## SOCIAL MEDIA AND SUSTAINABLE BEHAVIOR: A DECISION MAKING FRAMEWORK USING INTERPRETIVE STRUCTURAL MODELING(ISM)

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## ABSTRACT

The growing population and consumer income have led to more consumption activity globally. The increased consumption requires further extraction of resources and pressure on existing resources. The damage effects are reflected in global warming, environmental pollution, and decreased flora fauna. In addition, human activities are perennially damaging the environment. High resource extraction and consumption activity require a more prudent use of resources and product choices. This study attempts to identify and prioritize the potential drivers for sustainable consumption through the Interpretive Structural Modeling (ISM) approach. ISM helps to obtain qualitative data instead of quantifiable factors resulting from modeling. Thirteen drivers of sustainable consumption were finalized after extensive literature review and expert's consultation. Thirty respondents were sampled to collect data. The relationship between drivers of sustainable consumption. The study's findings would help policymakers to develop strategies to promote sustainable consumption, improve the environment and save valuable resources.

**Keywords:** Sustainable Consumption, Resource Sharing, Collaborative Consumption, Corporate Reporting, Interpretive Structural Modeling(ISM)

## 1. Introduction

The growing use of goods and services worldwide has damaged nature and damaged the environment (Chen & Chai, 2010). The damage effects are reflected in global warming, environmental pollution, and decreased flora fauna. Due to the increasing shortage of natural resources and the increase in global temperatures, the environment and the greenhouse emissions per capita have played a significant role to promote environmental awareness (Cohen, 2020). The increasing population, consumer income and wealth are expected to pressure resources in the coming years (Wang et al., 2019). Changing lifestyle, consumer diet, and energy consumption can majorly mitigate

environmental damage (IPPC, 2019). The solution to this problem lies in adopting products that are environmentally friendly and consumable. To minimize the impact on the environment, sustainable consumption uses resources. It ensures that the requirements of the current generation can be met without compromising the needs of the future generation. Sustainable consumption means that products are widely used and reduce waste and pollution. There is a need to use fewer resources more (Tunn et al., 2019).

Consumers' environmental awareness has significantly increased globally in recent years, leading to the preferential use of greener, environmentally friendly and more appropriate products. According to the Nielson (2015) survey, most consumers in India decide their purchases' on environmental and sustainability implications. Individuals born from 1981 to 1996 are called pew research millennials. They constitute over 25% of the world's population, and their numbers are high in developing countries. Millennials are at the heart of all economic activities and are the world's major consumer group (Marrucci et al., 2019; Kaurav et al., 2021). Consumers in particular who belong to the categories of millennia prefer to buy brands that support sustainability (Tajpour and Hosseini, 2021). A recent report shows that the growth rate was double that of its counterparts for specific product categories with sustainability claims. Few consumers, however, who have demonstrated a positive attitude towards green products and services are buying those products. Although there is a positive attitude, only 26% of consumers buy sustainable brands. To promote sustainable consumption, it is necessary to understand millennial behaviour. Taking this into consideration, the current green study seeks to identify and prioritize the potential for green sustainable consumption. and These designed to study their facilitators are connections prioritize strategic and management plans.

# 2. REVIEW OF LITERATURE Education

Education is the most essential tool to help us choose our needs and aspirations responsibly adequately. Education can equate and consumption and freedom with accountability. It is important to empower people and society to furnish them with information such as green education and sensitive advertising consumer (Carlos Rabasso, 2011). It can help people make choices. In general, in developing or developed countries, ESC is not yet seen as a priority. In order to promote sustainable consumption among people, education on sustainable consumption needs to be integrated into education (Meenakshi et al., 2014). Learning helps people discard nonsustainable products (Kushwaha et al., 2020).

## Values & Norms

Schwartz conceptualized the term 'values,' which exceed certain conditions, accompany the selection or evaluation of components and events as a concept or convictions concerning desirable end states and behaviours, as being of respective importance. (Schwartz, 1994, Schwartz, 1994). Consumers' environmental, social and ethical values affect green products behaviour. Empirically, education designed to communicate an individual's beliefs is always by scientific knowledge supported on sustainable development and the environment. Chan & Bishop 2013) focused on the moral and cognitive aspects of sustainable behaviour (Singh et al., 2021). Moral and personal norms have an impact on the purchase intention of consumers (Arvola et al., 2008)

## Innovation

Eco-innovation has been defined as evidence to develop fresh ideas, products and processes that help reduce or improve the environment in the country (Rennings, 2000). Innovative products and solutions are essential if society decouples economic growth from resource consumption. Innovative products with the sustainability factor in mind will enable firms to develop customers with high-performance and efficient products (Arya et al., 2019). Companies continuously improvise their products to develop a solution that provides more value and better performance for consumers while having lower environmental footprints (Jacob, 2020). An example of Henkel is that its products are constantly being innovated, focusing on sustainability.

## **Collaborative Purchasing**

The collaborative model is one in which consumers are, although on a small scale, also much more often producers or providers, and individuals cooperate to meet the needs of a specific community. The focus is on empowerment by individuals and efficient resource use and distribution rather than private property. Encouraging the sharing of resources is central to sustainable use. Improving economic and ecological efficiency is the key to the UN's goal. The sharing economy can potentially change people's collective consumption (Arya and Kumar, 2020). Sharing resources has a positive environmental impact by reducing the necessary resources and improving resource efficiency. Transport is an example of a decline in the kilometre of carpooling or resource sharing (Jain et al., 2020).

#### Incentives

Subsidies and incentives are another way to encourage consumer behaviour. If subsidies are granted, the household will make more sustainable product choices for consumers. Grants in the form of money, goods and any tax incentives such as the tax reduction may also be included in subsidies. The government can reduce the cost of fuel, reducing the nation's carbon emission contribution by providing subsidies for households that isolate their homes (Raworth, 2012). Incentives on goods which consume fewer resources like water and energy, improve efficiency and environment must be given. This would facilitate their penetration among consumers (Arya and Verma, 2020).

## Taxation

Taxing unsustainable goods can be an effective way of making sustainable choices consumers. Increased for prices of unsustainable products will lower their consumption and thus improve their performance in the environment (De Camillis and Goralczyk, 2013). In shaping consumer patterns of consumption, taxation can be more effective than regulations and laws (Gupta and Jain, 2020). Government must introduce eco-taxes to protect the environment. Taxing unsustainable and not eco-friendly goods must be imposed with high taxes to discourage their usage among consumers. The decrease in consumption of unsustainable goods would improve environmental performance and lower carbon emissions (Liu et al., 2019).

## Labelling

The process of providing consumers with information on the products is voluntary labelling. It is a widely used tool for influencing consumer choices for sustainable products (Penca, 2020). Consumers' perception has been influenced by-products favourably with social and environmental claims. Ecolabelling or eco-certification intimates and encourages consumers to shift to green products (Young et al., 2010). These environmental and social claims, which the government and the NGO have verified, positively influence consumers. The claims are used communicate sustainability to information to consumers and provide clarity, which helps make better product consumption choices (Gupta and Jain, 2020).

## **Corporate Reporting**

All companies report their sustainability efforts to consumers. Companies inform consumers of their social and environmental values and measures to promote sustainability. Consumers are informed through corporate reporting of the company's values and practices (Govindan, 2018). Consumers are told about under which circumstances products are made. It is a sort of company disclosure that provides information on every conformity followed by the company (Gupta and Jain, 2020). Themes including reporting involve corporate management, employee health and safety, the community's contribution (Soni and Gupta, 2013), etc.

## **Environmental Attitude**

Consumer expectations are changing, and environmental awareness is regarded as a critical determinant of decision-making (Lee, 2012). Attitude is described as the favourable or disadvantageous liking of consumers for something. Changes in the attitude and behaviour of consumers are necessary to make changes in their product selection choices (Tiwari et al., 2020). Changes in consumer attitudes will increase people's environmental awareness. The environment can make sensitive. consumers more Sustainable products are supported by preferences when they are environmentally sensitive (Joshi et al., 2019).

## **Regulation and Laws**

Laws help to regulate consumer consumption behaviour. Lawmaking will assist consumers in acting responsibly (Jain *et al.*, 2020). States shall enact effective legislation on the environment. Regulation on consumption behaviour will also help improve people's consumption behavior (Thogersen, 2010). Sustainable consumption will be promoted by the law concerning energy efficiency, food waste and use of public transport. Many countries have come out with legislation regarding food and other resources wastage. Regulation can curb the wastage of resources, thereby improving the environment (Gupta et al., 2020).

## **Changing Consumption Attitude**

Consumption in India is seen as a status symbol, and people are spending a great deal of money on remarkable consumption. Money is regarded as a symbol of wealth. This requires change because people need to learn that it is also good to consume less. It takes an hour to change the attitude toward consumption. Consumers should be informed of sustainable consumption, minimalism and green consumption practices and satisfy themselves by using less consumption (Carlos Rabasso, 2011). The change in mindset is essential as people equate consumption with status and indulge in unnecessary consumption. NGOs, government and marketers must take collective responsibility to change consumer mindset (Arya et al., 2019).

#### Awareness

Consciousness always takes consumers from ignorance to awakening. The right consumer choice is made through environmental awareness and sustainability (Zlatan et al., 2018). Greater awareness of the environmental obligations of consumers will drive you to change your behaviour and reduce the adverse effects of your consumption (Tarcza, 2015). Creating awareness on the degradation of the environment, increased resource efficiency, and the promotion of sustainable lifestyles and benefits of sustainable lifestyle would help in encouraging people to be more sustainable in their consumption (Vega-Zamora *et al.*, 2019; Jacob, 2020).

## Self-efficacy

The ability of individuals to believe about their actions affecting the environment is selfefficacy. It helps to establish people's behaviour (Fishbein and Cappella, 2006). People think it will have a positive effect, whatever they do, it is essential. In 2010 Unilever started a campaign to sustainably cultivate its palm oil. In the song "What you buy at the supermarket can change the world...small actions, big difference," they printed a photograph of a rainforest (Patel and Jha, 2020). The company has attempted to use the old findings that people do not conduct unless they believe that everything they do has a significant effect.

## 3. PROBLEM FORMULATION

The rate of consumption around the world is alarming. The growing consumption by human beings of these resources is damaging. Today human beings extract and use 50% more natural resources than 30 years ago. Since our resources, including materials, water, energy, and fertile soil, are limited, we must preserve the resources to sustain life on the planet. This demands that resources be used more sustainably to be preserved and utilized for a more extended period.

| S. | Factors       | Description                                      | References                         |
|----|---------------|--|------------------------------------|
| No |               |  |                                    |
|    |               | Education helps people to choose their needs     | OECD,2008; UNEP 2010; Carlos       |
| 1  | Education     | and aspirations properly and more responsibly.   | Rabasso,2011.                      |
|    |               | Education of value aimed at an individual's own  | Mykolas Simas Poskus, 2016; Chan   |
| 2  | Values &      | belief system can strengthen environmental and   | & Bishop, 2013; Greaves, Zibarras, |
|    | Norms         | sustainable scientific education.                | & Stride, 2013.                    |
|    |               | Innovation may help society want to decouple     |                                    |
| 3  | Innovation    | economic growth from resource exhaustion.        | EC, 2012; Rennings, K,2012         |
|    | Collaborative | The sharing of resources has the potential to    |                                    |
| 4  | Purchasing    | makeshift collective consumption among people.   | Contribution by Experts            |
|    |               | Subsidies and incentives motivate people to      | EC,2012; Subrahmanyan.et al 2008;  |
| 5  | Incentives    | make more sustainable choices.                   | (Raworth, 2012)                    |
|    |               | Taxing unsustainable goods may encourage         | OECD,2008, Carlos Rabassa, 2011.   |
| 6  | Taxation      | consumers to make more sustainable choices.      |                                    |
|    |               | Products with social and environmental labelling |                                    |
| 7  | Labelling     | affect consumer perception favourably.           | Young et al., 2010; Nittala, 2014  |
|    | Corporate     | Consumer perception is affected by companies     |                                    |
| 8  | Reporting     | informing consumers about their sustainability   | Contribution by Experts            |
|    |               | efforts.   |                                    |
|    | Environmental | Environmental attitude makes people more         | Barr (2003); Zimmer et al. (1994); |
| 9  | Attitude      | conscious of the environment and affects their   | Gadenne et al (2011)               |
|    |               | choices of goods.                                |                                    |
|    | Regulation    | States shall enact effective environmental       | Contribution by Experts            |

Table 1: Enablers Responsible for Sustainable Consumption

| 10 |               | legislation.                              |                            |
|----|---------------|---|----------------------------|
|    | Change in     | Change in consumption attitude makes      | Expert Contribution        |
| 11 | Consumption   | consumers more sensitive towards          | Carlos Rabasso, 2011       |
|    | Attitude      | environmentally supportive consumption.   |                            |
|    |               | Awareness about the environment and       |                            |
| 12 | Awareness     | sustainability encourages sustainable     | Tarcza, 2015               |
|    |               | consumption.                              |                            |
|    |               | Self-efficacy increases the confidence of | Fishbein and Capella, 2006 |
| 13 | Self-efficacy | consumers towards their actions about     | _                          |
|    |               | sustainable consumption.                  |                            |

#### 4. SOLUTION METHODOLOGY

The above-defined problem has been solved using the given methodology that consists of four steps:

- 1. A thorough literature review of and facilitators of sustainable consumption
- 2. Performing in-depth expert interviews
- 3. Experts' opinion was adopted to finalize the relevant facilitators
- 4. Use of structural modeling for interpretation (ISM)

#### Interpretive Structural Modeling (ISM)

Structural interpretation is a robust tool that turns mental configurations into a confident and well-designed pattern (Ahuja et al., 2009). ISM is the most popular socio-economic evaluation tool (Warfield, 1976). ISM thus offers its users organized an and comprehensive method of integrating group assessments in the development of structural models for the first time (Malone, 1975; Watson, 1978). It helps to obtain qualitative data instead of quantifiable factors resulting from modeling (Janes, 1988). The graphical presentation of results is shown by this technique (Janes, 1988). The steps of ISM methodology are as follow:

Step 1: The first various sustainable consumption enablers are investigated.

Step 2: In the first round, contextual relations between enablers are identified.

Step 3: The Enabler is designed to have a structural self-interaction matrix (SSIM) indicating a pair to pair connection among studied facilitators.

Step 4: The ISM methodology focuses on transitivity. The following formula is employed in which, if X=Y, Y=Z, the X=Z is then inferred. Transitivity is checked from the original SSIM accessibility matrix.

Step 5: The accessibility matrix is further divided into several levels.

Step 6: Digraph is drawn and transitivity is eliminated. Diagram based on the contextual

relationship in the accessibility matrix has been developed.

Step 7: When diagrams are converted to an interpretive model, the final output is achieved by replacing the nodes in a digital digit with statements.



Figure1: Flow chart of ISM: Source: adapted from –Mandal A, Deshmukh S.G

#### 5. APPLICATION OF ISM

# 5.1 Data Collection and Application of the Model

In order to optimize and prioritize important drivers to promote sustainable consumption among millennials, the proposed methodology has been used.

## Structural Self Interaction Matrix (SSIM) and Reachability Matrix

After the opinions of academic and industrial experts, contextual relationships have been established between the promoters of

sustainable consumption. For the establishment of the contextual relationship, 50 people were approached. The contextual relation leading to the formation of the SSIM matrix was established with four symbols (V, A, X, O). The individual symbols are described in detail below.

V: I will help you get j element

- A: j helps achieve I element
- X: I and j elements both help to achieve

O: I and j are not associated with each other.

The four symbol relevance (V, A, X, O) are described in Table 2.

In cells (1,13) the symbol V is displayed, i(1) means element j. (13). So V is placed in the cell where I lead j. Also, cell (1,7) symbol A means that item j takes element I and cell (1,8) indicates symbol X, meaning both enablers (i,j) lead to each other. Finally, cell (1, 10) with O shows no relationship between the two elements (i, j). SSIM is transformed into a binary matrix in the next step (0,1). This matrix is also called the initial matrix for accessibility (Table 3). In the binary conversion process, some rules are practised as follows:

- 1. The binary digit '1' in the initial reachability matrix I j) with V symbol and '0' in the case of SSIM Matrix cell I j) (j, i). The binary matrix of the cell (1, 13) is '1' while the binary matrix is '0' (13, 1).
- 2. In SSIM again, in the original reachability matrix cell I j) with an A symbol will assign '0,' and in that case cell (j, I will allocate '1.' In Table 2, the cell (1,7) has a 0 binary value and in the original matrix '1' is a cell (7,1).
- 3. In the original reachability matrix, when I j) and (j, I are represented by symbolic X, both cells are shown as '1' binary numbers. In the SSIM cell (1, 3), '1' in the initial reachability matrix is assigned to both (1, 8) and (8, 1).
- 5. If O is displayed in the cell I j), the binary digit '0 is assigned. The '0' binary digit in the initial accessibility matrix is shown in the cells (1, 10) and (10, 1).

Once transitive in the initial reachability matrix is ensured, the final reachability matrix is derived. Table 4 presents the final accessibility matrix.

Table 2: SSIM

| Variables | 1<br>3 | 1<br>2 | 1<br>1 | 1<br>0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|-----------|--------|--------|--------|--------|---|---|---|---|---|---|---|---|---|
| 1         | V      | V      | V      | 0      | V | Х | А | 0 | А | V | V | А |   |
| 2         | V      | V      | 0      | 0      | V | 0 | 0 | 0 | 0 | V | 0 |   |   |
| 3         | 0      | А      | 0      | А      | А | 0 | 0 | 0 | А | А |   |   |   |
| 4         | А      | А      | А      | А      | А | 0 | 0 | А | А |   |   |   |   |
| 5         | 0      | V      | V      | А      | V | 0 | 0 | 0 |   |   |   |   |   |
| 6         | 0      | А      | V      | А      | V | 0 | V |   |   |   |   |   |   |
| 7         | V      | Х      | V      | А      | 0 | 0 |   |   |   |   |   |   |   |
| 8         | V      | V      | V      | А      | А |   |   |   |   |   |   |   |   |
| 9         | Х      | А      | Х      | А      |   |   |   |   |   |   |   |   |   |
| 1<br>0    | V      | v      | V      |        |   |   |   |   |   |   |   |   |   |
| 1<br>1    | V      | А      |        |        |   |   |   |   |   |   |   |   |   |
| 1<br>2    | V      |        |        |        |   |   |   |   |   |   |   |   |   |
| 1<br>3    |        |        |        |        |   |   |   |   |   |   |   |   |   |

Table 3: Initial Reachability Matrix

| Variables | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1<br>0 | 1<br>1 | 1<br>2 | 1<br>3 |
|-----------|---|---|---|---|---|---|---|---|---|--------|--------|--------|--------|
| 1         | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0      | 1      | 1      | 1      |
| 2         | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0      | 0      | 1      | 1      |
| 3         | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0      | 0      | 0      | 0      |
| 4         | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0      | 0      | 0      | 0      |
| 5         | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0      | 1      | 1      | 0      |
| 6         | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0      | 1      | 0      | 0      |
| 7         | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0      | 1      | 1      | 1      |
| 8         | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0      | 1      | 1      | 1      |
| 9         | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0      | 1      | 0      | 1      |
| 1         |   |   |   |   |   |   |   |   |   |        |        |        |        |
| 0         | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1      | 1      | 1      | 1      |
| 1         |   |   |   |   |   |   |   |   |   |        |        |        |        |
| 1         | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0      | 1      | 0      | 1      |
| 1         |   |   |   |   |   |   |   |   |   |        |        |        |        |
| 2         | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0      | 1      | 1      | 1      |
| 1<br>3    | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0      | 0      | 0      | 1      |

The final accessibility matrix guides the achievement of accessibility and precedent (Warfield, 1974). The elements of the two sets achieve the crossroads. If the crossroads of accessibility and history are matched, the hierarchy of the ISM is obtained. The highest priority in the ISM hierarchy is the variable with accessibility and intersection set.

#### 5.3 Formation of ISM Based Model

A structural model called a digraph was

developed by the final accessibility matrix. The ISM model shall be developed when transitivity links are deleted and nodes substituted with the statement (figure 1). This model implies that facilitators are the most important for sustainable consumption in the ISM hierarchy's lowest place. Change in the consumption attitude (11) and the self-efficacy of the environment (9) have become the most crucial indicator of the ISM model.

#### **Level Partitions**

The final accessibility matrix is based on the accessibility and history for each enabler (Warfield,1974). For those with the same accessibility and background, the top position in the ISM hierarchy is achieved. Top-level enablers would not lead further to any other ISM hierarchy enabler. It is removed from

other enablers once the top-level enablers are identified. This process is continued to the last level. Eleven iterations to set these enablers were carried out.

#### 5.5 MICMAC Analysis

MICMAC analysis is a shortcut for crossmultiplication applications' matrix classification (Cross-impact matrix multiplication applied to classification). The basis of the MICMAC analysis is driving power and dependency power. The driving and dependence power of enablers is shown in Table 4. Based on two key parameter enablers, autonomous, dependent and linked and independent, are classified in four quadrants, depending on their driving and dependency power.

| Table 4 | 4 · Final           | Reachabi | ility  | Matrix |
|---------|---------------------|----------|--------|--------|
| rabic - | <b>T</b> . I III(01 | Reachabl | LLLL Y | mann   |

| Variables | 1  | 2 | 3  | 4  | 5 | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | Driving Variable |
|-----------|----|---|----|----|---|----|----|----|----|----|----|----|----|------------------|
| 1         | 1  | 0 | 1  | 1  | 0 | 1* | 1* | 1  | 1  | 1* | 1  | 1  | 1  | 11               |
| 2         | 1  | 1 | 1* | 1  | 0 | 0  | 0  | 1* | 1  | 1* | 1* | 1  | 1  | 10               |
| 3         | 0  | 0 | 1  | 0  | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1                |
| 4         | 0  | 0 | 1  | 1  | 0 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 2                |
| 5         | 1  | 0 | 1  | 1  | 1 | 1* | 1* | 1* | 1  | 1* | 1  | 1  | 1* | 12               |
| 6         | 0  | 0 | 0  | 1  | 0 | 1  | 1  | 0  | 1  | 0  | 1  | 1* | 1* | 7                |
| 7         | 1  | 0 | 1* | 1* | 0 | 1* | 1  | 1* | 1* | 1* | 1  | 1  | 1  | 11               |
| 8         | 1  | 0 | 1* | 1* | 0 | 0  | 0  | 1  | 1* | 1* | 1  | 1  | 1  | 9                |
| 9         | 1* | 0 | 1  | 1  | 0 | 0  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 7                |
| 10        | 1* | 0 | 1  | 1  | 1 | 1* | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 12               |
| 11        | 0  | 0 | 1* | 1  | 0 | 0  | 0  | 1* | 1  | 0  | 1  | 0  | 1  | 5                |
| 12        | 1* | 0 | 1  | 1  | 1 | 1  | 1  | 0  | 1  | 1* | 1  | 1  | 1  | 11               |
| 13        | 0  | 0 | 1* | 1  | 0 | 0  | 0  | 1* | 1  | 0  | 1* | 0  | 1  | 6                |
| Dependent | 8  | 1 | 12 | 12 | 3 | 6  | 6  | 9  | 11 | 7  | 11 | 8  | 11 |                  |

Table 5: Partitioning of Enablers

| S.NO | Reachability Set            | Antecedents                 | Intersection   | Level |
|------|-----------------------------|-----------------------------|----------------|-------|
| 1    | 1,3,4,6,7,8,9,10,11,12,13   | 1,2,5,7,8,9,10,12           | 1,7,8,9,10,12  | VI    |
| 2    | 1,2,3,4,8,9,10,11,12,13     | 2                           | 2              | X     |
| 3    | 3                           | 1,2,3,4,5,7,8,9,10,11,12,13 | 3              | Ι     |
| 4    | 3,4                         | 1,2,4,5,6,7,8,9,10,11,12,13 | 4              | II    |
| 5    | 1,3,4,5,6,7,8,9,10,11,12,13 | 5,10,12                     | 5,10,12        | XI    |
| 6    | 4,6,7,9,11,12,13            | 1,5,6,7,10,12               | 6,7,12         | V     |
| 7    | 1,3,4,6,7,8,9,10,11,12,13   | 1,5,6,7,10,12               | 1,6,7,10,12    | X     |
| 8    | 1,3,4,8,9,10,11,12,13       | 1,2,5,7,8,9,10,11,13        | 1,8,9,10,11,13 | IX    |
| 9    | 1,3,4,8,9,11,13             | 1,2,5,6,7,8,9,10,11,12,13   | 1,8,9,11,13    | IV    |
| 10   | 1,3,4,5,6,7,8,9,10,11,12,13 | 1,2,5,7,8,10,12             | 1,5,7,8,10,12  | VII   |
| 11   | 3,4,8,9,11,13               | 1,2,5,6,7,8,9,10,11,12,13   | 8,9,11,13      | III   |
| 12   | 1,3,4,5,6,7,9,10,11,12,13   | 1,2,5,6,7,8,10,12           | 1,5,6,10,12    | VIII  |
| 13   | 3,4,8,9,11,13               | 1,2,5,6,7,8,9,10,11,12,13   | 8,9,11,13      | III   |
|      |                             |                             |                |       |

## 7. RESULTS & DISCUSSIONS

The booming consumption of human beings is the main cause of the unprecedented environmental shifts that we are witnessing as demand for land, energy, water etc. The soinformation about consumer credentials (Jain et al., 2020). Consumers have a positive ecolabel approach (Witek Lucyna, 2017). The labels trust the quality of the goods that the consumers purchase. Labels help people



Figure 3: ISM Model

called consumer indicator provides us with a complete consumer state. The material and the way we were extracted impact the world around us enormously. We consume the product and, behind it, the supply chain. This study aims to identify sustainable consumption facilitators. Identifying these facilitators will help consumers move to sustainable consumption.

The incentives are driving labelling, values, and standards according to the ISM model, the second being the levels of the ISM hierarchy. Increasing the labelling of products would be helpful. In order to promote good consumer consumption practices, the government should promote product labelling. Consumers prefer products that carry certification of respect for the environment, society and the workforce. Labels are ways to provide educate about transparency and provide information on sustainable production and consumption.

The incentives for subsidies will only work if consumers are sensitive to the price difference sustainable products. If consumer for incentives do not make sense, they do not have incentives (OECD, 2008). Fiscal incentives for improving domestic energy efficiency have been introduced in various countries, including China, Canada, France, and Denmark. Furthermore, consumers can be offered a Green Points scheme if they use public transport, buy local products, or buy fair trade goods.

These points could be further reduced rather than buying sustainable goods. Values and standards drive corporate reporting, which drives awareness. Companies today have a general practice of putting their sustainability efforts in the public domain so that consumers are aware of the sustainable efforts of companies. This practice seems to foster awareness of sustainable practices among consumers. In addition, sensitivity leads to regulations that drive consumer education. Sustainability education provides people with the opportunity to change their way of working and think about a sustainable future (Agarwal *et al.*, 2021).

Sustainability education involves knowledge, values and skills that help them make good choices. The curriculum, research and service must include education. Education helps to achieve taxation that shapes consumers' attitudes towards the environment. To reduce the consumption of unsustainable goods is a means of taxation of goods that cause interaction. The study's findings would save valuable resources. The results would also help us to achieve the goal of the United Nations

#### 8. THEORETICAL CONTRIBUTION

The new and advanced field of research is sustainable consumption literature. Very few studies have used structural interpretation sustainable prioritize modeling to consumption drivers. The study uses a structural modeling approach of interpretation prioritise sustainable consumption. to Connections between enablers make a significant contribution this to area. Furthermore, dependence and driving power have shown the links between facilitators. The ISM hierarchy shows how important it is for every driver. At the same level, the facilitators show the same significance.

|         | 13 |    |       |        |          |         |        |    |    |       |          |     |    |    |
|---------|----|----|-------|--------|----------|---------|--------|----|----|-------|----------|-----|----|----|
|         | 12 |    |       | 5      |          |         |        | 10 | 1  |       |          |     |    |    |
|         | 11 |    |       |        |          |         |        |    | 12 | Li    | inkage   | III |    |    |
| Driving | 10 | 2  |       |        |          |         |        |    |    |       |          |     |    |    |
| Power   | 9  |    |       |        |          |         |        |    |    | 8     |          |     |    |    |
|         |    |    |       |        |          |         |        |    |    |       |          |     |    |    |
|         |    |    |       |        |          |         |        |    |    |       |          |     |    |    |
|         | 8  |    | Indep | endent | t ( Driv | ver) IV |        |    |    |       |          |     |    |    |
|         | 7  |    |       |        |          |         | 6      |    |    |       |          | 9   |    |    |
|         | 6  | 13 |       |        |          |         |        |    |    |       |          | 7   |    |    |
|         | 5  |    |       |        |          |         |        |    | 11 |       |          |     |    |    |
|         | 4  |    |       |        |          |         |        |    |    | Deper | ndent II |     |    |    |
|         | 3  |    | 1     | Autono | mous     | Ι       |        |    |    |       |          |     |    |    |
|         | 2  |    |       |        |          |         |        |    |    |       |          |     | 4  |    |
|         | 1  |    |       |        |          |         |        |    |    |       |          |     | 3  |    |
|         |    | 1  | 2     | 3      | 4        | 5       | 6      | 7  | 8  | 9     | 10       | 11  | 12 | 13 |
|         |    |    |       |        |          | Depe    | ndence | 2  |    |       |          |     |    |    |

Figure 2: Driving Power and Dependence

environmental and damage are not sustainable. Since they are at the top in the ISM hierarchy, self-efficacy and changed consumption attitude are the least important factors. These two facilitators have the least driving power among all thirteen drivers. Unfortunately, all human activity comes at the planet's expense, whether satisfying needs or meeting desires. This research emphasises the relationship between sustainable consumption facilitators using the ISM approach. The current study provides valuable information on these facilitators' relative importance and

#### 9. IMPLICATIONS

consumption patterns Consumer are problematic, as we only have one planet and limited resources. If consumption continues simultaneously, the world will deplete and deplete all resources. Climate change has such an extensive and complex impact that efforts to halt global warming need to move away from the current linear, fossil fuel economy to clean energy, resource efficiency and waste reduction systems. The findings of the current study would help policymakers frame strategies with respect to sustainable

consumption and help promote it, which would reduce waste and pollution, environmental bio emissions, improve capacity, and reduce unsustainable consumption practices. The shift towards sustainable consumption will also aim to economic decouple growth from the degradation of the environment, increase the efficiency resources, of and promote sustainable lifestyles. Further, reducing poverty and the change to low carbon and green economies can be substantially contributed by sustainable consumption and production. Climate change has such an extensive and complex impact that efforts to halt global warming need to move away from the current linear, fossil fuel economy to clean resource efficiency energy, and waste reduction systems.

#### 10. Direction for Future Research

Only thirteen literature-based sustainable consumption drivers have been identified in the present study. In future studies, more such enablers can be further explored and prioritized based on interpretive modeling (ISM). In addition to this, such contextual relationships between drivers can be statistically tested using structural equations modeling. Since the study was conducted in India, the enablers could differ in other countries. Therefore, to generalize the findings, further study is required. Future studies may also investigate the relationship personality and sustainable between consumption, as consumption is shaped by personality. Apart from this, sustainable consumption behaviour may vary across different generations. Therefore, this can be another area for future research.

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