

# Consumer's Psychological Attributes Influencing Sustainable Consumption: A Study on Green Product Choices

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## ABSTRACT

Sustainable consumption has gained increasing importance due to rising environmental concerns and the need to reduce the negative impact of human activities on the environment. Green products are considered an effective means to promote environmentally responsible consumption behavior. This study examines the psychological attributes influencing consumers' sustainable consumption, with specific reference to green product choices. The research focuses on key psychological factors such as environmental concern, attitude towards green products, perceived consumer effectiveness, and social influence. Primary data were collected from consumers using a structured questionnaire, and the responses were analyzed using appropriate statistical tools. The findings reveal that environmental concern and favorable attitudes towards green products significantly influence consumers' green purchase intention. The study highlights the importance of the fact that psychological attributes play a crucial role in shaping sustainable consumption behavior. The findings provide useful insights for marketers and policymakers to design effective strategies for promoting green products and encouraging sustainable consumption practices.

**Keywords:** Sustainable consumption, Green products, Consumer psychology, Environmental concern, Green purchase intention

