

**CHRIST**(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

Notice for the PhD Viva Voce Examination

Ms Parul Oberoi, Registration Number: 2170047, PhD Scholar at the Department of Economics, School of Social Sciences, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Tuesday, 30 June 2026 at 02.00 pm in Seminar Hall, 2nd Floor, B Block, CHRIST (Deemed to be University), Delhi NCR Off-Campus, Ghaziabad - 201003, Uttar Pradesh, India.

Title of the Thesis : **A Study of Factors Affecting Sustainable Consumption Behaviour in Delhi NCR**

Discipline : **Economics**

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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 23 June 2026

Registrar (Academics)

ABSTRACT

Rising concerns related to environment, resource depletion & the constantly changing consumption patterns has led to the increasing importance of Sustainable Consumption Behaviour (SCB) specifically in urban areas. Developing nation like India, face rapid urbanisation and evolving lifestyles that has intensified the pressure on the usage of natural resources. Understanding of the factors influencing SCB is required for the promotion of responsible consumption practices. This study focuses on consumers in Delhi National Capital Region (NCR), a major urban hub characterized by diverse socio-economic conditions and consumption patterns. The study aims to examine the determinants of SCB among consumers in Delhi NCR. It seeks to measure the level of SCB, identify the key influencing factors, and establish the relationship between these factors and behavioural outcomes. The research is guided by the Theory of Planned Behaviour (TPB) and Value-Belief-Norm (VBA) framework, integrating environmental, economics, individual and contextual factors into a unified model. The study is based on primary data collected through a structured questionnaire administered to 785 respondents. Mean score analysis and Partial Least Square Structural Equation Modelling (PLS-SEM) has been used for data analysis. The findings found that value-driven and economic factors emerged as key contributors in shaping behavioural intention which acts as a central mechanism through which influencing factors are translated into actual behaviour.

SCB among urban consumers is concluded to be influenced by a combination of factors including values, economic considerations, and behavioural intentions. However, practical barriers such as affordability and accessibility continue to affect consumer behaviour. The study contributes to both theoretical understanding and practical application by offering insights for policymakers, businesses, and consumers to encourage responsible consumption practices in line with sustainability goals.

Keywords: Sustainable Consumption Behaviour, Quality of Life, Care for Environmental Well-Being, Care for Future Generation, Behavioural Intention, National Capital Region

Publications:

1. **Oberoi, P., & Bhandari, J.** (2024). Evaluating the role of economic factors in sustainable consumption behaviour. *Asian Journal of Water Environment and Pollution*, 21(2), 23. <https://doi.org/10.3233/ajw240018>
2. **Oberoi, P., & Bhandari, J.** (2026). Modelling Sustainable Food Consumption Behaviour: Evidence from Urban Consumers. *Asian Journal of Dairy and Food Research*, (Of). <https://doi.org/10.18805/ajdfr.DR-2430>
3. **Oberoi, P., & Bhandari, J.** (2025). An exploratory analysis of SCB in Delhi NCR region. *Journal of Information Systems Engineering & Management*, 10(31s), 659–669. <https://doi.org/10.52783/jisem.v10i31s.5122>