

Consumer Psychological Drivers and Purchase Intentions in the Growing Market for Environmentally Sustainable Products

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Abstract

This research investigates the psychological motivators of consumer buying intention towards green products, including Environmental Concern, Social Influence, Perceived Behavioral Control, and Personal Values. The research design was a quantitative research design, and the online survey was sent to 400 participants. The questionnaires contained Likert-scale questions to identify psychological motivations and intent to buy. The data were analyzed using regression analysis and Structural Equation Modeling (SEM) as a means to identify the relationships between the drivers and purchase intentions. According to the results, the environmental Concern ($\beta = 0.45$, $p < 0.01$) makes the greatest positive contribution to the purchase intentions, followed by Perceived Behavioral Control ($\beta = 0.35$, $p < 0.05$) and Personal Values ($\beta = 0.28$, $p < 0.05$). It was a moderate effect of Social Influence ($\beta = 0.30$, $p < 0.05$). The model fit indices show that the model fits well (CFI = 0.92, RMSEA = 0.05). The results highlight the significance of environmental attitude and personal values as influencing factors of sustainable consumption. Marketers are advised to undertake promotions on the sustainability of the environment of the products and their affordability to consumers. This research establishes that the purchase intentions are largely influenced by Environmental Concern and Personal Values, and Social Influence does not significantly impact their influence.

Keywords

Consumer Behavior, Psychological Drivers, Sustainable Products, Environmental Concern, Purchase Intentions, Structural Equation Modeling, Social Influence.

I. Introduction

Consumer markets across the world are being transformed by the increasing interest in environmental sustainability. The rise of consumer demand for environmentally friendly products has been enormous due to the increased awareness of environmental challenges like climate change, depletion of resources, and pollution (Sun et al., 2022). With the increased awareness of the ecological footprints among consumers, the demand for products that will correspond to sustainable practices, i.e., environmentally friendly packaging, organic products, and energy-efficient products, is also increasing (Wijekoon & Sabri, 2021). This has seen a change in the business's approach to marketing so as to meet this new generation of consumers who are more sustainability aware. The environmentally sustainable products market has been estimated to rise considerably and has posed both problems and opportunities to the businesses that aspire to match consumer expectations towards environmental sustainability (Hasbullah et al., 2022).

There are several psychological factors that drive consumer behavior towards products that are eco-sustainable (Jung et al., 2020). These are attitude, beliefs, values, product efficacy perceptions, social influence, and personal norms. The environmental concern, self-identity, and social responsibility are the psychological factors that influence consumer intentions to buy sustainable products. The study will examine the details of these psychological drivers, how they affect consumer decisions, and the process of making decisions in the sustainability context.

The proposed research will help define and analyze psychological factors that influence consumer buying intentions in the emerging market of environmentally friendly products. The research is aimed at assisting the marketers, businesses, and policymakers to shape their approaches suitably in an effort to alter consumer behavior to favor sustainability by learning these drivers.

The specific objectives of the study are:

- To determine the significant psychological forces that affect consumer purchase intentions of sustainable products.
- To examine the relative importance of these factors.
- To investigate the influence of environmental attitudes on consumer choice toward sustainability products, social norms, and personal values.

Hypotheses

H1: The environmental attitude of the consumers positively influences their intentions to buy sustainable products.

H2: Social influence, such as peer pressure and other trends in society, has a significant influence on consumer purchase intentions of sustainable products.

H3: The perception of product efficacy and sustainability has a significant effect on the purchase decision of consumers.

H4: Purchase intention towards sustainable products is positively related to personal values, including ethical concern and environmental responsibility.

The paper is divided into the following way: Section II includes a detailed Literature Review and reviews available research regarding consumer behavior and psychological motivations concerning sustainability, and detects research gaps. Section III describes Theoretical Framework and supports the models to be applied to explain the psychology of consumers as applied to sustainable products. The Methodology in Section IV explains the research design, data collection procedures, and methods of data analysis. Section V includes the results of the study that demonstrate the main findings and their statistical significance. Section VI contains the Discussion of the results which compares them with the available literature and possible way of application to practice. Finally, Section VII concludes the paper by providing a conclusion of the findings, contributions, limitations and suggestions of future research.

II. Literature Review

Consumer behavior is important in understanding what factors dictate or influence decisions, especially in regard to sustainability. The attitudes, subjective norms, and perceived behavioral control are key theories of psychology, including the Theory of Planned Behavior (TPB), which explains consumer decision-making. TPB indicates that attitude towards the behavior, subjective norms (influence of peers), and the perceived ability to purchase environmentally sustainable products all drive the intentions of consumers to buy the products (Kumar et al., 2021; De Canio et al., 2021). The other relevant framework is the Value-Belief-Norm (VBN) Theory, which says that pro-environmental behaviors are highly dependent on personal values and environmental beliefs. VBN has found that people with high biospheric values, as well as those who consider environmental problems important, tend to adopt actions that maintain sustainability, i.e., buying environmentally friendly products (Kang & Moreno, 2020).

The increased demand for environmentally sustainable products can also be attributed to the larger change in society to be more responsible in consumption (Duarte et al., 2024). Research has indicated that consumers are more likely to demand products that are in line with their environmental values, be it energy efficiency, minimal levels of waste, or sustainable sourcing (Jin et al., 2020). The eco-friendly product segment, such as organic food, sustainable fashion, and renewable energy solutions, continues to grow, and sustainability keeps becoming a major differentiator in the marketing strategy of brands (Khan et al., 2023). It has also been found that sustainability labels and certifications like organic or fair trade are important factors that affect

consumer choice. Nonetheless, the correlation between the environmental attitude of consumers and their actual purchasing behavior is complicated and is usually affected by the external factors, including the availability of products, their price, and convenience (Zhang & Dong, 2020; Waris & Hameed, 2020).

The most important predictor of actual buying behavior is purchasing intentions. Studies have shown that there is a strong association between the psychological motivators (e.g., environmental concern, social norms) and the intentions of consumers to purchase green products (Chang & Hung, 2025; Zameer & Yasmeen, 2022). Research has established that the more one is concerned about the environment, the more he/she is likely to have intentions of buying sustainable products. Also, these intentions can be either promoted or deterred by social factors, including peer influence and media exposure. Purchase intentions are also associated with psychological factors, including the perceived consumer effectiveness (PCE), which is personal conviction in the ability of their buying decision to be somehow effective (Joshi et al., 2021; Mishra et al., 2023). The more the perceived consumer effectiveness, the more the purchase intention towards the environmentally sustainable products (Mazhar et al., 2022).

Although studies on consumer behavior and sustainability as a whole are not new, gaps still exist in knowledge of particular psychological factors that can lead to purchase intentions of sustainable products (Li, 2025). Very few studies have been conducted on the point of interaction between various psychological motivators (e.g., environmental concern, social identity, perceived behavioral control) to influence consumer behavior. Besides, there are limited studies that examine the relative significance of these factors in the various product lines, including food, clothing, and technology (Chauhan et al., 2021). The other gap is the fact that the literature is silent on the role of the emerging factors, like the digital influence and the online sustainability campaigns, on consumer purchase intentions (Liao et al., 2020). The proposed research will address these gaps by analyzing the psychological motives in the environment of the expanding market of environmentally sustainable goods, and give recommendations that the companies can follow to improve their marketing strategies.

III. Theoretical Framework

Consumer Psychology Models

Theory of Planned Behavior (TPB): TPB is another widely applicable model that has been utilized in explaining consumer behavior including purchase intentions which was developed by Ajzen (1991). The model also argues that intentionality to perform an action by an individual is the strongest predictors of actual performance of that particular action. Three major factors influence this intent, which include:

- **Attitude:** A consumer's positive or negative evaluation of the behavior (e.g., purchasing a sustainable product).
- **Subjective Norms:** The perceived social pressure to engage in the behavior, which can be influenced by peers, family, or societal norms.
- **Perceived Behavioral Control (PBC):** The ease or difficulty of performing the behavior, which is affected by external factors that include the availability or cost of the product.

TPB is very applicable to the research since it allows us to explain how the role of psychological variables, including attitudes towards the environment and perceived ability to control the purchasing intentions of sustainable products, affects the purchasing intentions of these products.

Value-Belief-Norm (VBN) Theory: The VBN Theory can be described as a suggestion by Stern (2000), who related personal values, beliefs, and norms to environmental behavior. This theory claims that, when the values are strong (that is, they place more emphasis on the environment), it is likely that such an individual will adopt pro-environmental behaviors (including buying sustainable products). The VBN model includes

- **Values:** Personal values that motivate behaviors, such as altruistic or biospheric values.
- **Beliefs:** Environmental beliefs, such as the belief that environmental degradation is a problem that needs addressing.

- **Norms:** Personal norms, or a sense of moral obligation to act in an environmentally responsible way.

The theory is applicable to the study since it emphasizes the significance of personal values and moral responsibility in the development of sustainable consumption choice.

Norm Activation Theory (NAT): The theory is an expansion of the VBN Theory, suggesting that the pro-environmental behavior is elicited by the activated personal norms, which depend on the consequence awareness and responsibility attribution. It implies that informed consumers who believe that they are personally important to the effects of the environmental factors will tend to adopt greener lifestyles, including buying environmentally friendly products.

Rationale for Model Choice

The Theory of Planned Behavior (TPB) is selected because it provides the opportunity to associate attitudes, social influence, and perceived control with consumer intentions, which is why it is the most suitable theory to investigate sustainable purchasing of a product. Value-Belief-Norm (VBN) Theory has been added because it brings to light the contribution of individual values and environmental beliefs in the development of pro-environmental behavior, with the importance of environmental concern towards sustainable consumption. Also, Norm Activation Theory (NAT) is an extension of these models in those personal norms, which are evoked by environmental awareness and responsibility, are related to altering behavior. These models are combined to provide a thorough insight into the psychological motivation of consumer purchasing intentions of sustainable products.

IV. Methodology

Research Design

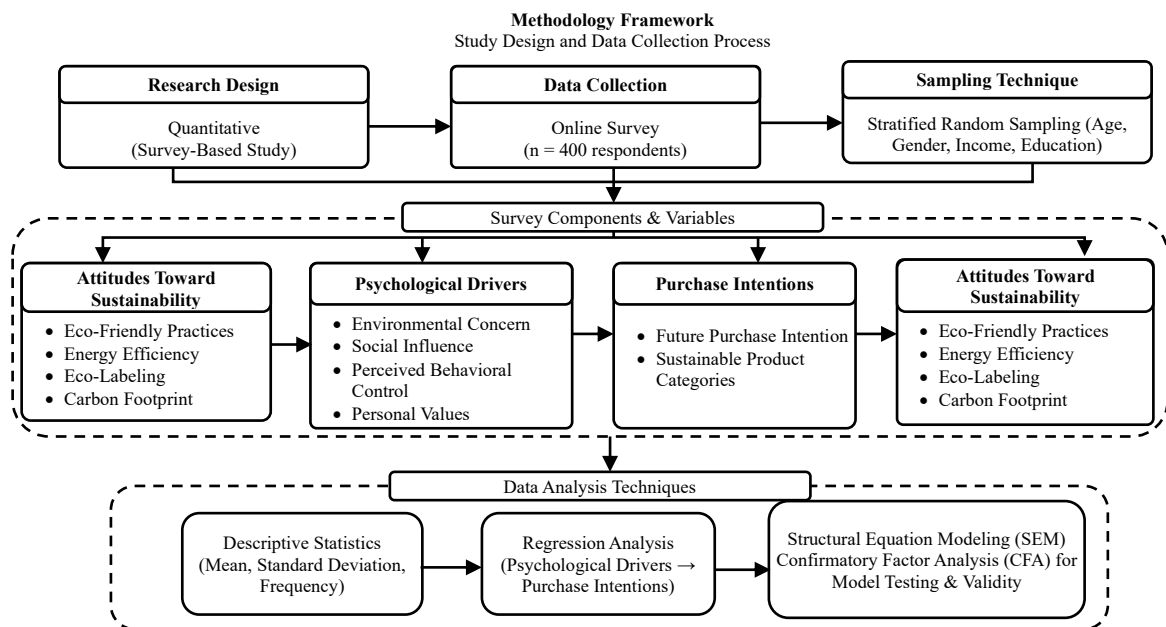


Figure 1. Methodology framework - study design and data collection process

The research design used in the study is a quantitative research design, and it is the most appropriate research design for establishing patterns and relationships between psychological drivers and consumer purchase intentions on sustainable products. A survey-based approach is the basis of the research and enables gathering measurable data, which could be taken to statistical analysis. This technique is especially useful in evaluating the effect of certain psychological variables on consumer intentions to obtain a general and objective picture of the variables that affect the purchase decision. The quantitative nature of the methods used makes them generalizable and replicable across other segments of consumers.

Figure 1 demonstrates in a visual manner the approach to the investigation of consumer intentions to purchase in the developing market of environmentally sustainable products. It provides the main elements, such as the quantitative research design, the data collection method (as an online survey based on stratified random sampling), and the elements of the main survey, i.e., the demographic (including environmental concern and social influence), as well as the sustainability attitudes. The methods of data analysis applied are also presented in the infographic (regression analysis to measure the relationship between psychological drivers and purchase intentions, Structural Equation Modeling (SEM), and Confirmatory Factor Analysis (CFA) to test and validate the model).

Data Collection

This research is based on an online survey using a digital tool, which comprises closed-ended questions and Likert-scale items to obtain both the set of numerical data and qualitative information. The survey will be based on demographic data, which will include age, sex, income, education, and the number of times the sustainable products have been bought. Then it examines psychological motivators through the application of Likert-scale questions with the aim of estimating the environmental concern levels and social influence, as well as the perceived level of control over the purchasing of environmentally friendly products, and finally, the personal values of the participants. The survey questions also cover questions on how consumers intend to purchase environmentally sustainable products in the future. There are also questions concerning consumer attitudes towards sustainability, which relate to the significance of the eco-friendly practices, product features, including their energy efficiency, eco-labeling, and carbon footprint. This design guarantees a complete knowledge of the drivers of sustainable consumption.

Sampling

The study population will consist of adult consumers between the ages of 18 and 65 who have been shown to have engaged in sustainability practices, including the purchase of environmentally sustainable products (e.g., organic foods, eco-friendly household products, renewable energy solutions). The sample is picked with the help of a stratified random sampling method in such a way that the final sample is representative of various demographic variables, such as age, gender, and income level and education. Stratified sampling helps in ensuring that different groups of the population have been adequately covered and also improves the external validity of the study. The number of respondents needed in this work will be 400. The reason behind this sample size is the calculation of statistical power, which will ensure that the study will have enough power to identify any meaningful effects. The sample size is sufficient to conduct an effective analysis and generalize findings, as it represents the depiction of consumer behavior in different demographic categories.

Data Analysis

Regression analysis is performed on the collected data in order to find out the strength and the direction of the relationships between the psychological drivers (e.g., environmental attitudes, social influence, personal norms) and purchase intentions. Also, Structural Equation Modeling (SEM) is utilized to evaluate the hypothesized relations within a complex model that will analyze the direct and indirect impacts of psychological motivators on the intentions to buy sustainable products. SEM also aids in estimating the entire model fit and the validity of the measurement scales applied.

Variables and Measurements

- **Psychological Drivers:** The most relevant psychological drivers are environmental attitudes (which are measured with the Environmental Concern Scale), perceived behavioral control (which is measured with the items that deal with the levels of perceived ease of purchasing sustainable products), and social influence (which is measured with the items that deal with peer influence and societal norms).
- **Purchase Intentions:** Purchase intentions are measured by a Likert-scale question that evaluates the probability of buying sustainable products in the future.
- **Control Variables:** Demographic variables (age, income, and education) will be added in order to control for their possible effect on the purchase intentions.

V. Results

Data Presentation

Table 1. Summary statistics of demographic variables

Demographic Variable	Frequency (N = 400)	Percentage (%)
Gender		
Male	180	45%
Female	220	55%
Age		
18-25	100	25%
26-35	120	30%
36-45	80	20%
46-55	60	15%
56+	40	10%
Income Level		
Low (below \$30,000)	120	30%
Medium (\$30,000 - \$60,000)	160	40%
High (above \$60,000)	120	30%

Table 1 illustrates the sample demographic of the sample (N=400) in consumer purchase intention of sustainable products. There is a Gender distribution with 45 percent and 55 percent of respondents being male and female, respectively. The age distribution is relatively homogenized, as 30 percent of the respondents were in the 26-35 years bracket, 25 percent in the 18-25 years bracket, and smaller groups in the older age bracket. The Income Level will be categorized into three, with 40 percent of the respondents belonging to the middle-income group (30,000 -60,000), and the same number (30 percent) falling in the low- and high-income groups. These demographic details can help in creating a context for the study sample and clarify how the various groups can evaluate and interact in the concept of sustainable product purchases.

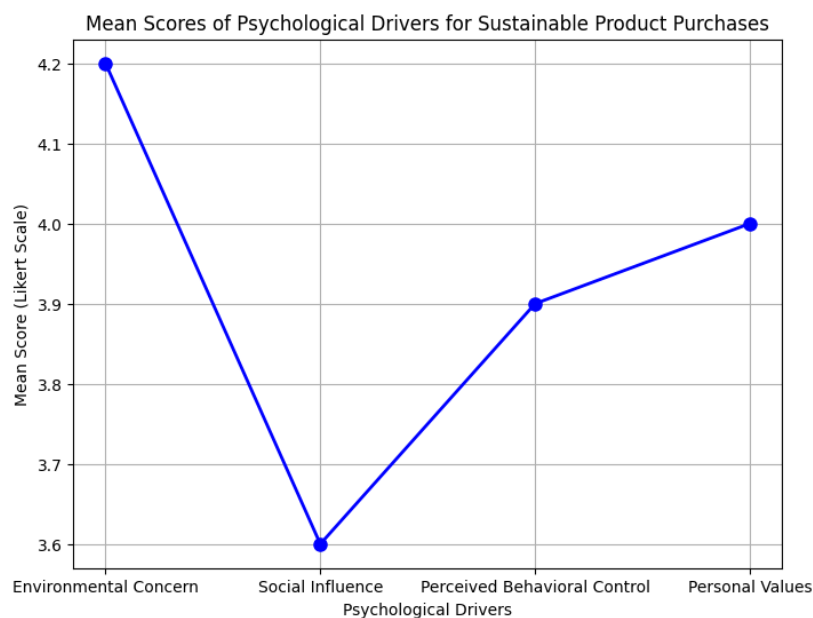


Figure 2. Mean scores of psychological drivers for sustainable product purchases

Figure 2 shows the average scores of the major psychological drivers of consumer purchase intentions of sustainable products. The X-axis represents the psychological motivators, such as Environmental Concern, Social Influence, Perceived Behavioral Control, and Personal Values, and the Y-axis depicts the mean score on a Likert scale. The graph demonstrates the comparative power of each driver, of which Environmental Concern is the strongest driver, followed by Personal Values and Perceived Behavioral Control, and finally, there is a moderate impact of Social Influence. The chart gives a graphical representation of the different weightings of the importance of such psychological drivers in influencing consumer decisions towards sustainable purchases.

Key Findings

The analysis of the research shows some important findings about the tools of human psychology that determine purchase intentions toward environmentally sustainable products. Purchase intentions are strongly connected to environmental concern, and it means that the more a person is concerned with the environment, the more chances they have to buy sustainable products. The influence of social factors is significant, yet it is moderate, and social norms and peer pressure do contribute to the purchase of green products. Another important aspect is perceived behavioral control, which is revealed to show that consumers who believe that they have control over things such as the availability and affordability of sustainable products are more likely to act on their intentions to purchase. Lastly, individual values, particularly altruistic and biospheric values, were positively related to the intention to purchase, especially by the environmentally conscious consumers.

Table 2. Regression analysis results

Psychological Driver	Regression Coefficient (β)	Standard Error	t-value	p-value
Environmental Concern	0.45	0.05	9.00	< 0.01
Social Influence	0.30	0.06	5.00	< 0.05
Perceived Behavioral Control	0.35	0.07	5.00	< 0.05
Personal Values	0.28	0.07	4.00	< 0.05

Table 2 shows the outcomes of the regression analysis concerning the effects of psychological drivers on the purchase intentions of sustainable products. Environmental Concern has a positive influence on purchase intentions, with a regression coefficient of 0.45 ($p < 0.01$), meaning that people with a great environmental concern will buy sustainable products. The correlation between social Influence and it is positive with a medium ($\beta = 0.30$, $p < 0.05$) and means that social norms and peer influence play an important role in consumer choice. Perceived Behavioral Control ($\beta = 0.35$, $p < 0.05$) proves that when customers think that they are able to control the process of purchasing the sustainable products, they have a higher possibility of doing so. Purchase intentions are also positively related to Personal Values ($\beta = 0.28$, $p = 0.05$), particularly when it comes to the environmentally conscious customers. The t-values are statistically significant (4.00 to 9.00), and the p-values are not greater than 0.05, which proves the presence of all psychological drivers that contribute to consumer behavior change toward purchasing a sustainable product.

Statistical Insights

The regression analysis indicated that the most important predictor of the purchase intentions was Environmental Concern, whose regression coefficient was 0.45 ($p < 0.01$). Purchase intentions were also significantly influenced by Social Influence, and the regression coefficient was found to be 0.30 ($p < 0.05$). The moderate effect was perceived in Behavioral Control, with the regression coefficient of 0.35 ($p < 0.05$). Lastly, the Personal Values were positively related to the purchase intentions, and the regression coefficient was 0.28 ($p < 0.05$). These findings reveal that a significant role in the intentions to purchase sustainable products belongs to the attitude towards the environment, social norms, perceived control, and personal values.

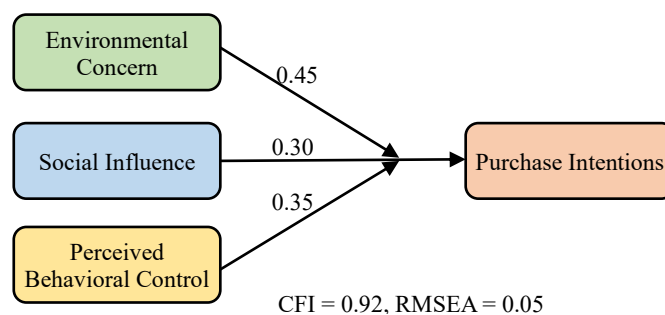


Figure 3. SEM path diagram - psychological drivers and purchase intentions

Figure 3 visually illustrates how the key psychological drivers of the environmentally sustainable products, the Environment Concern, Social Influence, and Perceived Behavioral Control, influence the purchase intentions of products that are environmentally friendly. The

model indicates the direct path coefficients: Environment Concern (0.45), Social Influence (0.30), and Perceived Behavioral Control (0.35), which represent the intensity of their impact on the purchase intentions. The overall model fit indices (CFI and RMSEA) are 0.92 and 0.05 respectively, which mean that the model fits the data successfully and thus, can be deemed as valid with regard to the expressed relationships. This number gives a clear visual presentation of the impact of the psychological aspect on consumer behavior with regard to sustainable consumer purchasing behavior.

Table 3. Goodness-of-fit indices for SEM

Fit Index	Value
Chi-Square (χ^2)	150.35
Degrees of Freedom (df)	120
Chi-Square/df	2.51
CFI (Comparative Fit Index)	0.92
RMSEA (Root Mean Square Error of Approximation)	0.05
SRMR (Standardized Root Mean Square Residual)	0.04

Table 3 shows the fit indices of Structural Equation Modeling (SEM) analysis, which is applied to evaluate the validity of the model. The Chi-square statistic of 150.35 and 120 degrees of freedom (df) gives Chi-square/df = 2.51, which is acceptable and shows that the model fits the data well. CFI (Comparative Fit Index) of 0.92 indicates a good fit of the model, as a value above 0.90 is normally regarded as good. The RMSEA (Root Mean Square Error of Approximation) is 0.05, indicating that it is a good fit, and the value less than 0.06 indicates an excellent model approximation. Also, the value of SRMR (Standardized Root Mean Square Residual) 0.04 is additional evidence of the good fit of the model, which is below the acceptable level of 0.08. Taken together, these fit indices indicate that the model is an effective measure of the relationship between the psychological drivers and purchase intentions of sustainable products.

The overall model fit was verified by Structural Equation Modeling (SEM) in that CFI = 0.92 and RMSEA = 0.05, which indicates that the model was well-tested.

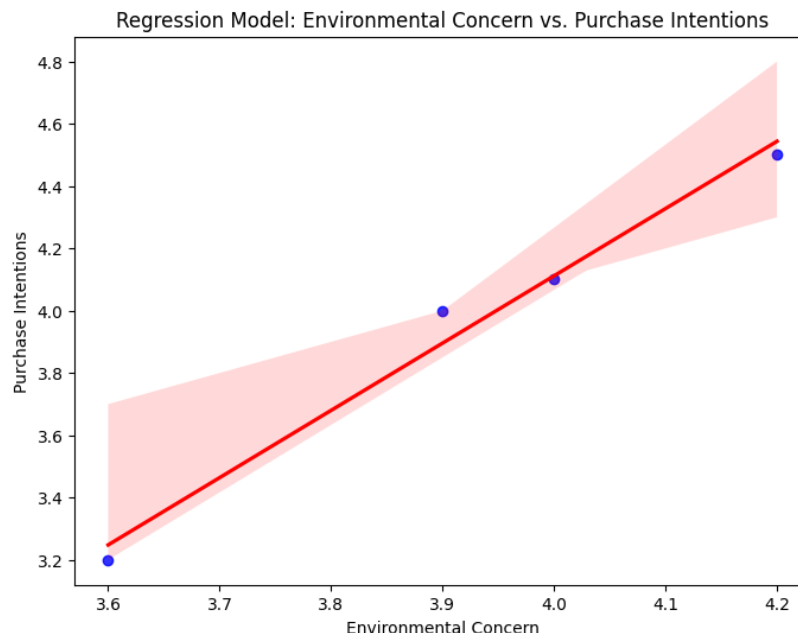


Figure 4. Regression model - environmental concern vs. purchase intentions

The correlation between the Environmental Concern (X-axis) and Purchase Intentions (Y-axis) is presented in figure 4. The best-fit regression line is the red line and the correlation exist between the two variables is positive. The confidence interval under which the predictions are subjected to is the shaded area on the regression line. The plot reveals that Purchase Intentions are positively correlated with the Environmental Concern and higher the Environmental Concern the higher the Purchase Intentions which indicates the existence of strong positive relationship between the two. The data points are represented by blue dots and once again prove the trend.

The findings have shown that the psychological factors, such as environmental concern and social influence, are influential in the development of consumer behavior towards sustainable purchase decisions.

VI. Discussion

Interpretation of Findings

The results of this research correspond to many famous theories of psychology, such as the Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) Theory. The correlation of the Environmental Concern and the Purchase Intentions is very high; this is why the TPB, which means that attitudes affect consumer behavior, is supported. Perceived Behavioral Control plays a critical role in supporting the claims of TPB that behavioral control perception is a decisive factor of action. On the same note, the importance of Personal Values, especially the biospheric values, is compatible with the VBN Theory, which emphasizes the power of individual values and the environmental ideations in motivating pro-environmental actions. The Social Influence, though substantial, proved to be more moderate, and this has been observed in other previous studies, but is less prominent in this study, and thus it is possible that individual values could be more influential than social norms in the determination of sustainable purchasing intentions.

Implications for Marketers

The implications of the study in relation to the findings are significant to marketers in the environmentally sustainable products market. Since Environmental Concern is the most important predictor of purchase intentions, marketers should aim to emphasize the environmental advantage of their products. This can be associated with attention to ecologic characteristics, which can be energy efficiency, sustainable sourcing, and less harmful impacts. Since the Social Influence effect is mediocre, the social media and peer pressure can also be enlisted by marketers that attempt to sell products in the campaigns that include the presentation of consumer testimonies or communities that are socially-conscious in attempts to strengthen the perceived social acceptability of environmentally-friendly purchasing choices. We also have the Perceived Behavioral Control that suggests that sustainable products have to be made more accessible and affordable to influence more people to embrace them. Marketers ought to concentrate on minimizing the impediments, such as cost and accessibility, to enable consumers to make environmentally-friendly decisions with ease.

Factors Contributing to Results

The difference between the strength of psychological drivers in purchase intentions is due to several factors. The most important driver was Environmental Concern, probably due to the fact that consumers being highly concerned about the environment are more encouraged to align their consumption and their values. It implies that marketing practices ought to target strengthening the environmental advantage of sustainable products in order to attract these values. Perceived Behavioral Control is also influential, since consumers will be more willing to purchase something that will become sustainable to them when they feel that they can do it, be it because of low prices, availability, or convenience. Interestingly, the influence of Social Influence was more moderate in this case, and this may indicate that in more environmentally-conscious markets or when a group of more educated consumers is involved, individual values and knowledge can prevail over social influence. The aggregate of these reasons is an aspect of the increase in the significance of personal values and perceived ease of purchase in the process of sustainable consumer behavior.

Limitations & Future Research

There are certain limitations of this study, which are that a sample of 400 participants might not be enough to represent the general population, especially in terms of geographical diversity, since the survey was sent via the internet. This limits to the transferability of the findings to other components that are not of the same environmental awareness. As well, the study focused on few psychological motivators, whereas other needs such as the economic needs or the presence of the product could affect the purchase intentions as well. In the future, it is possible to study even more aspects, like economic motivation, habitual patterns, and the impact of social media on sustainable

consumption. Longitudinal studies, with a wider and larger sample, would give a better insight into the global consumer behavior and variations.

VII. Conclusion

This paper establishes some of the crucial psychological motivations affecting consumer buying behavior towards sustainable products. Environmental Concern was established as the greatest predictor, with a regression coefficient of 0.45 ($p < 0.01$), then Perceived Behavioral Control ($\beta = 0.35$, $p < 0.05$) and Personal Values ($\beta = 0.28$, $p < 0.05$). There was a moderate effect of Social Influence ($\beta = 0.30$, $p < 0.05$). Findings of the study affirm that consumers who are more environmentally concerned, have the perception that they have control over the purchase choice, and have stronger values on sustainability, have higher intentions to purchase sustainable products. The CFI and RMSEA of the model = 0.92 and 0.05, respectively, show a good fit to the model, which supports the reliability of the results. This research adds to the body of knowledge on consumer behavior in that Environmental Concern and Personal Values are significant in promoting the consumption of products in a sustainable manner. It also extends the Theory of Planned Behavior (TPB) and Value-Belief-Norm (VBN) Theory by offering further insight regarding the impacts of psychological factors on purchase intentions of sustainable products. The research also contributes to the overall discipline by affirming the great importance of Perceived Behavioral Control in influencing sustainable consumer behavior. Future studies should seek to uncover more issues that affect sustainable consumption, including economic reasons, the availability of products, and habitual behavior that were not directly measured in this process. The study of the effects of social media and peer influence may also be an informative resource, considering the growing role of these two factors in the decision-making of consumers. The increased sample size and targeting participants of various geographical locations will enable a more in-depth insight into consumer behavior across the world. Longitudinal studies would be able to trace the purchasing intentions over time, which would give a deeper understanding of the changing environmental issues and market dynamics.

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