective tool in informing the development of policies aimed at addressing the interests of marginalized and excluded communities for the purpose of promoting economic growth, improving social inclusion, and advancing sustainable development practices in the nation (Johnson et al., 2007). By successfully connecting policy interventions to the complexities of consumer behavior, India can ideally address the hopes and needs of a broad spectrum of stakeholders and help develop a more vibrant, fair, and just society (Nittala, 2014). In this regard, Table 1 is a detailed review of the literature available that illustrates how consumer behavior can be strategically utilized for the larger objectives laid out for Viksit Bharat 2047. The findings from this literature are invaluable, for they not only point to the importance of understanding consumer behavior but also to the avenues along which policies can be formed and implemented to address the realities of the people. Thus, the interaction between consumer behavior and policy-making presents itself as an important research domain that requires greater focus and investigation towards the creation of a successful and inclusive future for India.

Table 1: Summary of Highly Cited Literature

S. No	Title	Objectives	Insights	Methods Used	Results
1	Consumer Buying Behavior. (Khaniwale, 2015)	The paper endeavoursto examine the theoretical elements of consumer buying behaviour, providing a comprehensive understanding of the underlying principles that govern how consumers make purchasing decisions. It endeavours to revisit the connection between consumer buying behaviour and the diverse elements that impact the	The paper emphasizes that understanding consumer behavior is crucial for developing effective marketing strategies, which can significantly impact initiatives like "Viksit Bharat." By analyzing the factors influencing consumer purchasing decisions, businesses can tailor their offerings to meet the needs and preferences of	It reviews the relationship between consumer buying behavior and the factors influencing the purchasing process and purchase decisions, providing a comprehensive analysis of these aspects.	The paper examines the connection between consumer buying behaviour and the elements that impact the consumer's buying process and purchase decision, giving an understanding of how external elements influence consumer purchasing

		consumer's buying process and purchase decision, thereby offering insights that can help firms develop more effective marketing strategies.	consumers in a developing economy. This insight can drive economic growth, enhance consumer satisfaction, and foster sustainable development, ultimately contributing to the vision of a developed India.		decisions, providing insights into how external factors impact consumer choices.
2	The essence of consumer behavior (Blythe, 1997)	The purpose of this paper is to examine the theoretical concept of consumer buying behavior, giving a full understanding of the underlying principles that guide the way consumers make their purchase decisions.	The paper emphasizes the significance of understanding consumer behavior, which is crucial for initiatives like Viksit Bharat. By analyzing motivations, goals, and postpurchase dissonance, marketers can tailor strategies to meet the needs of consumers in a developing economy. Additionally, insights into personality, perception, and peer influences can enhance marketing effectiveness. Understanding buyer behavior, especially in service markets, allows for better segmentation and targeted marketing,	The paper highlights the significance of post-purchase dissonance and the role of peer and reference groups in shaping consumer attitudes and perceptions, which can impact both new and repeat buying behaviours in different market segments.	The paper emphasizes the impact of uncertainty on consumer decision-making and explores the phenomenon of post-purchase dissonance, wherein consumers may feel regret or second thoughts following their purchase.

			ultimately contributing to the economic development and consumer satisfaction in Viksit Bharat.		
3	Consumer Behaviour as an Evolutionary Process (Foxall, 1993)	The article seeks to present alternative explanations of consumer behaviour extending beyond the conventional trait and information processing approaches, indicating that consumer behaviour can be understood as an environmentally determined evolutionary process governed by the metaprinciple of selection by consequences. It seeks to describe and apply the Behavioural Perspective Model (BPM) in detail to the communication of innovations, showcasing how this model can be utilized in understanding consumer choices and patterns.	Consumer behaviour is presented here as an evolutionary phenomenon shaped by environmental variables, and the need to recognize choice patterns is critical. In a "Viksit Bharat" or developed India scenario, it is crucial to identify these behavioral patterns to inform marketing strategies and innovative communication. Utilizing the Behavioral Perspective Model, organizations can effectively meet consumer needs and inclinations to ultimately drive economic growth and development in the region.	The paper concludes that consumer behavior can be explained as an evolutionary process determined by environmental conditions, rather than by mainstream psychological models. This view focuses on the replication of patterned choice by the metaprinciple of selection by consequences.	It emphasizes the significance of the Behavioural Perspective Model of purchase and consumption (BPM) to explain the way consumers cope with innovations, proposing that interpretation has a central role in consumer science and the marketing of new products.
4	Exploring socially		The article highlights that	Urbanization	The study utilized a

	responsible behaviour of Indian consumers: an empirical investigation . (Singh, 2009)	The research seeks to empirically investigate the extent of socially responsible concern of Indian consumers, examining how demographic variables determine their socially responsible consumption behavior. This entails examining the interrelationship between different demographic variables, such as age, gender, education, and income levels, with the socially responsible consumption behavior (SRCB) scores. Another objective is to discuss the implications for marketers and policymakers that arise from a better understanding of consumers who demonstrate socially responsible behavior. This includes identifying target demographics for socially responsible marketing	consumer behavior is most important for upholding socially responsible consumption in India, specifically in terms of sustainable development. Since consumerism increases, it is important to understand the demographic factors that influence socially responsible behavior (SRCB). Urbanization, income, and age have an important bearing on SRCB, and younger consumers are particularly influential, especially females, showing greater concern for sustainability. This awareness can guide businesses and policymakers in fostering responsible practices, ultimately contributing to a more developed and sustainable Bharat (India).	is identified as a significant influencer of socially responsible consumer behavior (SRCB), with younger Indian respondents demonstrating a greater concern for sustainable growth. This trend is particularly pronounced among young females, who show more commitment to SRC behavior compared to their male counterparts. Income levels inversely relate to SRC behavior, indicating that younger individuals with lower income are more concerned about sustainable living. Marketers are encouraged to target young consumers,	modified Socially Responsible Consumption Behavior (SRCB) scale, originally developed by Antil and Bennett, which was adapted to include 34 Likert-type items with a five-point response scale. This scale was tested for reliability, yielding a Cronbach's alpha coefficient of 0.75, indicating a good level of internal consistency. A sample of 200 respondents was selected, equally divided between urban (Chandigarh) and rural (Narwana) consumers, to reflect contrasting profiles.
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		strategies and promoting urbanization and awareness of sustainable living practices to enhance community norms and values.		especially females, with socially responsible activities and green products to build a loyal customer base, while policymakers should promote urbanization to enhance awareness of clean and green living.	The data collection involved judgment sampling, and demographic factors such as sex, age, education, and income levels were included as independent variables to analyze their relationship with SRCB scores through regression analysis and ANOVA.
5	Sustainable consumer behaviour of Indian millennials: Some evidence. (Francis & Sarangi, 2022)	The paper endeavors to examine consumer behavior within the Indian context with particular emphasis on sustainable consumer behavior, applying the Value Belief Norm (VBN) framework to interpret the motivations and attitudes of Indian millennials towards sustainable consumption. It attempts to categorize Indian	Consumer behavior holds the key to sustainable consumption in India, especially among millennials. By categorizing them into groups like aware consumers and conscious consumers, it identifies different levels of concern towards the environment. This information can be used to make policies for instilling sustainable	The research categorizes and defines Indian millennials into five categories based on their sustainable consumer behaviour, namely aware consumers, conscious consumers, transition, unwilling consumers, and rejecters. This classification underlines the	Exploratory factor analysis is used in the paper to modify and extend the theoretical understanding of the 'Value Belief Norm (VBN)' theory in the Indian context to enable an in-depth examination of consumer behavior tendencies of Indian

		millennials into five groups—aware consumers, conscious consumers, consumers in transition, reluctant consumers, and rejecters, thus charting the heterogeneities in their consumer behavior and emphasizing the stronger concern for environmental concerns as compared to social and economic aspects.	behaviors, stressing the importance of awareness and education. Lastly, promoting good consumer behavior is necessary towards the ultimate goal of a "Viksit Bharat" or developed India, where economic growth complements sustainability.	the heterogeneity of attitudes and behaviours towards sustainable consumption among Indian millennials. It is determined that Indian millennials are more concerned about the environmental implications of consumption than the social and economic dimensions. This indicates that policy action should concentrate on awareness generation and sensitization of the people regarding sustainable practices, with a thrust towards environmental concerns.	millennials. According to the results of the analysis, the research categorizes Indian millennials into five groups—aware consumers, conscious consumers, consumers in transition, unwilling consumers, and rejecters, emphasizing the heterogeneities of their sustainable consumer behavior.
6	Handbook of Developments in Consumer Behaviour. (Weinberger et al., 2014)	The paper aims to explore various developments in consumer behavior, focusing on the influence of culture, context,	The paper does not specifically address the role of consumer behavior in "Viksit Bharat." However, it discusses	The paper explores various dimensions of consumer behavior, emphasizing the influence	The paper discusses various aspects of consumer behavior through different

		and impulsivity on consumer choices, as highlighted in sections discussing consumer culture and behavior in different contexts, such as retail and service environments. The research seeks to empirically investigate the extent of socially responsible concern of Indian consumers, examining how demographic variables determine their socially responsible consumption behavior. This entails examining the interrelationship between different demographic variables.	various aspects of consumer behavior, including cultural influences, retail contexts, and impulsivity, which can be relevant in understanding consumer dynamics in developing economies. Insights from consumer culture and behavior can inform strategies for economic development and marketing in the context of Viksit Bharat, emphasizing the importance of adapting to local consumer preferences and behaviors for effective growth.	of culture, context, and impulsivity on consumer choices, suggesting that understanding these factors is crucial for effective marketing strategies and consumer engagement. It highlights the integration of neuroscience in understanding consumer decision-making processes, indicating that emotional and neurophysiological factors play a significant role in shaping consumer preferences and behaviors.	lenses, including cultural influences, retail contexts, and the psychological factors affecting consumer choices, such as impulsivity and compulsiveness. This suggests a qualitative approach to understanding consumer behavior by analyzing cultural and contextual factors. The article highlights that consumer behavior is most important for upholding socially responsible consumption in India, specifically in terms of sustainable development. Since consumerism increases, it is important to understand the
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7	The Consumption Pattern of Indian Consumers: Choice between Traditional and Organized Retail. (Mishra, 2007)	The paper aims to explore the impact of organized retail on the traditional retailing structure in India, highlighting how it has transformed the retail landscape over the past decade. It attempts to analyze the shopping behavior of Indian consumers, especially their shop-first preferences for shopping malls and organized retail formats, focusing on the convenience and variety factors that guide their behaviors.	The paper does not specifically address the role of consumer behavior in "Viksit Bharat." But it brings out the way organized retail has shaped consumption patterns in India, suggesting consumers have a preference for shopping malls and organized retail outlets based on their convenience and variety. This change in consumer pattern goes on to show retail trends more generally that may help towards building a	The paper concludes that organized retail has significantly transformed the traditional retail structure in India, indicating a shift in consumer preferences towards more modern shopping formats. It emphasizes that consumers prefer organized retail formats and shopping malls, essentially because of their convenience and range of products offered, which is	The paper utilized a structured questionnaire to examine the consumption behavior of Indian consumers about traditional and organized retail formats. The findings from the questionnaire revealed consumers' preference for shopping malls or organized retail formats, emphasizing convenience and

			more evolved India, since consumption behavior comes to shape market patterns and economic growth.	an indication of a shift in consumption patterns within various segments of society.	variety as the driving factors for their shopping behavior.
8	Consumer Behaviour: Psychology of Marketing (Bhargava, 2016)	The research will assist businessmen to better comprehend the Indian marketplace, a vital aspect for effective marketing strategies that cater to Indian consumers. It also points to the strong value orientation of Indian consumers, with the implication that even luxury brands need to develop novel pricing strategies if they are to enter and be competitive in the Indian market.	The article stresses that consumer behavior knowledge is of prime importance in reaching Indian consumers effectively, especially for the scenario of a developed India (Viksit Bharat). Indian consumers are highly value-oriented, thus considered judicious buyers. This requires customized marketing strategies, such as special pricing for luxury brands, to appeal to their tastes. Through understanding these patterns of behavior, companies can make their way through the Indian market more effectively and match their products with customer expectations and ultimately facilitate	The study highlights that Indian consumers possess a high degree of value orientation, making them some of the most discerning consumers globally. This characteristic necessitates that businesses understand and cater to the specific values and preferences of Indian consumers to succeed in the market. Luxury goods companies need to design special prices for the Indian context if they have to gain a foothold and attract the sophisticated nature of Indian customers,	The study points towards the distinctive behavior of Indian consumers, i.e., their high value consciousness. Indian consumers are highly discerning and extremely sensitive to getting value for money while purchasing goods. Because of this value-consciousness, luxury brands also have to follow customized pricing strategies to survive in the Indian market. Traditional pricing systems are not adequate, and tailor-made strategies are essential to

			e growth and success..	showing that classical price schemes might not work in this situation.	reach the unique expectations and fancies of Indian customers. For companies that want to enter or grow in the Indian market, factorization of these environmental factors is indispensable for designing proper and culturally equivalent marketing practices.
9	Development of Consumer Behavior. (Rajagopal, 2020)	The chapter aims to analyze the evolution of consumer behavior across different generations of marketing scholarship, focusing on how family, society, and culture influence consumer decision-making processes over time. It seeks to examine the diverse behaviors of consumers across various time periods and geodemographic segments, as well	The paper discusses consumer behavior as a critical factor in developing marketing strategies, which is essential for initiatives like Viksit Bharat. Understanding how consumers search for, purchase, and evaluate products helps tailor offerings to meet their needs. The evolution of consumer behavior influenced by family, society, and culture can	The paper concludes that consumer behavior is important for the formulation and application of sound marketing strategies in the contemporary competitive market. The paper also identifies the trends in consumer behavior throughout generations,	The chapter examines the differential behavior of consumers over time and geodemographic segments, studying reasons and consequences of changes in consumer behavior in terms of social and cultural aspects. It maps the

		as the causes and effects of shifts in consumer behavior within social and cultural dimensions.	guide effective marketing in diverse demographic segments. By analyzing shifts in consumer behavior, stakeholders can better align their strategies with contemporary consumer expectations, ultimately contributing to the goals of Viksit Bharat.	examining changes in consumer behavior in terms of social and cultural perspectives, cognitive growth among consumers, consumer economics, consumer credit consumption behavior, and modern earning impact on consumers.	semantic landscape of cognitive consumer development, including how they think, feel, and behave in the market, as well as touches on changing consumer economics and consumer credit conduct.
10	Viksit Bharat 2047: a journey towards India's future. (Patel, 2024)	The research aims to explore the complexities associated with realizing the vision of Viksit Bharat (Developed India) by 2047, with a focus on the socioeconomic progress required for India to become a \$30 trillion economy and to guarantee access to essential resources such as water and housing for all citizens. This study brings together empirical evidence, theoretical perspectives, and policy suggestions to offer practical	Understanding consumer behavior is crucial for informing policy decisions aimed at achieving the goals of Viksit Bharat 2047. By analyzing consumer preferences and needs, policymakers can design targeted interventions that enhance access to essential services like water, housing, and affordable medications. Consumer behavior can also be informed by insights in adopting sustainable behavior and leveraging techno	The study integrates empirical findings and theoretical perspectives to investigate the nuances of realizing the vision of Developed India by 2047, with a focus on socioeconomic progress in different sectors. It offers policy suggestions to tackle the challenges and opportunities outlined, advancing the academic literature on nation-	The article envisions Viksit Bharat, where India should have a \$30 trillion economy by 2047 and where all citizens are provided with basic resources, including water and shelter. This is a highly ambitious vision that reflects the necessity of overall socioeconomic progress in all spheres. It lays stress

		insights for policymakers, practitioners, and researchers. In doing so, it contributes to the academic discourse on nation-building and helps shape India's journey toward its centenary of independence.	logy, such as through drone s for farmers. The alignment allows policies to speak to citizens, encouraging them to participate and support developmental endeavors more effectively.	building and providing practitioners, policymakers , and researchers with actionable conclusions.	sonenabling farmers with technology,for instance, using drones, and increasingthe availability of low-costmedicines through Jan Aushadhi Kendras. Additionally, the paper advocates for the implementation of green and sustainable growth policies to support India's development trajectory towards 2047 and beyond.
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Conclusion

This review emphasizes the importance of consumer behavior, particularly green and sustainable consumption, in furthering the objectives of Viksit Bharat. The findings suggest that demographic influences, especially age, gender, and urbanization, determine consumer responsibility, where Indian millennials exhibit a high orientation towards the environment (Antil & Bennett, 1979). In addition, behavioral theories like Value Belief Norm (VBN) theory and Behavioral Perspective Models (BPM) offer practical advice in comprehending and shaping these behaviors. In addition to promoting sustainable consumption, these patterns drive economic innovation and good policymaking.

Future studies can emphasize the synthesis of neuropsychological instruments and electronic behavioral analysis to measure real-time consumer reactions. Cross-

sectional analyses across various regions of India can reveal regionalized behavioral patterns. Further exploratory research into the interaction between behavioral economics and sustainability may yield more nuanced policy insights. Although this review is constrained by its qualitative focus and reliance on second-level data, synthesizing literature with high citation rates offers a strong overview; it could overlook new, less-cited ideas. Nonetheless, the research presents actionable avenues for policymakers, marketers, and institutions seeking to influence consumer behavior for a sustainable and equitable Viksit Bharat.

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