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# How Might Behavioural Economic Principles Be Applied to Encourage Sustainable Consumer Behaviour in Product Design?

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## ABSTRACT

*Sustainable consumer behaviour has become a priority worldwide as unsustainable consumption patterns continue to accelerate environmental degradation. While traditional economic models often assume rational decision-making, evidence shows us that consumers tend to rely on cognitive shortcuts, their emotions, as well as social influences. These factors help shape their everyday choices in ways that are not purely reasoned. Scholars in behavioural economics highlight how defaults (Thaler and Sunstein), emotions and social norms (Cialdini, Opower studies), and simplified design approaches (eco-labelling, minimalist packaging) can significantly influence behaviour without restricting the freedom of choice, which consumers usually consider a strong determining factor of consumption. However, these insights are rarely connected systematically to product design, which is where the problem arises. Building on this foundation, this paper explores how behavioural economic principles can be applied to encourage sustainable consumer behaviour through design. This research paper is limited to secondary data collection, peer-reviewed literature, and behavioural theories rather than primary data, which could include biases in such a sensitive topic. It also includes case studies such as Alibaba's "no cutlery" default, energy-saving appliance settings, and the EU energy label. These real-world examples help me demonstrate how defaults, emotional and social reinforcement, and simplicity can guide consumers toward sustainability by embedding these behaviours into everyday interaction with products. Therefore, I argue that by strategically integrating behavioural economic principles into product design, firms can make sustainable behaviour the most effortless, emotionally rewarding, and socially reinforced choice, thereby generating lasting environmental and economic value.*

**Keywords:** Behavioural Economics, Sustainable Consumer Behaviour, Product Design, Choice Architecture, Defaults and Nudges, Social Norms, Emotional Design, Eco-Labelling.

## INTRODUCTION

As the global climate crisis intensifies, the need to shift toward more sustainable lifestyles has become crucial. Governments, NGOs, and corporations have heavily invested in raising awareness towards environmental decay, carbon footprints, and the value of sustainable consumption (The Intergovernmental Panel on Climate Change et al.). Even though a lot of people know about climate change, the real challenge now is not so much about creating awareness, but about creating behavioural change.

We all understand the results of unsustainable practices; however, many consumers find it difficult to adjust to more sustainable behaviors in our everyday lives. This space between intent and action is exactly where marketing, product design, and, more importantly, behavioral economics come into play. Many traditional sustainability initiatives operate on the premise that humans behave as rational beings and will automatically act in the right way if armed with sufficient information (Mertens et al. 1) However, behavioural research demonstrates that consumers often rely on impulses, habits, and defaults rather than rational evaluation (Kahneman). This irrationality underpins the value of behavioural economics, which studies how people actually make decisions rather than how they should. This approach enables the design of solutions that subtly encourage sustainable behaviour, through gentle nudges rather than radical lifestyle shifts or being deeply informed about environmental issues.

Product design represents one of the best applications for behavioral economics. The appearance, functionality, and user experience of a product — such as the packaging and consumption of food — can strongly influence consumer behaviour. When designers decide product experiences to be in line with human psychology, products are designed in a way that naturally guides consumers to more sustainable behavior, without requiring consumers to exert any additional effort. Behavioural economics is a concrete approach to analysing and guiding sustainable consumption.

This paper investigates the potential of behavioral economics theory in the context of driving sustainable consumption through environmentally friendly product design. The underlying concept is that consumers are more likely to adopt sustainable behaviour when product design makes eco-friendly actions the most intuitive, convenient, and emotionally engaging option. Instead of expecting consumers to make both sacrifices and difficult decisions, good design can make sustainability the default.

This paper relies on three main insights. The first one is the default options: if people stick with pre-set options, then sustainability just needs to be pre-set as a default, therefore eliminating the need for active selection and reducing cognitive effort. The second is that emotions and social motivations loom large in the way people decide. Consumers are more likely to adopt sustainable practices when these behaviours are associated with moral approval or positive social evaluation (Cialdini and Goldstein).

Third, simple and clear content and design make sustainable behaviour easy to understand and easy to engage with. That encourages still more people to commit.

By combining such behavioral insights with conscientious product design, companies and designers can develop interventions that narrow the gap between sustainable intentions and actual sustainable practices. In a world where time, attention, and motivation are limited, the future of sustainability might not depend on any grand changes, but on subtle design nudges embedded within everyday products, which incrementally guide consumers toward sustainable behaviour.

### **The Power of Defaults in Shaping Behaviour**

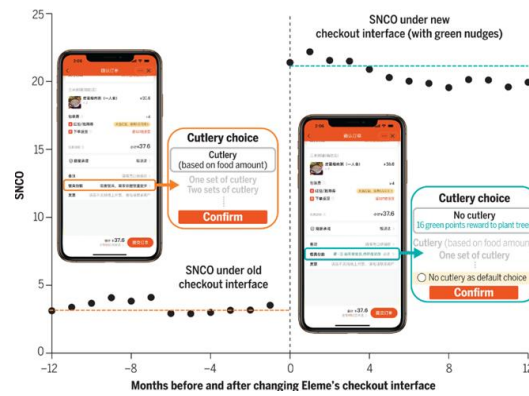
One of the most powerful tools in behavioural economics is the concept of defaults. Even though alternatives may be available, people often tend to stick to default options because they are effortless and require minimal cognitive effort. An already selected option does not require a deliberate choice and reduces decision-making costs. Therefore, it causes people to trust that the default is the right choice and that it is a recommendation. When this needs to be applied to encourage sustainable behavior, the default product design plays a vital role, enabling consumers to develop sustainability as a habit. Sustainable product design encompasses creating products that are environmentally friendly and socially responsible throughout the entire manufacturing process. This involves utilizing biodegradable materials, reducing energy consumption, and prioritizing waste minimization. Apart from this, it involves the famous “3 Rs” – reduce, reuse, and recycle. This not only promotes a positive impact for the planet when it comes to a green environment, but it also results in cost savings, stronger revenue growth, and an ability for firms to attract more capital. This section explores how the behavioural economics principle of defaults can be applied to product design to promote sustainable consumer behaviour and guide customers, while presenting real-world examples where sustainable defaults have largely influenced consumer behaviour.

The default effect is the tendency of individuals to naturally pay more attention to the pre-set option rather than the alternatives, which is often used by companies to persuade consumers toward certain behaviours that can be beneficial for the firm. Defaults show consumers what’s normal and act as a mental shortcut to simplify decision-making. This comes under choice architecture, which is the presentation of options in different ways that influence the choices people make, where defaults are selected automatically when there is no intervention. This also relates to the status quo bias because it is the tendency to favour an already existing state, which explains why people tend to stick to the default option. A well-designed choice architecture leverages the status quo bias through the use of defaults by making pre-set options aligned with desired behavior, even though options are not restricted. Research confirms this: a meta-analysis of 58 studies found defaults consistently influenced decisions across domains, with particularly strong effects in consumer behavior contexts. (Jachimowicz et al. 159)

Richard Thaler and Cass Sunstein therefore developed the Nudge theory, which means that minor changes in choice architecture can alter people’s behaviour in predictable ways without limiting any other option presented. Setting defaults in such a way that people automatically choose them acts as a nudge for consumers without them realising it, which can significantly change economic incentives. A strong example of this is found in energy-saving default settings for appliances such as washing machines and air conditioners. Manufacturers set the appliances’ modes to energy-saving by default, which nudges consumers toward more sustainable choices without requiring conscious effort or limiting their freedom of choice. This shows the power defaults can have and how they tend to always work due to maximised cognitive biases and heuristics. Firstly, defaults require less cognitive effort, which means that a person does not need to invest any time or mental effort into thinking, reducing decision fatigue. Secondly, they are also perceived as recommendations and the more appropriate, safer, and preferred choice, causing people to undoubtedly assume that it is what they should choose. Lastly, people face psychological difficulties if they don’t opt for the pre-selected option, leading to loss aversion due to the fear that they may lose out on the potential benefits defaults could have. This is because of the basic human thought process in which we think that the pre-selected option was chosen for a reason by the manufacturer, and can help us make better use of the product with ease. Changing this option can lead to a difference in the efficiency of the product, causing the consumers to be paranoid and ultimately stick with the default option. However, recent experiments show that the way choices are framed—whether as “choosing” or “rejecting” a default—can amplify or weaken their effectiveness (Chandrashekar and Fillon 164). For instance, in Afghanistan, default enrollment into a savings program increased participation by 40 percentage points—showing that defaults work largely by lowering the cognitive costs of action (Blumenstock et al. 2868).

Translating the theory of defaults into product design is crucial to enhancing user experience and guiding behaviour. Designers must prioritize circular design principles that focus on creating products and systems that minimize waste and maximise resource utilisation, they must optimize digital resources, and they must educate their consumers about the sustainable choices they can make while using the product. Consumers will tend to adhere to the information and directions the designers provide because they look at them as experts in this field with the customers’ best interests at heart, linking back to the fact that sustainable behaviour is embedded into product experience using sustainable defaults. Such defaults can appear in product packaging, settings in digital products, or a specific built environment.

There is much concrete evidence to demonstrate such effectiveness of defaults in which sustainability becomes the easiest, least disruptive path. A famous example is the ‘Alibaba No Cutlery Default’. In 2019, a Chinese food-delivery platform known as Alibaba, Eleme, noticed that online food delivery is growing rapidly each day, and so is the consumption of disposable cutlery, which is polluting the environment after it is used. This caused the platform to use green nudges, where they modified their app by adding a pop-up window that required customers to explicitly choose the number of single-use cutlery items they would want with their order. However, Alibaba set its default option to “no cutlery”, and results show that there was a 648% increase in the share of no-cutlery orders. This shows that the default option heavily influenced consumers and nudged them to stick with the pre-set option that is beneficial for the planet. Additionally, they also added a small nonpecuniary incentive to their app for when customers chose the “no cutlery” option. They earned multiple ‘Ant Forest green points,’ which, although they had no monetary value, could be accumulated and redeemed to plant a tree under the customer’s name in a desert region of China. Not only did Alibaba reduce waste from disposable cutlery using defaults, but they also incentivised consumers to plant trees interactively and engagingly.



**Figure 1.1:** Trends in the percentage of Alibaba Eleme customers in three cities (Beijing, Shanghai, and Tianjin) who place no-cutlery orders (SNCO) both before and after the checkout interface of the app was changed (He et al. 1).

Many other examples implement defaults to encourage sustainable consumer behaviour, such as walkable neighbourhoods in China, pro-environmental infrastructure like water-saving taps and recycling bins placed on the road at short distances, as well as eco-friendly packaging defaults that include material that is compostable or recyclable. People often accept and interact with such settings without noticing, known as invisible sustainability.

However, acknowledging challenges such as design considerations and limitations is important because defaults can backfire if consumers feel manipulated. Even though they are often beneficial for streamlining choices and saving cognitive effort, defaults aren't always optimal. They can lead to suboptimal decisions, especially when individuals have strong preferences or when the default option doesn't align with their needs. The risk of perceived manipulation occurs when the default choices are not always transparent, causing consumers to feel tricked or controlled, which leads to backlash or resistance, where consumers skip or reverse the option of the default option out of fear. Research highlights this concern: when people are warned that they are being nudged, they often react with suspicion or resistance, reducing the effectiveness of the default (Loewenstein et al. 36). Moreover, cultural and contextual differences, as well as clear communication, can confuse what is considered reasonable or acceptable. What may be a default in one culture may not be effective or appropriate in any other, and if users don't understand why a default exists or aren't made aware of it, they may override it by habit.

A strong example of cultural differences that influence the effectiveness of defaults is organ donations – 'the opt-in vs opt-out system', where the difference between individualistic societies and collectivist societies plays a role. Some countries, such as the United States and Germany, use an 'opt-in' system where individuals must actively register to become organ donors, whereas others, like Austria and Spain, use a presumed consent system where everyone is a donor by default unless they choose to 'opt-out'. According to a 2003 study, countries with 'opt-out' defaults had dramatically higher consent rates, often more than 90%, compared to 'opt-in' countries where rates were usually below 20% (Jachimowicz et al. 160).

In conclusion, behavioural economics' principle of defaults is a subtle yet effective instrument for implementing sustainable consumer behavior in product design. Designers can take advantage of cognitive biases to encourage sustainable behaviours with little effort, as well as user resistance by making eco-friendly options the default, so consumers tend to stick to them. With careful planning and cultural awareness, defaults can have a lasting positive impact on the environment when used responsibly and strategically. As evidenced by actual cases such as opt-out organ donation programs and the Alibaba no cutlery pre-set, defaults have the power to change behaviour on a large scale, making sustainability the most convenient and obvious option for customers.

### Emotions and Social Reinforcement in Sustainability

Behavioural economics is a vast concept, which, in the context of sustainable consumer behaviour in product design, can enforce emotion and social belonging as catalysts for sustainable design. Consumer behaviour goes way beyond logic and effort, as emotion and social context are dominant forces behind why people may behave sustainably and how product design can tap into them. Even though traditional economics presumes that consumer behaviour is rational and objective, humans are emotional and social decision-makers. Therefore, we conclude that human beings, in behavioural economics, are emotional, biased, and very unpredictable (Simon 99). While default design heavily leverages automatic decision-making, another powerful behavioural factor lies in how emotionally rewarding or socially validating an action made by a person feels. This insight focuses on the fact that if design feels good or aligns with individuals' social norms, it is likely to be more effective (Marques et al. 1). The goal is to show that making sustainability feel morally rewarding, socially visible, and emotionally engaging is a necessary strategy for meaningful behavioural changes. Human behaviour is not always driven by logic or facts – instead, our decisions are often shaped by how actions make us feel, how they align with our identity, and what we see others around us doing. Firstly, how they make decisions plays a crucial role in the choices we make since emotions often have a bigger influence on decision-making than most people realise. It could be something as small as deciding what to wear, or making a major life decision like what college you go to; feelings tend to guide the way (Franco and Sanches 40). This invokes feelings such as pride and satisfaction in what we have done, which can influence our decision patterns in the future as well. Secondly, we tend to copy what others are doing, especially if they are visible or highly praised. Robert Cialdini, an American psychologist and author, worked on the theory of social norms, which focuses on how our behaviour is influenced by what we perceive others are doing, known as descriptive norms, and what others are approving of, known as injunctive norms (Cialdini et al. 4). Social norms act as powerful motivators that shape everyday choices to major life decisions by aligning individuals towards group standards that lead to conformity and a desire to be accepted (Lu and Ho 7). Lastly, identity and different self-concepts also play a role in making choices because sustainable actions are more likely to align with how an individual views themselves. The overall idea of who they are corresponds with their beliefs, values, and desires, self-image, which can be achieved by reinforcing their identity or choosing paths that lead them closer to their ideal self. For example, if someone believes that they are a good citizen and cares about the planet, they are more likely to choose sustainable pathways when they make a decision.

All these factors cause people to feel good and satisfied after doing the right thing according to them. This is known as the ‘warm glow effect’ in which individuals experience a positive emotional reward from engaging in prosocial behaviour, such as recycling or using biodegradable materials, regardless of the actual impact of their actions on society, or on the environment in this case. It highlights that people are motivated to act in such a way as it provides a personal incentive in a way that has a social benefit, which can later also develop into becoming a habit (Minardi and Evren 1381).

Such behavioural levels beyond logical reasoning, that are based on how products make users feel, how they reflect users’ values, and how they are perceived by others, can be embedded into product design. Incorporating emotional design and social reinforcement into product design can significantly improve users' involvement.

The emotional design is aimed at the feelings that users feel when they interact with a product. When a product evokes positive emotions, it can encourage users to engage deeper and more frequently. For example, Opower home energy reports, such as the one shown in Figure 2.1, used by utility companies in U.S. Opower, send users personalised feedback comparing their energy usage to similar households in their neighbourhood. By showing messages like “You used 25% more electricity than your efficient neighbours”, it taps into both emotional response and social comparison. This nudges people to reduce consumption, often without changing prices or imposing restrictions, because users see this as a friendly competition and are incentivised to act more sustainably. Since this motivates and involves consumers, studies have shown consistent reductions of energy by 1.5-3.5% across millions of participating households (Cuddy et al. 1).



**Figure 2.1:** Example of an Opower Home Energy Efficiency Report (“Opower Energy Efficiency”)

Hence, incorporating feedback mechanisms is also vital as they inform users about their progress and results. When users receive immediate feedback, it can strengthen their emotional connection to the product. This can be applied in applications aimed at promoting sustainable practices, such as the money laundering apps that notify users when they have completed a certain number of recycling activities. This interaction strengthens positive behavior and increases user satisfaction. Even the signals of identity or the unique characteristics that reflect users' identities play a significant role in commitment. When users can customize their experiences or see their values represented in a product, they feel a greater sense of belonging. This effect can increase users' loyalty and promote sustainable behavior as well (Feng and Zhao 1). These examples demonstrate how emotional engagement and social visibility can guide consumer behavior, setting the stage for more intentional, sustainable choices.

To conclude, emotional and social factors significantly influence sustainable consumer behaviour through product design, which can be understood through the behavioural economy of consumers. We often make decisions that are driven by our emotions rather than purely rational assessments, which, therefore, indicates that feelings can increase engagement with sustainable products. Social norms also play an integral role, as individuals tend to align their behaviours if they are socially reinforced. Additionally, product design that focuses on aesthetic and tactile experiences tends to evoke emotional connections, which deepen consumer commitment to sustainability. By leveraging this tendency, brands can build a community that cares about sustainable practices through social validation of their choices, as well as inspire environmentally responsible behaviour by integrating emotional resonance. This may help motivate more consumers to adopt greener choices.

#### **Simplicity by Design: Enabling Sustainable Choices**

The design of simplified products is an approach characterized by the elimination of unnecessary complexity, thus improving usability and accessibility for consumers. This design philosophy is significant in the field of promoting the lasting behaviour of consumers because it promotes an environment in which consumers can make enlightened and environmentally friendly choices without the burden of overwhelming information. By rationalizing the aesthetics and the features of the product, the simplified design not only calls for human cognitive capacities but also aligns with the principles of sustainability, ensuring that consumers are informed without cognitive overload.

Cognitive friction refers to the mental effort that consumers spend when faced with complex information or choices during the decision-making process. It includes various elements such as confusion, uncertainty, and psychological strain, which stem from the weighing of several alternatives. High levels of cognitive friction can dissuade consumers from making lasting environmental choices due to the challenge of assimilating and assessing the required information. By reducing this, the simplified design of products plays a crucial role in the facilitation of the decision-making process, which navigates for consumers work towards sustainable products and practices. Moreover, recognition of cognitive and heuristic biases can help in the elaboration of products that meet the user's needs and sustainability goals. Understanding how consumers process information, designers can create features that take advantage of these cognitive shortcuts, making sustainable choices more attractive and easier to make (MacDonald and She 485).

A leading strategy integrated into the design of simplified products is the banner, which serves as a vital component in improving perceptions of sustainability among consumers (Magnier and Crié 353). Effective visual design can significantly communicate sustainability and shape consumer attitudes towards environmental responsibility. When ecological labels are clearly designed and simple, consumers are more likely to get involved with the information presented. For example, eco-labels are designed with direct icons and concise text to reduce cognitive friction associated with deciphering information.

The clarity of the label allows consumers to quickly evaluate the environmental impact of a product and transmit essential information, promoting informed options that favour sustainable options (Donato 1).

A real-world example of such an eco-label is the EU (European Union) energy label. This standardized labelling system was first introduced for several household appliances and electronics in 1994, and it continues to help consumers make more sustainable choices by encouraging them to use more energy-efficient products. As of 2021, this label includes the energy consumption, the indication of additional non-energy parameters, the regulation of the product, as well as energy efficiency classes shown through a scale. As shown in Figure 3.1 below, there is a clear A-G rating scale has colour-coded bars (green for efficient, red for inefficient), while icons show product-specific features such as water use, noise level, or capacity (European Commission). It provides consumers with transparent, comparable, and easy-to-understand information, which enables them to make informed purchasing decisions without needing any prior knowledge or expertise. The straightforward scale and visual colour cues reduce cognitive friction by removing confusion and avoiding complex decisions. This makes energy efficiency immediately understandable and intuitive, which nudges consumers toward eco-friendly choices by making the “green” option visually obvious and easier to evaluate.

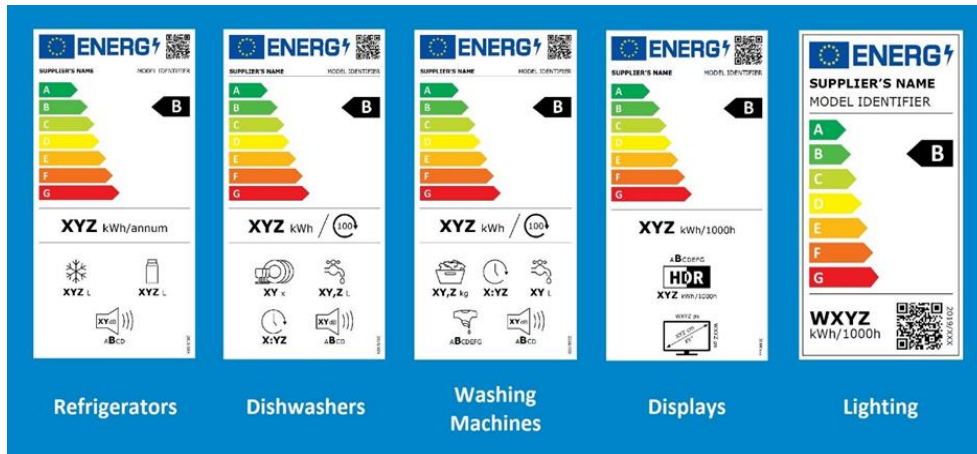


Figure 3.1: Example EU Energy Labels for different household appliances (“European Commission Energy Efficiency Label Reform”)

Across sectors, from Muji’s minimalist packaging to the UK’s traffic light nutrition system, case studies show that simplifying design reduces cognitive friction, allowing consumers to process complex information more intuitively and make consistent, sustainability-aligned choices.

Research further illuminates the importance of a simplified design through the objective of minimalist packaging, indicating that this not only decreases unnecessary cognitive friction but also improves green confidence among consumers in daily goods. When packaging avoids excessive design elements, it communicates a simple message about the environmental responsibility of the product. This approach is aligned with consumer preferences for simplicity, and the use of minimalist packaging is an effective tactic for brands aimed at grasping consumer confidence and encouraging sustainable purchasing behavior. Consequently, the integration of simplified product design elements – such as eco-labelling, user-friendly features, and intuitive possibilities – creates an environment conducive to sustainable consumption behavior. By minimizing cognitive friction, companies can guide consumers to more environmentally friendly choices, generate a feeling of agency, and trust in their purchases (Ding et al. 1). In the end, the role of simplified design is essential; it improves not only the user experience but also plays an essential role in promoting a sustainable culture, where consumers can engage with products that reflect their values without the charge of cognitive overload. Easy resources to use in product design play a crucial role in facilitating decision-making processes for consumers, especially when it comes to sustainable options. The integration of intuitive design elements reduces the cognitive load associated with product evaluation, thus simplifying the decision-making process (Subabay). For example, products designed with clear and easily navigable interfaces, such as ecological household appliances with direct use instructions, allow consumers to understand not only operational aspects but also the benefits of sustainability. Such resources encourage individuals to make choices that align with their environmental values, minimizing the confusion and possible paralysis of the decision. This can be seen in Figure 3.2, where LG InstaView® Refrigerators use a Door-in-Door design with minimalistic interaction through intuitive UI. It makes sure that users are not required to fully open the door, promoting sustainable behaviour by reducing cold-air loss and reinforcing energy efficiency.



Figure 3.2: LG InstaView® Refrigerators have a tinted glass panel that illuminates with two quick knocks, allowing you to see inside without ever opening the door (LG).

The intuitive possibilities are another significant consideration in the sustainable design of the product. Products that incorporate intuitive possibilities effectively guide consumer actions towards more sustainable practices. For example, a colour-encoded slots recycling box and light images for different material types exemplify how design can nudge users towards proper recycling behaviours. Design is not just a functional purpose, but actively encourages choices that support environmental sustainability, making the right action obvious to the consumer. This alignment between design and user behavior exemplifies how attentive concession can promote actions that contribute positively to sustainability (White et al. 25). In addition, the role of packaging in the formation of sustainability perceptions cannot be exaggerated, as visual complexity in packaging can significantly influence consumer behavior and perceptions about the environmental impact of products. Highly complex or disordered packaging can overload potential buyers, leading them to discard ecological products in favour of simpler and more familiar alternatives. On the other hand, simple and clean packaging projects can improve the perceived environmental credibility of a product (Wang et al. 2992). These projects usually emphasize ecological attributes, providing consumers' visual suggestions about the sustainability of the product in question, which can influence purchase options.

The meaning of simplified design in promoting a sustainable consumer culture is profound, which is shown to us through the integration of friendly resources, intuitive contests, and attentive packaging. Reducing cognitive load plays a key role in increasing usability, guiding consumers to environmentally responsible decisions, and making sustainable options not only accessible but also easy to choose. Such considerations reflect a paradigm change in product design, where sustainability is incorporated into the fabric of the user experience itself, promoting an environment conducive to sustainable consumer behavior.

## CONCLUSION

One effective strategy to change how consumers form sustainable habits is to incorporate behavioral economic concepts into product design. Designers and marketers can produce goods that satisfy consumers' immediate needs while also encouraging them to make more environmentally friendly decisions by examining how people really make decisions. Three fundamental ideas that can be used as useful instruments to promote more sustainable behaviors are the focus of this essay: defaults, emotional reinforcement, and social influence.

Since people tend to choose the option that requires the least amount of work, defaults are particularly effective. Customers are more likely to accept sustainable options without giving them much thought when firms make them the norm, whether that means using carbon-neutral shipping at checkout or serving smaller portions of food to reduce waste. Making the "green" option the most convenient one, can gradually change daily choices to be more environmentally friendly.

Emotions are also extremely important. Our decisions are often influenced by our emotions rather than being purely logical. Brands establish an emotional bond with customers when they use storytelling to demonstrate the beneficial effects their products have on the environment or society. When people make ethical decisions, this can transform sustainability from an abstract concept into something personal, bringing them a sense of fulfillment or pride. These little emotional victories eventually contribute to the development of enduring habits.

Lastly, people are greatly impacted by the actions of those around them. Social proof is tapped into by design that makes sustainable behavior visible, such as applications that monitor community impact or showcase group contributions. Observing others behave sustainably inspires people to follow in their footsteps and creates a feeling of community. Comparing one's efforts to peers can further motivate people to keep making environmentally conscious choices.

In conclusion, incorporating behavioral economic principles into product design offers a practical and powerful way to influence consumer habits around sustainability. Product designers can significantly alter behavior by skillfully utilizing social influences, emotional reinforcements, and defaults. Future studies could extend these insights to cross-cultural contexts and corporate-level strategies, even though the primary focus of this paper is consumer-facing product design. In addition to helping the environment, this proactive strategy fosters a sustainable culture among customers, encouraging a stronger dedication to long-term sustainable living. In the end, the future of sustainability might rely more on the small but effective nudges that change routine decisions than on broad policy changes.

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