Research Paper

Psychological Predictors of Sustainable Consumption Behavior

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ABSTRACT

Sustainability has become the need of the hour in the current and constantly changing scenario of the modern twenty first century. With the ever-growing population and the need to meet the ever-increasing demands of the world, there is rapid development, utilization and decline of natural resources which pose a new and threatening challenge to our environment. Millions of people each day are competing with each other and with time. They are constantly moving and never stopping. This has led to a decline in not only the health of the environment but also in the mental health of the general population. The present study was conducted to as a means to spread awareness about sustainability and sustainable consumption practices along with the need for Mindfulness. The study also attempts to analyze the five dimensions of personality traits and the role of their presence in promoting Mindfulness and Sustainable Consumption Practices. The study was conducted upon 82 participants over a period of sixteen weeks. The study resulted in showing a clear relationship between sustainable consumption practices, mindfulness and the five dimensions of personality traits.

Keywords: *Sustainability, Sustainable Consumption Practices, Mindfulness, Attitude, Awareness, Psychological Predictors.*

Sustainability

Mostly in wider definition, Sustainability is defined as the capability to consistently continue or maintain a system through time. In commercial and greater understanding, sustainability works to avoid the depletion or degradation of natural or raw resources so that they can be used indefinitely. The notion of "environmental sustainability" stresses on "life support systems," namely the environment or land, which must be provided in order for economic output or human life to proceed. Social sustainability, on the other hand, emphasis on the anthropogenic consequences of economic institutions and involves efforts to alleviate food insecurity as well as battle discrimination. The Brundtland Commission report for the United Nations in 1987 is the most commonly used definition of sustainability. It defines the notion as "filling the requirements of today without jeopardizing future generations' ability to satisfy their own needs." The idea that humans should not ruin the environment for short-term profits is inherent in sustainability. Because of the growing effects of nationwide change in climate on modern living, concepts of environmental sustainability have gained traction. The concept also recognizes that human systems must be fair if they are to persist

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and lessen the overall extent of mental misery on the world. The anthropological approach is crucial in understanding sustainability. The true goal is to ensure the existence of the human species in all parts of the globe, as well as the survival of all biosphere components, including those that do not appear to benefit people. All of them, however, are dependent on human activity and assume at least three key characteristics of sustainability: I environmental (natural resource conservation), (ii) social and cultural systems, and (iii) economics (promotion of decent human living conditions). The Sustainable Development Goals (SDG) is a series of goals established by the United Nations that it refers to as its "framework for achieving a brighter and more sustainable future for all." They aim to achieve objectives such as alleviating hunger and poverty, expanding inclusive and fair educational opportunities, and increasing access to renewable energy. The 17 SDGs are: Zero Hunger, Gender Equality, Good Health and Well-being, Quality Education, Affordable and Clean Energy, Clean Water and Sanitation, Decent Work and Economic Growth, Reduced Inequality, Sustainable Cities and Communities, Industry Innovation and Infrastructure, Responsible Consumption and Production, Life Below Water, Justice, Strong Institutions, Partnerships for the Goals, no Poverty, Climate Action, and, Life on Land, Peace.

Regardless of the fact that the goals are broad and interconnected, a UN General Assembly Resolution passed immediately afterward rendered the SDGs more "practical." The policy includes specific targets for each goal, as well as criteria for monitoring performance toward the other goal. The year whereby the goal is to be met seems to be mainly from 2020 and 2030. A few of the goals have no end date.

Environmental degradation
The environment is the primary source of stability for any life form. We adapt to our surroundings and survive. The environment is a delicate balance of diverse living forms and the resources we may take from it and give back to it. Unfortunately, the ecology is deteriorating in today's world. The resources on which human life depends are steadily decreasing. As the human population grows, so does the demand for land, water, and other resources, resulting in massive deforestation, the extinction of animal species, global climate change, and a slew of other environmental issues. Environmental deterioration has emerged as a key issue in the twenty-first century. Ecosystems all throughout the planet are in peril, with natural wildlife and flora on the verge of extinction, exacerbating the ecological challenges. Many animal species are becoming extinct as a result of environmental deterioration, but new species of animals and viruses are also emerging and spreading over the planet. The loss of water and other environmental assets such as land is causing battles between countries, which finally leads to the use of atomic and nuclear weapons, further contributing to environmental degradation. It's very likely that the lack of public knowledge and interest in this issue is attributable to population growth as well as a lack of a scientific goal. Environmental deterioration varies widely between nations and regions around the world. Rapid population growth puts a strain on natural resources, causing environmental damage. The mortality rate has dropped as medical services have improved, resulting in an increase in longevity. Higher population indicates more need for food, clothes, and shelter. More acreage is needed to grow food and accommodate millions more people. Deforestation, biodiversity loss, and ecological disturbance result, all of which contribute to environmental deterioration. Another issue and one of the main factors for environmental degradation is overpopulation. Some of the human activities such as over population have been a major factor to the degradation of the environment. Overpopulation refers to a condition wherein the planet's or a nation's populace is so large that the people who live

there suffer. In other words, a place or planet's population exceeds it's carrying capacity, or perhaps the largest frequency of individuals, other living species, or crops that can be supported without harming the ecosystem. Among their issues may be food scarcity, limited access to health services as well as other social utilities, overpopulation, and high unemployment. As of now, the planet's population is 7 billion and is estimated to rise to 9 billion by the year 2040 and an alarming rate of 11 billion by the year 2100. The rapid increase in the population is outpacing the ability of the Earth to replenish its resources resulting in accelerated depletion of natural resources. Overpopulation is linked to a variety of detrimental environmental and economic consequences, including over-farming, deforestation, and water pollution, as well as eutrophication and global warming. While many great measures are being done to improve human sustainability on our planet, the challenge of having too many people has made finding long-term solutions more difficult. The term "overpopulation" refers to a condition in which the world or region has a citizenry that is so vast that the people who are living there are suffering as a result. In other words, the region's or nation's current population, number of persons, other creatures, or mono cultures that could be assisted without provoking environmental deterioration is easily surpassed. One's suffering may include a shortage of food, constrained quality health care as well as other social utilities, congestion, and rising unemployment.

Deforestation
Deforestation, in turn, reduces the ability of forests to capture CO2, exacerbating the greenhouse gas challenge. Deforestation is often intimately correlated to habitat loss and extinctions. Agriculture is responsible for an estimated 80% of forest destruction. Another 14% is credited to felling, 5% to firewood gathering, and the remainder to certain other causes. Several of these deforestation stressors are associated with the human population increase. More people usually require more food, wood products, and firewood. Trees provide numerous benefits to our biosphere, including carbon sequestration, oxygen production, soil conservation, and natural hydrological regulation. Trees endorse organic and human food structures as well as provide dwellings for numerous species, including us through building supplies. Vegetation has been our best air cleaners, and due to the essential part, they play within the ecological system, it is tough to fathom numerous biodiversity, including ours, surviving on the planet without them. Therefore, in context, the discussion over changing climate would be rendered almost outdated with in circumstance of deforestation and forest degradation. Deforestation is the deliberate clearance of forest area. Forests have been destroyed historically and then into the present to create way for crops and livestock grazing, as well as to gather wood for fuel, manufacture, and construction. Deforestation has had an influence on landforms across the planet. Approximately 2,000 years ago, 80 percent of Western Europe was forested; now, only 34 percent is. From the 1600s until the 1870s, over half of North America's eastern half's woodlands were cut down for timber and farming. China's woods have been devastated during the previous 4,000 years, and just approximately 20% of the nation is now forested. Much of what is currently agricultural land was once forest. Presently, tropical rainforests are seeing the most destruction, spurred by massive road development into formerly inaccessible areas. Building or improving roads through woods increases their accessibility for exploitation. Slash-and-burn agriculture contributes significantly to tropical deforestation. Farmers use this farming approach to burn huge areas of forest, enabling the soot to fertilize the ground for agriculture. However, the land is only fruitful for a few years before the farm owners migrate over to continue the cycle elsewhere. Tropical forests are also being cut down to make space for logging, livestock ranches, and oil palm and rubber tree plantations.

Pollution

Pollution is associated with the introduction of impurities into the local habitat. These hazardous compounds are referred to as pollutant. Volcanic debris is an example of natural pollutants but pollutants can be either a byproduct of nature or due to anthropogenic activities such as industrial runoff and waste. Pollutants have a harmful influence on the earth's atmosphere, water, and soil composition. A variety of scenarios that are good to individuals cause environmental problems. Pollutants are discharged through car exhaust system. Charcoal is used to create energy, which pollutes the environment. Wastewater and garbage from household and business activities pollute the earth and water. Neonicotinoids, which are manmade chemicals that are exclusively intended to kill insects and pests, pollute streams and rivers and harm biodiversity. All living organisms, from single-celled germs to blue whales are dependent upon the planet's supply of oxygen and freshwater. While such assets get polluted, all living forms are put in danger. Pollution is a global problem. Even though urban areas are typically more polluted than rural areas, emissions could also be scattered to remote locations where no citizens reside. Pesticides and other chemicals, for example, have been discovered in the Antarctic ice sheet. The Pacific Ocean Garbage Patch is formed by a vast collection of micro plastic particulates in the midst of northern Pacific. Pollutants are carried by water currents and Air. Water activity and relocating fish transport oceanic pollutants a long distance. Storms could even collect radioactive particles that have been recently removed from a nuclear reactor and disperse it all over the world. Smoke from a country's factory drifts into another. Travelers to Big Bend National Park in the United States state of Texas could once see 290 kilometers (180 miles) across the vast expanse. Coal-burning power plants in Texas and the neighboring Mexican state of Chihuahua have emitted such much harmful gases into the atmosphere that travelers to Big Bend could sometimes only see up to 50 kilometers (30 miles). Polluted air, water contamination, and soil contamination are the three main types of pollution.

Loss of Freshwater bodies

Rivers, lakes, and saltwater wetlands, that also make up roughly 1% of the Earth's surface, have been abode to 10% of all life forms and much more defined marine life than the earth's oceans combined. As of 1970, 83% of aquatic habitats and 30% of aquatic biota have been lost. This jeopardizes the billions of people dependent on waterways, bodies of water, and catchments for nutrition, water, and financial well across the world. Freshwater ecosystem management around the world has frequently prioritized a limited array of options for financial and economic profit at the expense of ecosystems, wildlife, as well as the wide and varied advantages they contribute to populations. As a result, the present rate of wetland loss is nearly twice that of habitat loss and estuarine vertebrate populations have declined at a rate over than twice of soil or sea vertebrates. The factors of this downturn have been thoroughly analyzed, but there is no multilateral model that enables effective policies proportionate with the level and immediacy of the predicament, and efforts to protect surface water ecosystems have indeed been "woefully insufficient." Proposals to resolve imminent concerns to and determining factors of worldwide habitat loss have primarily focused on ecological systems like forests and grasslands or have highlighted specific protection and restoration policies like raising sheltered coverage and condition. However, they are essential, these ideas have either assumed, very simplistically, that policies seeking to enhance land productivity will inevitably benefit wetlands, or they have failed to appreciate aquatic ecosystems at all. Human activity challenges specific aquatic habitats, particularly those related to river flows and connectivity loss, have indeed been inadequately regarded throughout environmental conservation treaties and traditional conservation efforts,

interrupting funding in suitable planning and implementation initiatives and contributing unwittingly to vastly disproportionate loss of surface water biota.

Global warming

The effects of global warming continue to be a source of significant controversy and ambiguity, with some studies predicting dramatic and serious difficulties for upcoming generations. Warm temperatures may result in more powerful and recurrent cyclones. Whenever climate warms, certain locations may experience effects of heat flashes, along with devastating droughts and wildfires. During the nineties and the very first years of the twenty-first century, several portions of the United States endured record-breaking heat and drought. In 2012, the United States' Grain Region, that is situated with in North American Prairies, experienced severe drought. In early 2013 the Australians had suffered through severe heat wave which resulted in hundreds of wildfires around the country. Climate warming has also been connected to the severe dry seasons that hit California in 2011 and early 2017. Rising oceans may potentially cause severe floods in a number of coastal areas throughout the world. Near zero Pacific Ocean lands may become uninhabitable over time. Globally, sea level is rising by four to eight inches over the last centuries. Several of these consequences were felt in 2012, when superstorm Sandy slammed the East Coast of the United States and a cyclone in the Philippines killed over a thousand people. The 2017 typhoon season was the most expensive since 1900, with extreme weather and increasing sea levels resulting in terrible casualties and over $215 billion in destruction of property in Florida, Texas, and Puerto Rico, as well as other states. Climate change might even have a substantial impact on ecosystems. Some agricultural potential areas can also become excessively arid or even too wet to support crops. Extended droughts have the ability to transform fertile areas into desolate deserts with little foliage. The Fauna and flora might become extinct as a result of the abrupt changes produced by global warming. Those very alterations could lead to a loss of biodiversity of the world in the long run. Certain habitats, such like coral reefs and coastal mangrove swamps, are on the verge of extinction. Consequently, people could confront major issues. Loss of agriculture, for instance, could interrupt the food production, resulting in hunger in several regions. Researchers have discovered that certain kinds of disease-carrying mosquitoes have stretched their territories to locations where they could have never thrived prior to the rise in air temperature. Heat-related mortality may increase as weather events become more common and more severe, while fluctuation in air quality may also have an effect on public health. According to a 2018 study published in the environmental science journal Nature Climate Change, increasing temperatures are contributing to increased suicide rates, and the trend is expected to continue in the absence of such a pervasive response of climate change that discusses the repercussions of human activity on the environment.

Environmental conventions

Weather, ecological, biochemical, and geographical challenges have all put a strain on the planet's systems' stability. These are global problems with global implications. Since the first Un Conference on the Human Environment in Stockholm in 1972, when 113 countries convened for the first time, and global community is already working cooperatively on environmentally sustainable practices. A variety of regulations, agencies, international bodies, treaty obligations, governmental organizations, adaptation measures, and decision-making procedures compose the worldwide ecological system of governance.

Worldwide ecological norms are an essential component of this governing structure. Ecological treaties, often known as multilateral environmental agreements are accords

between many states that are "intended as legally enforceable with the main declared objective of preventing or regulating anthropogenic impacts on ecosystems." Such worldwide enforcement provisions target climate change issues by promoting consciousness, collecting information, and promoting co - operation toward ecological problem resolution. Researchers have examined such treaties from a variety of angles, including mediation and peace accord procedures, their design and implementation as juridical tools, the reasons for countries' judgments to participate in such agreements, the qualities of the ecological concerns they identify, as well as the evaluation of their effectiveness. Global environmental conventions seem to be the primary legal instruments for environmental protection. These represent international, legally enforceable agreements required to facilitate ecological resources and minimize their deterioration. Despite the fact that they have been a part of the international legal system ever since, nineteenth century, the majority of comprehensive multilateral accords have been created in the last half century, with much more than seventy percent of such agreements being accepted after 1970. Its participation has also grown, and they have made it possible for quasi actors to participate. Presently, there are over 500 comprehensive multilateral accords targeting transboundary environmental challenges such as climate change, habitat loss, and toxic waste.

Paris treaty

The Paris Agreement is a legally binding regional and multilateral initiative. It was accepted by 196 Parties at the twenty first Paris conference in Paris on December 12, 2015 and was put into motion on November 4, 2016. Ranging from pre industrial conditions the main goal set by the treaty is to keep global warming considerably under two degrees Celsius, ideally one point five degrees Celsius. Governments hope to meet this long-term temperature goal by reducing carbon emissions as quickly as possible in order to establish a climate-neutral environment by mid-century. The Paris Accord is a watershed moment in the worldwide climate change movement because, for the first time, a formal compact tied many governments together in a mutual objective to embrace ambitious measures to mitigate and adapt to the effects of climate change.

Cartagena protocol

On January 29, 2000, the Conference of different governments came to the convention on Biological Diversity and approved the Cartagena Protocol on Biosafety, a supplementary accord to the Convention. The Agreement aims to conserve biological variety from the threats posed by live changed organisms as a result of modern biotechnology. It sets an advance informed agreement (AIA) method to ensure that governments receive the information they need to make informed judgments before agreeing to the importation of these kinds of species within its borders. The Protocol mentions a cautious approach and reinforces the cautious terminology within Article 15 of the Rio Declaration on Environment and Development. In addition, the Protocol established a Biosecurity Cleanup to ease the interchange of information about living modified organisms and to help nations in putting the Treaty into effect.

Montreal protocol

The Montreal Protocol on the Conservation of the Stratospheric Ozone Level is a landmark worldwide environmental pact that restricts the production and use of around 100 man-made chemicals called as ozone depleting substances. When these chemicals are released into the atmosphere, they erode the ozone molecules, which serves as the planet's protective barrier, shielding ecosystems and humans from harmful amounts of Ultraviolet rays of the sun. This

Agreement, which was approved on the fifteenth of September 1987, has been the only United Nations accord that has been recognized by every nation on the world – all 198 UN Member States. The Montreal Protocol aided in significantly lowering the use and production of various ozone-depleting chemicals, with varied timetables for mature and developing nations (referred to as "Article 5 countries"). Each party has individual duties within this agreement regarding the phasing out of various groups of ozone depleting substances, regulation of ozone depleting substances commerce, annual report reporting, federal legal systems to regulate ozone depleting substances foreign trade, and other topics. Both advanced and emerging economies bear similar but distinct duties, but most crucially, both entities have made contractual, time-bound, and quantifiable promises.

Kyoto protocol
The Kyoto Protocol was signed on December 11, 1997. It went into effect on February 16, 2005, following a lengthy ratification procedure. The Kyoto Protocol now has 192 signatories. The Kyoto Protocol, in essence, sets the World Nations Intergovernmental Panel on Climate Warming into action by binding developed states and transformative enterprises to regulate and decrease carbon output in line with approved specific goals. The Convention simply asks such countries to take corrective actions as well as to report on a constant schedule. Other than retaining its exclave framework the Kyoto Protocol is also based upon the Initiative's rules as well as guidelines. It exclusively ties advanced nations and levies a larger cost on them under the idea of "equal but diversified obligation and distinct abilities," recognizing that they are mostly responsible for the recent significant concentrations of Greenhouse gases in the atmosphere.

Effects of environmental degradation on mental health
A change in climate is clearly harming the world, from natural calamities to increasing ocean levels. Several psychologists believe this is also damaging our psychological wellbeing. 2017 research from the American Psychological Association (APA) focused on both the main and nuanced ways that biodegradation could be a cause of trauma. Some people suffer from post-traumatic stress disorder (PTSD) as a result of injuries, damage to personal assets, and risks to their income. Several suffer from "eco-anxiety," which the APA defines as "a persistent phobia of ecological disaster." As per the APA analysis, whenever societies personally suffer a climate change-related trauma, around 15% of individuals exhibit symptoms of PTSD. This disorder is frequently associated with increased sadness, anxiousness, drug dependence, hostility, aggressiveness, social issues, and suicidality. For those that have suffered the loss of close family members or assets in hurricanes, wildfire, earthquakes, or even other natural catastrophes suffer the most. If a person has already been living with a long-term tragedy or numerous tragedies, they are much less able to overcome their psychological problems. As individuals, we can only endure so many losses until it becomes more difficult to get back on our feet. When PTSD is not adequately treated, the individual suffering from it may develop physical illnesses as a result of stress or bad coping techniques (e.g., poor eating, drug and alcohol use). Furthermore, the destruction may have fractured their familial and social networks, result in feelings of alienation. Those who have lost their occupations may experience a loss of self. The consequences appear to be limitless, and a general sense of worthlessness can permeate across a whole society. This mental anguish and anxiety about the future that may result from identifying climate change as a global environmental threat has already had significant mental health repercussions. Additionally, climate change has an immediate effect on mental health, as well as indirect consequences on social bonds, cultural identities, and environmental issues. To respond correctly to mental health needs from commencement to healing, it is necessary to recognize

the psychological potential threats related to climate change, along with concerted efforts as in mitigation just for sake of adequate standard precautions, early recognition, and therapy. A substantial body of evidence suggests a link between human exposure to a variety of chemical molecules and negative psychological consequences such like depression, anxiety, ASD, ADHD, and other psychiatric or psychological issues. Multiple investigations, for instance, have found a relationship between exposure to lead and an increased risk of melancholy, anxiousness, and general stress. Nonetheless, research on numerous other substances identified as possibly dangerous has been restricted and hence unconvincing. Because public funds for pre-competitive risk evaluations are scarce, important stakeholders argue for a more stringent implementation of the protection of the environment. Hotter weather is associated with more aggression and hostility, according to the APA. This is due to an increase in arousal and a decrease in our ability to self-regulate. We are more inclined to also have unpleasant and antagonistic thoughts, which might lead to furious tantrums. It's easily understandable how this phenomenon causes people to react out in dramatic ways if you've ever shouted at someone and realized that was because you were too physiologically overheated. The consequences of hot weather are amplified during heat waves, but the APA warns that it has become a widespread worry as warmer weather has become the norm. In addition, hospitals are noticing an increase in heat-related diseases and mortality, while cold-related clinical difficulties are declining. When the heat increases beyond 80°F, hospitalizations of dementia, mood disorders, stress, and substance addiction illnesses rise by 7.3 percent, according to an Australian study. One possible explanation is that drugs may interfere with temperature regulation, causing the person to become more heat sensitive. An unintended consequence of climate change is eco-anxiety, a phobia-like fear of damage to the environment. It is distinguished by persistent feelings of rage, helplessness, fatigue, or all three. People suffering from eco-anxiety may experience overwhelming guilt about their involvement, no matter how insignificant, to an environmental condition that subsequent generations may acquire – many also might reconsider having children for this purpose. Right from driving cars to using plastics, many people are concerned that they are unable contribute enough to counterbalance or reduce the effects of global warming. When these ideas consume us, we lose our way of relating to others, resulting in unfavorable relationships with parents, relatives, and colleagues. For example, we may only relate to individuals who share our environmental concern and disregard those who disagree with us.

Mindfulness

Mindfulness is defined as sustaining moment-to-moment consciousness of our cognition, emotions, tactile sensations, and surroundings through a peaceful, caring perspective. Mindfulness also entails compassion, which is paying attention to the experience and emotions without criticizing them—for example, without assuming that there is a "good" or "bad" way to consider or believe in a specified instant. When we practice mindfulness, our thoughts shift from reliving the past to visualizing the future. Mindfulness practitioners claim that it radically alters how they view life. Scholars have been seeking to describe this in biological terms for the past 40 years. Mindfulness has been shown as a source to reduce anxiety and depression, strengthen the immune system, help in navigating pain, help in breaking free from destructive habits and substance dependence, relieve insomnia, lower blood pressure, and even affect the shape and functioning of the brain in positive ways—all in such little as 8 weeks of practice. When we consciously direct our inner center of attention during mindfulness and meditation, we develop a different paradigm of neural activity. This purposely produced mood could become a permanent feature with recurrence, leading to long-term alterations in cerebral structure and functionality. This is a key characteristic of neuroplasticity, which describes how the brain evolves in response to

specific stimuli. The experience of mindfulness meditation involves focusing one's attention in a certain way. Being mindful implies being aware of what goes on within ourselves and in the environment, without avoiding knowledge or sensations that we do not like or desire to be true. Mindfulness may be viewed in several forms: as both a cognitive training regimen (meditation) that we practice at daytime, or even as a manner of it being in our daily lives. It can even be described as "paying attention in a certain way: on purpose, in the present moment, and without judgement," or as "receptive attention to and knowledge of current events and experience." Mindfulness meditation may be used to develop and improve one's mindfulness. It is simply paying notice to someone's total experience in the current time.

Awareness

While in essence, awareness refers to being knowing and conscious; being attentive, educated, and vigilant. The condition or capacity to observe, perceive, or be cognizant of occurrences, items, or mental process is referred to as awareness. A spectator can corroborate sensory facts at this level of awareness without necessarily indicating insight. Any knowledge must be possessed by someone who is aware, yet simple awareness is not knowledge. It is, in a broader sense, the condition or characteristic of becoming conscious of something. The dimensions of consciousness vary depending on the meaning assigned to awareness. Without direct instruction, knowledge from the environment can contain anybody or a mix of awareness of subject's areas, consciousness of outcomes, awareness as realization, and awareness as perception. The observation and cognitive reaction of people or animals to a circumstance or occurrence is referred to as self-awareness. The dimensions or components are to be determined through domain analysis or, if the domain is ill-defined, may be operationalized via factor structure (for example, phonological awareness). As a result, awareness can be measured on well-defined and ordered domains, unordered domains, ill-defined domains, or unknown domains. It is the author's responsibility to create a clear operational description of the region of awareness to be assessed if the domain is ill-defined or ambiguous. Conscious awareness is a dual condition of being in which the mind is awake and aware of its surroundings. A mind can be consciously aware, but it cannot be aware without also being conscious, as in the famous example of a square being always a rectangle but a rectangle not always being a square. In this scenario, consciousness can exist independently of awareness, but awareness cannot exist independently of consciousness. Once we grasp this, we may go a step further and say that conscious awareness is the state of being aware that we are aware, or being consciously aware. As with most definitions, it is critical to comprehend all aspects of the word under consideration. Let's start with consciousness versus awareness and define them individually in this scenario. E.C. Tolman, an early behavioral scientist, described consciousness in 1927 as essentially when someone or anything moves from simply responding to reacting in a "differentiated" manner, or behaving in a manner that needs thought and processing. In a nutshell, awareness is the difference between a basic reaction, which even single cell organisms can perform, and a thought through action, which requires a higher degree of intellect. Awareness may be described as both the recognition that someone or something exists and the ability to translate that recognition into knowledge. When these two meanings are combined, we obtain the concept of comprehending that we are responding in a differentiated way, and therefore acquire the awareness of being aware, or conscious awareness. There are three forms of consciousness:

I.   Peripheral awareness
II.   Sensory awareness
III. Self awareness

The titles of the categories suggest that they apply to various contexts, and while they may coexist and inform one another, they are separate forms of consciousness.

Peripheral Awareness

Peripheral awareness is the skill or region of the brain that constantly gathers information about what is going on around us. Peripheral awareness, like a software on our computer that runs in order to make everything else work, is continually active in order to assist all other types of cognition. One cannot turn off peripheral awareness without also turning off the entire system (consider a coma, which is the only moment when we are not at least peripherally aware of our environment, as one would be in regular sleep). We're all familiar with the idea of peripheral vision, or what we see even when we're not focusing on it, such as noticing the movement of a bird in the corner of our eye while our gaze is fixed on the road. Peripheral awareness is more than just vision; it integrates all of our senses to provide a complete picture of what's going on around us even when we're not paying attention to it. If one's peripheral awareness is diminished, the flow of information to the brain is considerably restricted, and it is this information that assists in cognitive decision making.

Sensory Awareness

Sensory awareness is similar to peripheral awareness in that it incorporates information acquired from stimuli. The primary distinction between peripheral and sensory awareness is our reaction to those inputs. Sensory awareness focuses on the experiences of the senses rather than being vaguely aware of them; it is the distinction between hazy awareness and hyper awareness. Because of context cues, you may be aware that it's warm outdoors, but sensory awareness is our body's reaction to that temperature, such as sweating.

Self-Awareness

Whereas peripheral awareness is more concerned with what we are vaguely aware of occurring around us, and sensory awareness is more concerned with how we physically feel about those things, self awareness is a more existential sort of awareness. According to the Harvard Business Review, there are two types of self awareness. The first is internal self awareness, which is how we interpret our beliefs and personal values in relation to the information we get from our surrounds, and what influences our behavior to those circumstances. The second type of self awareness is external self awareness, which is when we realize how others see us. For example, if one buys a new clothing, they will go through both steps: first, they will notice how they feel in their new clothes, and second, they will grasp how others would see them. It is the mix of these elements that enables us to make judgments that help us operate in society.

Attitude

An attitude is a combination of sentiments, perceptions, and behaviors against a certain subject, human, object, or situation in psychology. Attitudes are typically the result of history or nurture, and that they can have a large influence on behavior. Although attitudes persist, they can evolve. Psychologists describe attitudes as more than just a learned tendency to assess things in a specific way. This includes assessing persons, issues, products, or situations. Such evaluations can be pleasant or unpleasant, but they also can be unclear at occasions. In instance, one may hold opposing viewpoints on a single person or issue. Attitudes, as per the experts, are constituted of many variables. Attitude components are frequently referred to as CAB or the ABCs of attitude. Your ideas and views about the issue are referred to as the cognitive component. Affective Component is how you feel about

an object, person, topic, or event. Behavioral Component is how one's attitude affects their behavior. A variety of factors can impact how and why attitudes form. These factors are;

- **Experience:** Attitudes are formed as a direct outcome of experience. They may evolve as a consequence of direct personal experience or as a conclusion of observing.
- **Social Aspects:** Social expectations and cultural standards may have a significant impact on attitudes. The social relations of people refer to what they've been supposed to act in a certain function or location. Social norms are standards created by society regarding what activities are permissible.
- **Learning:** Attitudes may indeed be obtained in a variety of different ways. Analyze ways marketers use classical conditioning to influence one's perception of a brand. For example, in a television ad, young, attractive individuals are having fun on a tropical beach while drinking a sports drink. This tempting image allows you to develop a positive relationship with this particular beverage.
- **Conditioning:** Operant conditioning may also be used to influence the formation of attitudes. For example, let us consider a young adult who has just begun smoking. Every time he smokes a cigarette, people object, chastise, and push him to leave. Such negative criticism from his peers ultimately leads to him forming a poor opinion of smoking and resolving to stop.
- **Observation:** Furthermore, individuals take up on the attitudes of those around them. For example, when somebody you genuinely admire expresses a particular opinion, you are more likely to embrace that same opinion. Children, for instance, invest a significant amount of time analyzing their parents' attitudes and probably develop to have similar beliefs.

Individuals have a tendency to believe that individuals behave in accordance with their attitudes. Social psychologists have discovered, however, that opinions and actual conduct are not always completely linked. After all, many people favor a certain candidate or political party yet do not vote. Under some situations, people are also more likely to conduct in accordance with their attitudes.

Attitude towards Sustainability

Attitude shifts toward environmental sustainability can be defined as a transition in one's feelings about ecological, societal, or policy factors. This is about instilling a sense of responsibility for the world as well as all creatures on it (humans and other living creatures). To put it another way, a shift in attitude toward SD refers to feeling awful about environmental damage, climate change, oppression, and social inequality. It also entails a strong desire to do pro-sustainability initiatives on an individual or communal level. Attitudes toward environmental concerns are influenced by how much value a person places on himself/herself, humanity, and the entire globe. According to Stern and Dietz, these attitudes may be linked to environmental effects, which are classified as egoistic, social-altruistic, and bio-spherical, and are associated to three distinct underlying value orientations. As a result, environmental concerns develop when individuals become aware of the negative implications of something they appreciate. This awareness, however, will be determined by people's perspectives. People's views and values will be shaped by their perceptions.

Openness to change

Individuals' openness to change relates to their amount of acceptance and conscious understanding of the possibility that change may be required in a variety of contexts and scenarios, as well as their desire or drive to effect such change. Openness is one of the Big Five personality traits, sometimes referred to as openness to change or openness to experience. The Big Five theory states that personality is composed up of five major characteristics. Because each aspect is a spectrum, you can get a high, low, somewhere in the medium score for any attribute. People with openness trait are the ones who are open to new experiences, innovative thinking, and uncommon sensations are more likely to attempt them. Such individuals are fully accessible, curious about new encounters, and hunt for uniqueness. They crave amazing adventures, activities, and creative expression. People are also very good at understanding about something and linking different concepts and ideas. Individuals who score less on openness are closed off and like schedules, customs, and predictability. They are wary of new experiences and seek constancy. Individuals with low levels of openness are generally perceived as stiff and closed-minded. Changes may be difficult for them to accept. Individuals with low levels of this attribute may miss out on opportunities to try new things, such as changes that might lead to academic or career development. Rather than moving to a new location to attend a different school or changing careers to find a more gratifying work, people may prefer to remain with what is normal and known. Openness to experience is also linked to another psychological quality known as absorption, which refers to the tendency to become engaged in imagination or fantasy. This construct may also be associated with hypnotic susceptibility, or the proclivity to be hypnotizable.

Sustainable living

Understanding how one's lifestyle choices affect the environment around them and creating solutions for everyone to live better and lighter is what sustainable living entails. Applying a "people lens" to sustainability is novel, contemporary, and full of opportunity. For the first time, sustainable living and lifestyles are mentioned in the Sustainable Development Goals. The UN Environment Programme is at the forefront of researching what sustainable lifestyles are and how decision-making may be effectively harnessed for sustainability. Sustainable living is achieved by making decisions that attempt to lessen our individual and collective environmental impact by implementing positive adjustments to mitigate climate change and reduce environmental harm. It is a method of reducing our carbon footprint and better utilizing the Earth's resources in order to limit the environmental damage that our lifestyle choices might create. Sustainability entails making decisions today that will have a good influence on the earth tomorrow. It entails considering the requirements of future generations and ensuring that they inherit a secure and healthy earth on which to live and develop. Sustainable living is critical for our health – and the health of our planet. Living sustainably can help us achieve a better sense of balance in our lives by minimizing our reliance on automobiles or machines. We are more inclined to walk or cycle if we are less reliant on autos, which help us develop healthy habits. We can also live healthier lives if we eat high-quality, locally grown foods. As a major contributor to environmental devastation, red meats are also harmful to our physical health, and by eating less meat-based diets, we may decrease the harm done to our bodies and the environment. We all have to dispose of stuff - with over 8 billion people on the earth, there's a lot of rubbish that has to go somewhere. Landfills are neither a healthy alternative, nor are they a long-term answer. Every year, around 150 million tons of waste enters maritime habitats. Only compostable items biodegrade in 6 months; in reality, biodegradable plastics may outlive humans. Recycling and using biodegradable products wherever feasible are the only ways to reduce

the quantity of rubbish on the world. Of course, using fossil fuels to power our homes, companies, and transportation emits toxic gases that warm the earth and contribute to more extreme weather.

Sustainable behavior

Sustainable behavior is defined as the collection of conscious and successful acts that result in the conservation of natural and social resources; it includes pro-ecological, frugal, altruistic, and egalitarian behaviors. These actions allow for the preservation of the natural environment as well as the maintenance of societal integrity; this is their first contribution to quality of life. Furthermore, Sustainable Behavior typically results in favorable psychological outcomes (satisfaction, self-efficacy, psychological well-being and restoration, contentment, and even joy) for those who engage in these activities. Such outcomes are subjective aspects of quality of life that should be included in the list of positive consequences of sustainable conduct. Human conduct is at the root of practically all environmental issues, including air and water pollution, climate change, deforestation, and biodiversity loss. Psychology research provides insights into why people engage in unsustainable activities despite their worry about the long-term repercussions. At the same time the study shows why individuals go out of their way to be sustainable, as well as how to incentivize and empower sustainable behavior. The purpose of sustainable behavior psychology is to create situations that make sustainable action the most desirable or natural choice.

Mindfulness and Sustainability:

Recent study indicates that our motivations, desires, needs, and acts are not necessarily the product of conscious decisions or purposeful deliberation. Instead, most of our daily lives are governed by our habits, which are programmed reaction dispositions triggered by the environment or prior acts. People often view the world through repetitive, conscience, and formerly established mental biases, resulting in superficial, inaccurate, and prejudiced versions of reality. As per Pronin (2007), subjectivity and judgments are "altered by a variety of psychological, sensory, and emotional biases," yet individuals tend to deny that they do have such bigotries. Whilst automatic processing is advantageous in many contexts, it may even have a number of adverse effects for an individual, including healthcare and well-being difficulties, because compulsive behavior could be resistive to modifications aimed at logical and analytical cognition. It may also result in "psychological projection," in which certain qualities of a circumstance are recognized at the cost of features essential to the broader society to which someone serves. Mindfulness with the heightened awareness of one's mental life, on the other hand, can lessen cognitive and emotional habits, fostering a quasi-method of being that is more adaptable and realistically oriented. Mindfulness has indeed been associated with improved consciousness, which may be useful when faced with a choice between sustainable and appealing unsustainable behaviors. Mindfulness helped the transcription of thoughts into deeds in the setting of physical health activities and suggested that mindfulness might play an important role in self-betterment as per Chatzisarantis and Hagger in 2007. Consequently, to the degree that mindfulness reduces neural impulses and encourages pro-environmental ideals, empathy, and improved self-control, similar cognitive practice can also assist in translating pro-environmental intentions into more sustainable behavior. In 2005 Brown and Kasser investigated the relationships between intrinsic value orientations, mindfulness, and "voluntary simplicity" lifestyles with subjective well-being and ecologically responsible behaviors in samples of adolescents and adults. They observed that happier persons were more environmentally conscientious, and also that mindfulness and intrinsic values were associated with better well-being and more ecologically conscious

behavior. Individuals that lived a life of voluntary simplicity were much more likely to embrace intrinsic values, which supported well-being and ecological behaviors, implying that cultivating intrinsic values is linked to this type of simpler lifestyle.

Sustainable consumption practices aim for a decent and healthy life for each individual while taking into account the Earth's potential. One important component of achieving this discourse is a strong consumer environmental behavioral propensity to choose green alternatives. The alternative paradigm for sustainable consumption acknowledges that changes in consumption patterns and lifestyle should promote human health through social institutions.

REVIEW OF LITERATURE

Daştan (1999) has defined the environment as a source by which humans execute various organic, synthetic and communal activities. Environmental challenges, particularly the notion of a sustainable environment, have recently gained prominence." Aktepe and Girgin (2009). The ability of life forms to make their own development without jeopardizing future generations' ability to satisfy their requirements became the definition given by the World Commission on Environment and Growth for sustainability. The only manner of achieving sustainability is by considering the accessibility of natural resources, their incapacity to be used, and their irreversibility (Yaylal, 2009). In Rio de Janeiro the United Nations held a conference on Environment and Development in 1992. It was then that the core concepts of sustainable and eco-friendly development were outlined. Following that, withinside the combat towards environmental demanding situations so as to produce an extra sustainable, residing international, the United Nations formalized and universalized the aim of building a sustainable international via way of means of designating the duration 2005-2014 as "Education for Sustainable Development." The World Environmental Development Commission defined sustainability in 1987 as "development that meets current needs without compromising the ability of future generations to meet their needs." Social and economic factors affect it (Langhelle, 1999). Advancement of individual livability inside the maximum limit of supporting ecosystems, determined by biological and cultural perspectives became the definition of sustainability as given by the International Union for Conservation of Nature, World-Wide Fund for Nature, and the Environment Program by United nations in 1991. The word "ecosystem" refers to all fixed assets according to UNEP. Fixed assets are a type of resource that includes man-made capital, anthropogenic capital, environmental capital and communal capital. According to Huckle (1993), in sustainability education, students should be taught knowledge-based concerns as well as an ethical attitude to the environment that motivates them to take responsibility for their actions. Education for sustainability strives to instill in people the attitudes, beliefs, and actions required to safeguard local and global values. A study of the literature indicated a scarcity of research on university students' attitudes toward environmental sustainability. As a result, this survey was carried out to ascertain university students' opinions regarding environmental sustainability. Because of its influence on the economy, society, and the environment, the concept of sustainable consumption has risen to prominence in recent years. This is considered one of the best major drivers of a country's protracted prosperity. It also promotes responsible patterns of consumption that benefit the environment. Over use as well as resource exploitation is constantly on the increase, and as a byproduct, the planet's critical resources are decreasing at an astounding rate. Undoubtedly, the greenhouse effect, the loss of precious resources, and rising temperatures are endangering living standards of the people and even existence. As a consequence, a paradigm shift from traditional consumption patterns to ecological consumer attitude is clearly necessary. The authorities and/or social

entrepreneurs alone cannot fuel this movement. In order to grow the green movement, buyers also must accept some responsibility. Concept of sustainability, responsible power usage, green supply chain management, sustainability schooling, and green and moral advertising all have a considerable body of literature. However, earliest research examined the topic of green consumption from a larger economic perspective, with little effort invested to address this from the customers' perspective. Moreover, there is no easily available scale to assess this construct in the current study. Even though customers are aware of a particular issue and have a favorable attitude more towards a particular product/ service, they might not even make it a habit in practice. As a corollary, the present research will focus on the behavioral components of the green consumption phenomenon. The following research, once again, focused on ethically oriented consumer behavior in order to grasp the "environmental" part while ignoring the other two aspects of sustainable purchasing, that are standard of living as well as care for future generations.

Mindfulness

Mindfulness is mostly about paying caring and compassionate attention to one thing. Mind wandering was defined as being disconnected from the current task. Irving (2016) defines mind wandering as unguided attention. The most prevalent mindfulness intervention techniques include meditation, body scanning, walking meditation, breathing, and mindfulness yoga. Different mindfulness techniques are some of the specific exercises that may be utilized to help people understand the core of mindfulness. According to Tang and Posner (2013), the goal of these various mindfulness abilities is to be tranquil and conscious about what is occurring on throughout the spatiotemporal world. Almost as much as mental and moral classification, mindfulness training requires increasing acceptance of whatever happens and minimizing mental judgments. In recent years, several studies have given scientific evidence for the usefulness of mindfulness meditation on temperament control. According to researchers, mindfulness users might well be happier and more fulfilled, less worried, less depressed, and much more prone to face a sense of serenity; have a reduced risk of addiction disease and be healthier. In addition, multiple studies have demonstrated that mindfulness training increases cognitive performance. Because of the rising interest in mindfulness, several definitions and explanations of this idea have emerged. It is often characterized as the awareness that occur as a consequence of intentionally giving total focus to events that occur in the present situation in a nonthreatening and receptive manner. Similarly, in their definitions of a mindful state, Brown and Ryan (2003) and Marlatt and Kristeller (1999) highlight the importance of awareness and understanding of the current moment. Inquisitiveness, compassion, and receptivity are common qualities of this strategy of paying close attention to foreign or domestic experiences. Although many authors claim that studying consciousness as an individual and contextual characteristic is vital (Brown & Ryan, 2003), mindfulness as a teaching instrument has been thoroughly explored, and the benefits of insight meditation therapies have been well shown. In recent years, conscientiousness has indeed been integrated into various psychological treatment programs for specific populations, such as Mindfulness-Based Stress Reduction, which was formed for populaces with a wide range of ailments distress and stress-related disorders, Mindfulness-Based Cognitive Therapy, which was created to stop major depression relapse in formerly depressed individuals, and Dialectical Behavior Therapy, which is not centered specifically on mindfulness meditation but employs some of its components. According to environmentally friendly therapists, attentive understanding of one interaction with nature may not only help us restore our lost, ecologically rooted identity (Roszak, 1992), but it could also aid us operate more sustainably, bridging the acknowledged distance among environmental attitudes beliefs and actions. More specifically, we contend that even in

today's modern consumer culture, with its lack of environmental attitudes norms and cues, concentrated attention may be necessary to foster sustainable behaviors. To study the relationship among mindfulness and ecological behavior, researchers assessed 100 participants at a Midwestern environmental exposition on two mindfulness variables: behaving with awareness and observing sensations. As predicted, acting with awareness was substantially associated with self-reported sustainable behavior. This study supports the idea that, unless ecological choices become the societal norm, effective application might depend on a careful evaluation of possibilities and deliberate behavior. Observing feelings, on the contrary, had no effect on behavior.

Sustainable behavior

Social psychology theories have expanded understanding of human actions that benefit and promote environmental sustainability throughout the last four decades. Studies of attitude-behavior correspondence have gained momentum in the context of natural resource management due to their ability to guide intervention tactics that improve biological diversity and human well-being. A better knowledge of the psychological variables that drive individuals to care more or less about the environment can help conservation efforts by providing insight into stakeholder reactions to legislative changes, technology advances, and outreach operations. Behavior is defined as an intent-driven action performed as a consequence of various processes. Behaviors are further considered in the context of conservationism as efforts to "neutralize the negative charges of someone's behavior upon this processes that shape world" and it can be extensively investigated under the rationale of "pro-environmental behavior" that is motivated to engage (e.g., Heberlein, 1972) instead of purely a function of self-interest. Measures of pro-environmental behavior can be organized in a variety of ways. Stern (2000) defines environmental actions as either "private realm" (e.g., actually buying clean renewable energy merchandise for a resident) or "public sphere" (e.g., assisting climate regulations which subsequently influence the background wherein decisions are taken) operations that lead to sustainable change both intrinsically and extrinsically. Both two types of behaviors do not measure actual engagement, and can be influenced directly by assessments of conscious activity and/or intentions. People's ecological behavior and human impacts on the surrounding habitat are public concerns which have generated much psychological research. Considering the nature of the situation fueling the study, the fundamental variable of interest must be ecological behavior, or "activities that lead to sustainable preservation and/or conservation. " Additionally, whether the goal of the research is to modify behavior or to evaluate different determinants of environmental behavior, accurate measurement of ecological behavior is required." Unexpectedly, some evaluations find that ecological behavior is rarely utilized as an outcome criteria, whilst others appear to indicate that environmental behavior is a non-issue by comparing different drivers of ecological behavior without any idea of distinct varieties of this behavior. Nevertheless, ecological behavior is neither a fact nor a coincidence in that it is rarely used as a measure of outcome. Its unusual applicability might be attributed to the lack of a widely accepted measure of ecological behavior.

Sustainable consumption

A worldwide approach to ensure the long-term welfare of the entire human species," according to the definition of sustainability. At the Oslo Symposium in 1994, the concept of sustainable consumption was developed. It was claimed that sustainable consumption encompasses more than just personal consumption. It incorporates a person's complete spending pattern and aims to improve people's quality of life rather than financial gains. There is no consensus on how to define the sustainable consumption construct in the

previous research. According to Lee (2014), sustainable consumption is described as an individual's concern for the environment in which the individual makes deliberate choices in their personal purchasing decisions. Hornibrooket al. (2013), on the other hand, defined it as the right use of products and/or services to meet fundamental requirements and improve quality of life. Lim (2017) discussed the topic of sustainable consumption from the perspectives of responsible consumption, anti-consumption, and mindful consumption. Furthermore, according to Seyfang (2005), sustainable consumption not only considers the influence of consumption on the environment, but also ensures the conservation of future generations' requirements.

Attitude towards sustainable consumption
At the micro-level, Sheth et al. (2011) describe the relationships between Sustainability and attitudes toward consumption decisions, demonstrating that consumption choices have an impact on economic, social, and environmental well-being (leaving the concept of institutional sustainability out of the discussion). Consumption choices behavior can influence attitudes; for example, people's desires may outweigh their convictions, resulting in a negative attitude toward sustainability despite believing in the goal. Many Western nations have adopted the over-consumption trend, resulting in a sense of over-consumption of unnecessary commodities such as stylish apparel, mobile phones, as well as other accessories. Choosing so-called green products over other products when shopping for groceries or household items is one example of choosing to be more attentive when consuming. Green products have a decreased environmental impact over their whole life cycle. Daily existence Assessment is a theoretical tool for analysing the consequences of goods & services across the entire string of events in which they interact. Environmental policies including organic food, household cleaners, and hybrid automobiles continue to make up a minor portion of consumer sales as compared to other things. Sheth et al. cite function level, supply, high cost, poor marketing, and consumer mistrust in green marketing to justify a under usage of green products. Unproductive promotion and client mistrust may be reduced by sharing knowledge and awareness regarding green products and services and other related commodities across the community more efficiently. Customers must be allowed to choose greener product consumption and actively engage in the recycling plan created by Bostaden AB in order for the network of enterprises, organizations, and officials involved in the campaign Hllbart Byggande I Kalla Klimat in Ume to proficiently meet goals such as management of waste and carbon footprint reduction (Bostaden AB, 2011). As per Seyfang (2007, p.122), mindsets must change in order to introduce better values, development aims, reasons, and meanings of wealth in order to make the transition to green consumption. Customers highly supported the concepts and goals of Regionalism vs. Globalization, such as localized food production vs globalized economy cheaper foreign food supply, according to her test case of a food from local cooperative in the United Kingdom. Respondents also endorsed other micro-level sustainability subjects such as reducing one's environmental footprint, neighborhood, collective action among local residents, and the formation of new political and social institutions in the region, according to the study. As a result, the study's findings demonstrated that the society had a favorable attitude toward segments and sub sustainability. During undertaking the opinion and consumption patterns survey, the attitudes and behaviors of the respondents may influence their replies. Favor reversals were seen when two strategies of asking questions regarding the same values were used. For example, ask the respondent to pick between two options before questioning how much they are willing to spend for the same two options. According to McComb (2002), there are two theories for preferences reversals: the publicity impact and the consistency hypothesis.

The Big 5 personality and sustainability

Over the last century, there has been an increase in environmental awareness, with businesses and governments now prioritizing environmental well-being as a top priority. Customers are also becoming more interested in making purchases that are socially responsible and follow good environmental practices. According to recent research, personality traits may be significant in identifying those who are likely to support ecologically responsible behavior. Researchers investigating the relationship between personalities and unpredictable purchase behavior in the Pakistani context were particularly interested in the links between personality and environmental orientation during shopping. Abrar. M looked into the role of personality in online clothing shopping. Marketing companies are particularly interested in discovering which types of customers would buy environmentally friendly things during their online shopping sprees, and we wish to provide insights through empirical research, ending in practical recommendations that can help businesses. Customers need to know what kind of commodities they are consuming and how they are indirectly helping to either conserving or harming the environment because items have environmental implications. We'll look at how each of the five personality traits relates to Sustainable Consumption Behavior in this section.

Commencing with the first aspect, agreeableness, researchers revealed a significant positive relationship between environmental goals and agreeableness. The emphasis on social harmony and the importance placed on getting along with others are both essential characteristics of agreeableness. A prior study in a Canadian student sample linked agreeableness to environmental concerns, and those findings were expanded in Germany, where higher agreeableness was also strongly linked to increased caring for the environment. Higher levels of agreeableness tend to be associated to unselfish behavior and unmistakable environmental concern, suggesting that people with this trait are more likely to engage in Sustainable Consumption Behavior.

Extraversion is defined as a preference for being in the company of others over being alone. It denotes a vivacious and enthusiastic outlook on life; people with a higher level of this trait are more gregarious and self-assured. People with greater degrees of extraversion frequently want to be thought of favorably, and sustainable consumption is seen as a desirable thing. According to a previous study, those with higher levels of extraversion are more concerned about the environment.

Conscientiousness is a character trait that describes personally accountable and self-disciplined people who want to abide social rules whilst doing the 'right' thing and are concerned about the consequences of one 's deeds; thus, studies have identified a connection among conscientiousness and environmental preservation and engagement. According to studies conducted in Singapore, people who felt more conscientious exhibited higher energy conservation behavior.

Openness to experience relates to open-mindedness, flexibility, and intellect, and also participation in intellectual pursuits. Individuals that score better on this big five aspect are more accepting of all people. Previous study has shown a link among receptivity and ecology due to a recurring positive connotation. Scholars determined that openness to experience is a trait that has a considerable influence on environmental attitudes and behavior and is one of the most important predictors of environmental outcomes.

Neuroticism, also known as emotional stability, is the ability to deal with emotions, especially the tendency to be in a negative anxious emotional state. Neuroticism and environmental values have been linked by researchers. They are significantly more worried about the environment, according to neurotic individuals. According to one study of personality traits and tourist ecological behavior, neuroticism was shown to be positively related with the tourist's pro-

METHODOLOGY

An experiment's methodology is critical to its success, and poor methodology has ruined thousands of research efforts. When a study is printed in a research and clinical journal, the investigators always include a detailed description of their technique; otherwise, other experts would be unable to assess the quality of their work. The Research Methodology chapter of a study describes research methods, approaches, and designs in detail, outlining those used across the study and justifying choices by describing the benefits and drawbacks of each approach and design while considering their practicality to their research.

The present study is a quantitative study in which Sustainable Consumer Practices is considered as an independent variable and mindfulness and the Big 5 domains of personality are considered as dependent variables.

This research paper was designed to understand people's opinions of sustainability and how mindfulness plays a role in the promotion of sustainable consumption practices. The study also assesses the five dimensions of big five personality test and how each dimension acts as a factor in identifying individuals who are accepting of such pro ecological changes.

Theoretical Framework Model
The research is based on theories of positive psychology and social psychology.
The PERMA model proposed by Seligman gives us an insight to how the five factors play an important role in an individual's wellbeing. Seligman's research proposed that the five elements namely Positive emotions, Engagement, Relationship, Motivation, and Accomplishment are what an individual requires to meet their life goals and lead a fulfilled, satisfied and meaning in life. This model paves the road to a deeper understanding of mindfulness therefore looking at each element individually broadens our insight of mindfulness.

PERMA stands for
1.   Positive Emotions:
Positive feeling is primarily concerned with having fun in life and is unquestionably the fastest path to happiness. When someone is joyful, they are hopeful. Nevertheless, optimism does not end with someone flashing a fantastic grin, which anyone can do or, tragically, fake. Positive feelings go beyond embracing the history, no matter how bad it was, and embracing forward to seeing what the future holds. Such feeling, although, does not indicate that the individual should be cheerful all of the time, as this is unattainable; rather, aiming to reach a pleasant mood has a huge influence on many other aspects of life, including the other variables listed in the PERMA model.

2.   Engagement:
The second factor of the PERMA Model is Engagement, which refers to anything that may capture or consume a person. Almost everyone has become engrossed in a literature or dwelt in "one's own world" due to anything enthralling. It is actually quite good to a diverse

individuals, emotions, and talents, which is why a child who really is focused on putting up various Lego elements or structural components should indeed be enabled to do so.

To do something that fascinates a person also provides satisfaction, even if it has little to do with one's job or is considered frivolous by others.

3.   Relationship:

Relationships, according to the PERMA paradigm, equate to being supported, appreciated, and appreciated by others. Because humans are naturally sociable animals, relationships are integrated into the model. This is obvious everywhere, but social ties become more important as we age. The contemporary society has been demonstrated to have a significant role in cognitive decline prevention, and strong social networking sites contribute to improved physical wellbeing in older people.

4.   Meaning:

An important human characteristic is the desire for meaning and a feeling of competence. Meaning, according to Seligman (2012), is a personal connection to and/or service to doing something greater than oneself. In the face of great adversity or disaster, having a reason to live helps concentrate on what is actually important. Everyone defines purpose and meaning in life differently. Meaning can be found through a career, a sociopolitical cause, a creative endeavor, or a religious/spiritual commitment. It can be obtained through employment or by auxiliary, charitable, or group activities. A sense of meaning is driven by personal values, and individuals who report having a meaningful life survive better, are happier, and also have fewer health difficulties.

5.   Accomplishment:

In PERMA, accomplishment is also known as attainment, mastery, or competence.

Working for and achieving objectives, mastering an undertaking, and having self-motivation to do what you set out to achieve all contribute to a sense of success. This leads to happiness since people may look back on their life with pride.

Accomplishment encompasses the principles of perseverance and a desire to achieve goals. However, thriving and wellbeing occur when achievement is linked to aiming for things with an internal motivation or working for something for the purpose of pursuit and improvement.

Achieving intrinsic goals (such as progress and connection) results in greater improvements in happiness than achieving external ones such as money or celebrity.

Mindfulness to Meaning Theory

The theory was proposed by Eric L. Garland, Eric L. Garland, Adam W. Hanley, Phillipe R. Goldin, James J. Gross in the year 2017. It stated that Mindfulness practice induces a metacognitive state that changes how one attends to reality, boosting positive reappraisals that promote positive emotion and adaptive action. The process of positive reappraisal that arises from mindfulness entails extending the scope of assessment in order to see that even disagreeable events can serve as vehicles for human transformation and progress. Positive reappraisal gives meaningful experiences in the face of stress by reorienting to unpleasant experience, which complements and sustains the extinction of maladaptive cognitive habits. According to Mindfulness-to-Meaning Theory, mindfulness introduces flexibility into the creation of autobiographical meaning by modifying how one attends to the cognitive, affective, and interoceptive sequelae of emotion provocation, stimulating the natural human

capacity to positively reappraise adverse events and savor the positive aspects of experience. Mindfulness may develop profound eudemonic meanings that encourage resilience and involvement with a valued and purposeful existence by generating positive reappraisals and emotions.

The Big 5 Personality Inventory
The Big Five Model of Personality first emerged in the 1960's after which it has been heavily researched upon and is now a robust empirical model of measuring personality traits. The Big Five Personality Model aids in the understanding of consumer personality features. Understanding customer personality features, which include preferences, habits, and motives, may help marketers detect and make inferences about consumer behavior. When you consider new goods, branding, and advertising, it's clear to see how using the big 5 is a no-brainer.

Indeed, the Publications of the National Academy of Sciences presents evidence that psychological targeting, such as targeting based on customer personality, is a tried-and-true method of persuasion. Their study compares the effects of targeting viewers with advertising depending on whether they will be extroverted or introverted: results suggest that targeting viewers based on these doubles conversion rates.

Hypothesis
H1. There is a positive correlation between Sustainable Consumption Practices and Mindfulness in adolescent and adult population of all gender.
H2. A positive correlation is seen between Sustainable Consumption Practices and Openness to change among adolescent and adult population of all gender.
H3. There is a positive correlation between Sustainable Consumption Practices and Conscientiousness in adolescent and adult population of all gender.
H4. There is a positive correlation between Sustainable Consumption Practices and Extraversion in adolescent and adult population of all gender.
H5. There is a positive correlation between Sustainable Consumption Practices and Agreeableness in adolescent and adult population of all gender.
H6. There is a positive correlation between Sustainable Consumption Practices and Emotional Stability in adolescent and adult population of all gender.
H7. There is a negative correlation between Extraversion and Agreeableness in adolescents and adult population of all genders.

Sample
The study mainly consisted of 83 participants including 55 female participants and 28 male participants with majority of participants belonging to urban demography. The study was conducted upon adolescents and adults from the age range of 16 to 35 years of age. These variables were taken into consideration as determinants of pro ecological behavior and mindfulness and to observe which gender is more receptive and to see if awareness and mindfulness is practiced more in adults or adolescent. The demograph of the individual plays a big role in the study as it indicates where mindfulness and sustainable consumption practices are followed more regularly.

Instruments:
A questionnaire was created that was filled by participants from various backgrounds in India. The questionnaire was a combined question bank of three standardized scales namely;

Freiburg Mindfulness Inventory, Ten-Item Personality Inventory-(Tipi) and Sustainable Consumption Practices Scale.

1. **Demographic details:** The questionnaire consisted of demographic details such as socioeconomic background, occupation, age and gender of the participants.

2. **Freiburg Mindfulness Inventory:** This mindfulness inventory was created by Walach, Buchheld, Buttenmüller, Kleinknecht, and Schmidt in the year 2006. It is a standardized test with 14 items and it is most suitable in generalized contexts, where knowledge of the Buddhist background of mindfulness. The items are rated from 1 to 4 on the Likert scale where 1 stand's for Rarely, 2 stands' for Occasionally, 3 stands' for Fairly Often and 4 stands' for Almost Always.

3. **Ten Item Personality Inventory:** This is a short 10 items version of the Big 5 Personality inventory. It was developed by Gosling, Rentfrow and Swan in the year 2003. It measures the 5 domains of Big 5 which are Openness to Change, Conscientiousness, Extraversion, Agreeableness and Emotional Stability. The items are rated from 1 to 7 where 1 = Disagree Strongly, 2 = Disagree Moderately, 3 = Disagree a little, 4 = Neither Agree nor Disagree, 5 = Agree a little, 6 = Agree Moderately and 7 = Agree Strongly.

4. **Sustainable Consumption Practice Scale:** This scale was designed by Asmuni, Khalili and Zain in the year 2011. They created the scale to measure the conservation behavior and consumption practices among university going students. The questionnaire consists of 15 items which are rated from 1 to 5 on the Likert scale where 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Frequently and 5 = Always.

Procedure

The study conducted was done from the month of January to May of 2022. After selection of the instruments the demographic sheet and the questionnaire were prepared in the format of a Google form. Individuals who fit the criteria were identified and the form was distributed. The data collected and gathered was done via different means of social media messaging such as Whatsapp, Instagram, Telegram and LinkedIn. The questionnaire was distributed among adolescent children belonging to the age group of 16 to 24 and Adults belonging to the age group of 25 to 35. They were made aware that their participation in the research is completely voluntary and that their personal information gathered were kept confidential. The individuals who agreed to participate were also informed to give honest responses to the questions and that there were no 'right' or 'wrong' answers to the questions asked. The questionnaire did not have any time limit.

Data Analysis

The responses were scored according to the instrument manuals. The software used to calculate the data was IBM SPSS 24. In this study, descriptive statistics such as Frequencies, Mean, Median and Standard Deviation along with Regression, Correlation, ANOVA and Coefficiency were calculated for the variables Freiburg Mindfulness Inventory (FMI) and the Sub scales of Big 5 {Openness to Change (O), Conscientiousness (C), Extraversion (E), Agreeableness (A) and Emotional Stability (N)}. To calculate the significant difference for categorizing variables in terms of age and gender.

RESULTS

Table 1. Shows the sample characteristics of males and females who participated in the study.

	Number	Percentage
Male	27	31%
Female	55	68%
	82	

Table 1 shows the sample characteristic which includes the number of male and female participants along with the percentage of the participating individuals. Total no of responses collected is 82. The participation is seen as 27 responses with a percentage of 31% for males and a total of 55 responses with a percentage of 68 % for females have participated in the study.

Table 2. Shows the Mean, Standard Deviation and the number of items in Freiburg Mindfulness Inventory, Sustainable Consumption Practices and the five dimensions of Ten Items Personality Inventory.

Variables	Mean	Standard Deviation	No. of Items
Freiburg Mindfulness Inventory (FMI)	37.5000	6.77550	14
Sustainable Consumption Practices (SCP)	55.8780	7.20149	15
Openness to change (O)	10.2683	2.56303	2
Conscientiousness (C)	10.2317	2.68649	2
Extraversion (E)	7.7073	3.48715	2
Agreeableness (A)	10.5244	2.12118	2
Emotional Stability (N)	8.3902	2.65161	2

Table 2 shows the Mean and Standard deviation of the data collected on each scale. It also indicates the number of items on each scale in which the Mean for Freiburg Mindfulness Inventory is 37.5 and the Standard Deviation is 6.77550. The Freiburg Mindfulness Inventory is a 14-item standardized questionnaire. The Sustainable Consumption Practice scale is a 15-item questionnaire and the mean according to this study is 55.8780 and the Standard Deviation observed is 7.20149. The mean observed for Openness to Change (O) is 10.2683 and Standard Deviation is 2.56303. This is a subscale to Ten Items Personality Inventory and therefore has only 2 items in the questionnaire. The mean observed for Conscientiousness (C) is 10.2317 and Standard Deviation is 2.68649. This is a subscale to Ten Items Personality Inventory and therefore has only 2 items in the questionnaire. The mean observed for Extraversion (E) is 7.7073 and Standard Deviation is 3.48715. This is a subscale to Ten Items Personality Inventory and therefore has only 2 items in the questionnaire. The mean observed for Agreeableness (A) is 10.5244 and Standard Deviation is 2.12118. This is a subscale to Ten Items Personality Inventory and therefore has only 2 items in the questionnaire. The mean observed for Emotional Stability (E) is 8.3902 and Standard Deviation is 2.65161. This is a subscale to Ten Items Personality Inventory and therefore has only 2 items in the questionnaire.

Table 3. Shows the Correlation of items in Freiburg Mindfulness Inventory, Sustainable Consumption Practices and the five dimensions of Ten Items Personality Inventory.

	SCP	**O**	**C**	**E**	**A**	**N**	**FMI**
SCP	1	.303**	.391**	.152	.125	.386**	.527**
O	.303**	1	.280*	.450**	.040	.241*	.412**
C	.391**	.280*	1	.098	.176	.386**	.359**
E	.152	.450**	.098	1	-.158	-.057	.271*
A	.125	.040	.176	-.158	1	.273*	-.012
N	.386**	.241*	.386**	-.057	.273*	1	.507**
FMI	.527**	.412**	.359**	.271*	-.012	.507**	1

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table 3 displays the correlation between the different scales of the questionnaire. The table shows a significant correlation between Sustainable Consumption Practices and the different dimensions of Ten Item Personality Inventory which are Openness to change with a correlation score of .303, Conscientiousness with a correlation score of .391, and Emotional Stability with a correlation score of .386 all of which are significant on 0.01 level and a positive correlation between Agreeableness with a correlation score of .125 and Extraversion with a correlation score of .152. The table also shows a significant correlation between Freiburg Mindfulness Inventory and the different dimensions of Ten Personality Inventory which are Openness to change with a correlation score of .412, Conscientiousness with a correlation score of .359, and Emotional Stability with a correlation score of .507 all of which are significant on 0.01 level and a significant correlation between Freiburg Mindfulness Inventory and Extraversion with a score of .271 which is significant on 0.05 level. There is a negative correlation between Freiburg Mindfulness Inventory and Agreeableness with a correlation score of -.012. There is a significant correlation between Sustainable Consumption Practice and Freiburg Mindfulness Inventory with a correlation score .527 of which is significant on 0.01 level.

Table 4. Shows the level of Regression among Freiburg Mindfulness Inventory, Sustainable Consumption Practices and the five dimensions of Ten Items Personality Inventory.

R	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
.584[a]	.341	.288	6.07690

Predictors: (Constant), Openness to Change (O), Conscientiousness (C), Extraversion (E), Agreeableness (A), Freiburg Mindfulness Inventory (FMI).

Table 4 shows the Regression as .584 and the Regression Square as .341. The adjusted R square obtained among the Sustainable Consumption Practices Scale, Freiburg Mindfulness Inventory and the five dimensions of Ten Items Personality Inventory as .288 with a Standard Error of the Estimate as 6.07690.

DISCUSSION

The aim of the study is to measure Sustainable Consumption Practices and Mindfulness and also to identify persons with different personality traits who follow Mindfulness and Sustainable Consumption Practices. The results of the study were attained through the use of SPSS 24 by IBM. The results show significance between the dependent variable which is Sustainable Consumption Practices (SCP) and independent variables which is the Freiburg Mindfulness Inventory (FMI) and the five dimensions of Ten Items Personality Inventory (TIPI) which are Openness to Change (O), Conscientiousness (C), Extraversion (E), Agreeableness (A) and Emotional Stability (N).

The following were the Hypothesis proposed:
H1. There is a positive correlation between Sustainable Consumption Practices and Mindfulness in adolescent and adult population of all gender.
H2. A positive correlation is seen between Sustainable Consumption Practices and Openness to change among adolescent and adult population of all gender.
H3. There is a positive correlation between Sustainable Consumption Practices and Conscientiousness in adolescent and adult population of all gender.
H4. There is a positive correlation between Sustainable Consumption Practices and Extraversion in adolescent and adult population of all gender.
H5. There is a positive correlation between Sustainable Consumption Practices and Agreeableness in adolescent and adult population of all gender.
H6. There is a positive correlation between Sustainable Consumption Practices and Emotional Stability in adolescent and adult population of all gender.
H7. There is a negative correlation between Extraversion and Agreeableness in adolescents and adult population of all genders.

According to Hypothesis 1 there is a positive correlation between Sustainable Consumption Practices and Mindfulness in adolescents and adults of all gender. According to Table 3 results it is proven that there is a significant correlation between the two variables at a 0.01 level which indicates that the hypothesis is accepted such as in the case of Teresa Van Horn who conducted a study on Mindfulness, Meditation, Sustainable Consumption Awareness and Practices among University Undergraduates. The study was conducted on 809 university students. The study concluded that students who are more mindful and practice meditation have more awareness about sustainable consumption practices.

The Hypothesis 2 states that there is a positive correlation among Sustainable Consumption Practices and Openness to change in adolescents and adults of all gender. According to the results of the study there is a significant correlation at a 0.01 level among openness to change and Sustainable Consumption Practices. Research was conducted by Akbar, Jin, Mahsud, Akbar, Waheed & Amin, (2020) on the role of Big Five Personality Traits on Sustainable Consumption Behavior. The study was conducted on 413 Pakistani participants over a time period of six weeks. The results indicated that there was a significant role of Openness to Change and Sustainable Consumer Practices which meant that the general populous are less afraid to be rejected and are more prone to taking higher risks.

The Hypothesis 3 states that there is a positive correlation among Sustainable Consumption Practices and Conscientiousness in adolescents and adults of all gender. The results of the present study show that there is a significant positive correlation at a 0.01 level among the two variables and as stated earlier the research conducted by Akbar, Jin, Mahsud, Akbar, Waheed & Amin, (2020) on the role of Big Five Personality Traits on Sustainable

Consumption Behavior among Pakistani populous, also indicated that there is a positive correlation among conscientiousness and Sustainable consumption Practices. The results were interpreted as higher levels of Conscientiousness in people meant that they are more responsible and thorough in what they want which leads to wiser consumption practices.

The Hypothesis 4 states that there is a positive correlation between Sustainable Consumption Practices and Extraversion in adolescent and adult population of all gender. The results of this study show that there is a positive correlation among the two variables and as stated earlier the research conducted by Akbar, Jin, Mahsud, Akbar, Waheed & Amin, (2020). on the role of Big Five Personality Traits on Sustainable Consumption Behavior among Pakistani populous, also indicated that there is a positive correlation among Extraversion and Sustainable consumption Practices. Individuals with extraversion traits are energetic in nature and welcoming to newer experiences thus are more susceptible to being more worried about ethical and Sustainable Consumption.

The Hypothesis 5 There is a positive correlation between Sustainable Consumption Practices and Agreeableness in adolescent and adult population of all gender. The results of this study show that there is a positive correlation among the Agreeableness and Sustainable Consumption Practices and as stated earlier the research conducted by Akbar, Jin, Mahsud, Akbar, Waheed & Amin, (2020). on the Role of Big Five Personality Traits on Sustainable Consumption Behavior among Pakistani populous, also indicated that there is a positive correlation among Agreeableness and Sustainable consumption Practices. Agreeableness is defined by an individuals need for communal peace and harmonious social relationships. Higher levels of agreeableness in a person indicates selfless acts and greater concern for the environment.

Another research conducted by Ribeiro, Veiga, & Higuchi, (2016) on Personality Traits and Sustainable Consumption supports Hypothesis 1, 2 and 5. The study was conducted on a sample of 512 undergraduate students of different courses in Brazilian University over a time period of two weeks. The study measures the 5 personality traits, need for body resources, altruism, self-efficacy and frugality as determinants of ecologically-correct purchase, resource saving and recycling.

Hypothesis 6 states that There is a positive correlation between Sustainable Consumption Practices and Emotional Stability in adolescent and adult population of all gender. In this study it is observed that there is significant positive correlation at a 0.01 level between Emotional Stability and Sustainable Consumption Practices. This hypothesis is supported by the findings of Akbar, Jin, Mahsud, Akbar, Waheed & Amin, (2020) whose results also indicated that there is a positive correlation between the two variables. Higher level of emotional Stability means that a person is able to cope better with their emotions and therefore when a person is able to cope better than they are more aware of their surroundings and more active in Sustainable Consumption Practices.

The Hypothesis 7 states that there is a negative correlation between Extraversion and Agreeableness in adolescents and adult population of all genders. The results of the present study support this hypothesis. Research done by G. Carlo et al. (2005) on the interplay of Traits and motives on volunteering: agreeableness, extraversion and prosocial value motivation show similar results. In the research the author measures the role of personality traits such as extraversion and agreeableness in prosocial behavior. The study was conducted

on 849 students at a large southwestern state university. The results of the study indicated when agreeableness decreases extraversion played a stronger relation to prosocial behavior.

CONCLUSION

The present quantitative study establishes a relation between Sustainable Consumption Practices and Mindfulness and also successfully explores the five dimensions of personality and the role they play in aiding Sustainable Consumption Behavior and Mindfulness. The summary of the study conducted states that there is a very strong significant correlation between Sustainable Consumption Practices and Mindfulness. This means that when the population is more mindful in nature, they tend to become more aware of their surroundings and their own needs and the needs of their environment which leads to more ethical purchasing and practice of sustainable consumption among youths and adults alike.

The use of Big five personality traits help's identify individuals who are more accepting to the changes in their environment and who are willing to work for the betterment of the environment. The study establishes a successful correlation between the five personality traits with Sustainable Consumption Practices and Mindfulness. This indicates that people who are more open to change or who are more conscientious or who are more energetic and extrovertish or who tend to agree and conform with social norms and who are more emotionally stable, are more prone to following Sustainable Consumption Practices and adopt Mindfulness.

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