

## A HISTORICAL PERSPECTIVE ON THE DEVELOPMENT OF GREEN CONSUMER BEHAVIOR

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### ABSTRACT

*With the emergence of a campaign on sustainable development carried out by the UN, this movement stimulates all communities to practice environmental preservation activities. The purpose of research is to analyze the theoretical development of green consumer behavior. Increasing problems and issues regarding environmental sustainability every decade continue to be the main focus of many parties. The theory of green business continues to develop and gives rise to many derivatives. The difference in this study is it summarizes and explains the development of theories regarding green consumer behavior. The method used in this research is literature review. The number of articles used as samples was 52 articles discussing green consumer behavior from various journal sources. It was found that the theory of green consumer behavior continues to develop over time. From these developments, five similar research categories were found, including: factors influencing green consumers, characteristics of green consumers, the cost of becoming a green consumer, the point of view of green consumers and the impact of green consumer behavior. The green consumer theory is one of the theories of green marketing that was also born from the green economy, where this theory is a conservation of the social humanities sector.*

*Keywords: Green marketing; Green consumer behavior; Green Consumption; Green Product*

### ABSTRAK

Dengan munculnya kampanye tentang pembangunan berkelanjutan yang dilakukan oleh PBB, gerakan ini merangsang seluruh masyarakat untuk melakukan kegiatan pelestarian lingkungan. Tujuan penelitian adalah untuk menganalisis perkembangan teoritis perilaku konsumen hijau. Meningkatnya permasalahan dan isu mengenai keberlanjutan lingkungan setiap dekade terus menjadi fokus utama banyak pihak. Teori bisnis hijau terus berkembang dan memunculkan banyak turunan. Perbedaan dalam penelitian ini adalah merangkum dan menjelaskan perkembangan teori mengenai perilaku konsumen hijau. Metode yang digunakan dalam penelitian ini adalah telaah pustaka. Jumlah artikel yang dijadikan sampel sebanyak 52 artikel yang membahas tentang perilaku konsumen hijau dari berbagai sumber jurnal. Ditemukan bahwa teori perilaku konsumen hijau terus mengalami perkembangan dari waktu ke waktu. Dari perkembangan tersebut ditemukan lima kategori penelitian yang sejenis, meliputi: faktor-faktor yang mempengaruhi konsumen hijau, karakteristik konsumen hijau, biaya menjadi konsumen hijau, sudut pandang konsumen hijau dan dampak perilaku konsumen hijau. Teori konsumen hijau merupakan salah satu teori pemasaran hijau yang juga lahir dari ekonomi hijau, dimana teori ini merupakan konservasi dari sektor sosial humaniora.

Kata Kunci: Pemasaran hijau, Perilaku konsumen hijau, Konsumsi hijau, Produk hijau

## INTRODUCTION

The emergence of many environmental issues in the past few years has made many people confused about what they need to do to preserve the environment (Siegmond-Schultze, 2013). These environmental issues do not only occur in several countries or parts of the world, but occur in almost all countries in the world (Ramadhan et al., 2019a). Starting from the increasing intensity of plastic waste both on land and in waters, global warming, weather that changes erratically, exhaust emissions from vehicles whose volume continues to increase to production waste that pollutes the environment (Al-Ghussain, 2019; Avgoustaki & Xydis, 2020; Bajt, 2021; Lovarelli & Bacenetti, 2019; Treen et al., 2020). In the end, this incident moved several people as activities that still wanted to preserve the surrounding environment (Trudel, 2018). To solve these issues is not easy, it requires a lot of support from various parties such as business actors, government, academics, consumers and others. (Widowati et al., 2019). From the various parties that have been described, consumers can also help to become figures who can help preserve the environment (Panda et al., 2020). For example, when consumers consume food using tools such as spoons and forks made of plastic, consumers can help reduce the use of plastic by replacing them with cutlery made of thick paper which is more environmentally friendly. (Vicente et al., 2023).

Based on this behavior, some consumers have a tendency to contribute to protecting the environment, although not in a radical way (Han, 2021). They have a relationship with the environment in order to protect it, this is not only for the short term but for the long term as well (Oláh et al., 2020; Trudel, 2018). This incident was the first step for the emergence of several environmentally friendly products distributed in the market (S. Chen et al., 2021). This is due to increased consumer awareness of the environment, resulting in demand for environmentally friendly products. Examples of these products are plates, spoons, forks and shopping bags made of paper (F. A. Rahman, 2000; Rasool et al., 2021). Then there are also other examples such as cosmetic products made from plant-based ingredients, some clothes made from used plastic bottles and many more products that carry environmentally friendly ideas and concepts. (Meng & Leary, 2021; Nadeeshani Dilhara Gamage et al., 2022).

Many efforts have been made by various parties in protecting and preserving the environment (Prasetiyo et al., 2019). Among them are from producers/companies, government, environmental activities and academics (Amrial et al., 2017). Companies protect the environment by carrying out CSR programs related to environmental preservation, the government organizes campaigns and makes regulations regarding environmental preservation with its programs, the media invites all levels of society to protect the environment and academics publish research that has been conducted to reduce pollution and waste pollution. so that the environment is maintained (El-Mallah et al., 2019; Erdogan & Baris, 2007; Maibach, 1993; van Rooij, 2006). These methods have been taken by each party, but environmental preservation will not be maintained if the community does not realize the importance and impact on the sustainability of social life. (Ramadhan et al., 2019b). The community is one of the actors that is quite important for the success of environmental preservation (Getz, 1994). However, at present, the amount of plastic waste continues to increase along with the increasing consumption of products that use plastic packaging materials as well as industrial waste which is being produced more and more by factories to maintain their productivity. (Ahmad et al., 2019; Kamaruddin et al., 2017). These issues eventually moved several parties to try to do better in tackling environmental problems (Bardwell, 1991). For example, companies started green product campaigns, the government started with sustainable development campaigns carried out by the United Nations, people are increasingly active in carrying out environmental preservation campaigns as well as monitoring companies that violate ethics and academics continue to conduct research on the environment as well as human behavior towards environmental



preservation. (Hoosain et al., 2020; Johri & Sahasakmontri, 1999; St. John et al., 2010; Xie, 2011).

Since this issue has become a global issue, many companies have finally produced and implemented promotional campaigns regarding green products that are environmentally friendly (Ar, 2012; Zulfa et al., 2015). Some examples are bodyshops that carry products derived from organic materials, then there is Nike which makes soccer uniforms from recycled plastic waste, then Starbucks which makes recycled containers and straws and many other companies that carry a green theme. (Almiya et al., 2020; Wijaya & Nugraha Mursitama, 2023; Wycherley, 1999). This incident made many researchers conduct research on green products (Tariq et al., 2017). Green products are generally organic, ecological, recyclable and energy efficient (Dangelico & Pontrandolfo, 2010). Some experts state that green products are sustainable product lines designed to minimize environmental impact during their entire life cycle (Shen et al., 2020). Currently green products are very easy to find in the market, they have special specifications that can represent green products such as being easy to recycle, using organic raw materials, having good energy efficiency and so on. (Meyer, 2001). This certainly triggers consumers to have a sense of curiosity to try using products that have a green product theme, whether they have a different value from the original product or is it just a marketing strategy from the company to attract consumers' interest in green products. (Wang et al., 2018).

The emergence of green products that occur in many countries, ultimately stimulates changes in the behavior of some consumers to have an interest in protecting the environment. (Boztepe, 2013). This behavior led researchers studying those interests (Awan & Raza, 2010). Consumers' interest in protecting their environment is formed based on many causative factors as well as their social background (Fraj & Martinez, 2006). From this activity emerged a new theory called green consumer behavior initiated by John Elkington, Julia Hailes and Joel Makower. (Saxena & Khandelwal, 2010). His work was written in a book entitled "The Green Consumer" in 1988(Elkington, 2004). This theory describes consumers who buy a product/service and have the perception that the product/service has a good impact on the environment (Paço et al., 2019a). This attitude is carried out by consumers ethically, they are motivated by this not based on their personal needs but as a form of preservation and appreciation of the social community to minimize the consequences of consumption residues. (Conte et al., 2017). Green consumer behavior itself is an individual behavior that is influenced by their concern for the environment (Awan & Raza, 2010). This behavior is reflected by the individual, when he searches for, buys, uses, evaluates and disposes of products (Fachrurazi et al., 2022). Not only that, this behavior also carries the 3R as the main component in carrying out consumption actions, namely reduce, reuse and recycle (Ioannidis et al., 2021). This reduction can be interpreted as consumer behavior in reducing the use of products that have a high level of contamination risk (C. Y. Young et al., 2010). One example is the use of straws, which are often used in fast food shops, to reduce their use by providing a smaller stock of straws than usual or changing to paper straws. (Roy et al., 2021). The second action, namely reuse, is consumer behavior in reusing products according to their needs (Tassell & Aurisicchio, 2020). An example of this action is consumers reusing food boxes made of plastic material to use when bringing other food (Ritch et al., 2009). Then the last action is recycle, this action is recycling waste into new materials or products (Welle, 2011). For example, organic waste is recycled into compost, plastic waste drink bottles are recycled into plant pots or other products, and there are many examples of recycled products made by consumers who have an interest in preserving the environment. (Boyd et al., 2007; Sayara et al., 2020). There are several previous studies that examine green consumer behavior, but there are still many limitations in these studies. From the data that has been obtained, the majority of studies examine the causal factors and formation of green consumer behavior (Li, 2020). There are many samples about factors that affected to green consumer behavior including: communication can affect green consumer behavior (White et al., 2019), recycle behavior and political action affect to green consumer behavior (Utami, 2020), green practice can

affect green consumer behavior (Budiantoro et al., 2015), consumer value can affect green consumer behavior (Adhitiya & Astuti, 2019), environmental concern can affect green consumer behavior (Hanson, 2013), influence of customer value and attitude can affect green consumer behavior (Rahman & Reynolds, 2019), green marketing can affect green consumer behavior (Syeda, 2011), income or salary and age can affect green consumer behavior (Rawat, 2015), cultural values and environmental attitude can affect green consumer behavior (Samarasinghe, 2012), consumer knowledge and willingness to act pro environmental can affect green consumer behavior (Tobler, 2011), Perceived of CSR from consumer can affect their green consumer behavior (Su et al., 2017), moral motivation can affect green consumer behavior (Sachdeva et al., 2015), consumer attitude can affect green consumer behavior (Zhao et al., 2014), promotion nature love can affect green consumer behavior (Wu & Zhu, 2021), cognition degree of green life can affect green consumer behavior (Jung & Cho, 2014), media attention can affect green consumer behavior and etc. The differences in this study will be examined regarding the development of green consumer behavior theory from a certain time span in the last two decades. The development of this theory will later be classified based on several criteria such as factors that influence green consumer behavior, characteristics of green consumers, the impact of green consumer behavior, green promotions that attract consumers to have environmentally friendly attitudes, green consumers at all costs, the point of view of a consumer who has become part of green consumers and consumers who have an interest in protecting the environment. The results of this study can later be used theoretically and practically. Theoretically, the science of green consumer behavior can be seen from the range of its development which can later be seen by many researchers and practitioners regarding its changes. While practically, it can provide an illustration for companies that there are many factors that can shape consumer behavior to be interested in preserving the environment. Later this can be used as material for making marketing strategies in making products and services that support consumers' interest in protecting the environment, promotions that carry green values, create experiences regarding green interests and others.

## LITERATURE

Green Consumer Behavior is consumer behavior that applies environmentally friendly insights in every consumption action (Průša & Sadílek, 2019a). There are several actions taken by consumers as a manifestation of environmentally friendly consumer behavior which is often known as 3R (Reduce, Reuse, Recycle), namely: Reduce or reduce can be interpreted as using less. Consumers who use less products that pollute the environment (Abeliotis et al., 2010). Reuse or reuse can be interpreted as using the product again according to its use. Consumers who reduce the need for new products can help reduce waste or waste that can pollute the environment (Abeliotis et al., 2010). Recycle or recycling is the process of processing waste into new materials or products. The results of recycling in the form of materials or products can be a valuable and useful resource for the manufacturing industry (Abeliotis et al., 2010). Another opinion suggests that green consumers are consumers who have a willingness to pay higher for environmentally friendly products so as to create greater opportunities for companies and governments to produce environmentally friendly products. (Keles & Bekimbetova, 2013). A green consumer can also be defined as someone who purchases and is influenced by his own awareness of environmental issues (Shrum et al., 1995). Consumers who have a tendency to consume environmentally friendly products can be referred to as green consumers (Hameed & Waris, 2018). The definition of green consumers from several researchers who have previously been described, it can be concluded that green consumers are consumers who think in advance about the impact of the goods they consume on the environment before buying them.

To see the level of consumer awareness of environmental sustainability around them, several researchers made observations regarding their buying behavior towards a product (Sánchez-Bravo et al., 2021). From the results of this research, there are four things that



can shape green consumer behavior, including environmental knowledge, environmental attitude, recycling behavior and political action (Fraj-Andrés & Martínez-Salinas, 2007). Environmental Knowledge is consumer insight and knowledge of the environment and the impact of consuming a product on the environment (Courtenay-Hall & Rogers, 2002). The low insight and knowledge of consumers about the environment, has an impact on the company's low green marketing activities and pro-environmental consumer behavior (C.-S. Chen & Lin, 2011). Consumer awareness will arise and get stronger, if they are given complete and accurate information and knowledge about environmental issues (Stamm et al., 2000). Environment Attitude is an attitude of evaluation of feelings and potential tendencies of a consumer to react that comes from the results of interactions between cognitive, affective, and conative components (Booi Chen & Teck Chai, 2010). Consumers who have a tendency to have green behavior, they have an attitude that tends to be pro towards environmental preservation (Kang et al., 2013). Recycle behavior is individual behavior that is influenced by their concern for the environment, which is reflected by the way these individuals prevent waste through waste management. (Oztekin et al., 2017). A recycling program will only be successful if consumers actively support it by participating in it (Borrello et al., 2020). Political Actions are pro-environmental actions needed to encourage behavior that can minimize the impact of environmental damage (Fuentes, 2015). These political actions are carried out through developing green ideas, making pro-environmental public policies at the international, national and local levels (Lailiyah, 2023). These political actions have an impact on the emergence of regulations, strengthen law enforcement, especially related to the environment, affect many sectors of life, and encourage the growth of environmental management practices. (Sine & Lee, 2009).

## RESEARCH METHODOLOGY

The method used in this research is literature review. In this literature review, all articles are taken from the general ones into one unit regarding the development of the theory. The variables observed in this study are green consumer behavior. Data collection was carried out from all kinds of research articles in journals and books. The data obtained was taken about two decades ago, namely from 2000 to 2020. There are 52 sources of research results that have examined green consumer behavior. The time of the research was conducted for one year, from February 2022 to March 2023.

## RESULT AND DISCUSSION

From the fifty-two research articles that have been collected, the authors make a table and the data is collected based on the author's name, year of publication, research title and a brief description of the research results. The eight data are presented in the following table:

Table 1  
Articles Data and Description

No	Author & Published	Title	Result of the research
1	(White et al., 2019)	The Elusive Green Consumer	When a consumer communicates with people around him, there will be the possibility to imitate what he communicates
2	(Utami, 2020)	Green Consumer Behaviour : Perilaku Konsumen	The results of the analysis show that environmental knowledge and environmental attitude have no

		Dalam Pembelian Produk Ramah Lingkungan	significant effect on green consumers' behavior, while recycle behavior and political action have a positive and significant effect on green consumers' behavior.
3	(Budiantoro et al., 2015)	Pengaruh Green Practice terhadap Green Consumer Behavior Di The Kemangi Restaurant, Hotel Santika Pandegiling Surabaya	The results of the study prove that the three independent variables have a positive effect. However, only the green donation variable has a positive and significant effect. Green action and green food variables have a positive but not significant effect on green consumer behavior.
4	(Adhitiya & Astuti, 2019)	The Effect of Consumer Value on Attitude Toward Green Product and Green Consumer Behavior in Organic Food	The results showed that only social values had a positive impact on green consumer behavior, functional value (price), functional value (quality), environmental value, conditional value, epistemic value, and emotional value had no effect on green consumer behavior. As a mediator, attitude toward green products has a significant effect on epistemic values, environmental values, and emotional values. This confirms and significantly adds to the green consumer behavior literature in emerging markets.
5	(Hanson, 2013)	Environmental Concern, Attitude Toward Green Corporate Practices, And Green Consumer Behavior In The United States And Canada	In the Canadian sample, environmental awareness was significantly related to a measure of green consumer attitudes and behavior, and green attitudes mediated the effect of environmental concern on willingness to pay more for green products. However, contrary to predictions, the US sample scored higher than the Canadian sample on environmental awareness and attitudes toward green corporate practices and demonstrated a weak relationship between environmental concern and green consumer attitudes and price premiums.
6	(Nittala, 2014)	Green Consumer Behavior of the Educated Segment in India	The findings show that product recycling has a positive effect and convenience, eco-labeling is friendly, and lack of information has a negative effect on the willingness of university educators to buy eco-friendly products. Switching products for ecological reasons,

preference for ecological quality, and considerations that plastic tote bags are more convenient and should not be banned are good differentiators between groups that are willing to buy and those that are not willing to buy eco-friendly products. Teachers are aware of environmental activism, although their concern does not always translate into green consumer behavior.

7	(Rahman & Reynolds, 2019)	The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage	This study adds to the existing literature by incorporating a consumer environmental concern perspective, a social-altruistic perspective, and a personal benefit and status perspective in embracing green products. Understanding the interplay between biospheric, altruistic, and egoistic values and ecocentric and anthropocentric attitudes towards the behavioral intentions of green hotels will provide insights to better understand green consumers and better manage green hotels.
8	(Syeda, 2011)	Green Marketing and its impact on consumer behavior	The results from this study illustrate that companies need to improve their communication with customers about going green, and that attributes such as price and quality are more important than "environmental responsibility".
9	(Vieira et al., 2019)	Green Consumer Behavior: Evidence From The Brazil – Uruguay Border Region	The results showed that the respondents showed moderate to high ecological awareness behavior. To explain green consumer behavior, the regression model parameters indicated greater relevance of psychographic characteristics in relation to sociodemographic characteristics, with the perceived efficacy variable playing an important role. The results show that the higher the ecological awareness of consumers, the greater their intention to buy sustainable products.
10	(Mainieri et al., 1997)	Green Buying: The Influence of Environmental Concern on	Specific consumer beliefs predict several variables of green purchases as well as general environmental attitudes, while



		Consumer Behavior	general environmental attitudes predict only one aspect of green purchases. Women were significantly higher than men on two aspects of green purchasing and on the environmental attitude scale. Home ownership is positively related to recycling behavior.
11	(Průša & Sadílek, 2019)	Green Consumer Behavior: The Case of Czech Consumers of Generation Y	Generation Y consumers are very concerned about the environment, and this concern has become an integral part of their lifestyle. If we look at the shopping behavior of Generation Y, we can say that they already care about the environment from a company even when they are shopping (Fast Moving Consumer Goods/groceries), because more than 50% of respondents prefer products produced by friendly companies. environment.
12	(Jansson et al., 2010)	Green consumer behavior: determinants of curtailment and eco-innovation adoption	The results of the study show that values, beliefs, norms, and the strength of habits determine the willingness to reduce and the willingness to adopt environmentally friendly innovations. Personal norms have a strong positive influence on willingness to behave and habit strength has a negative influence. Other determinants have varying effects depending on the type of behavior.
13	(Carrete et al., 2012)	Green consumer behavior in an emerging economy: confusion, credibility, and compatibility	These findings highlight three dominant themes related to uncertainty in the adoption of green behaviors: consumer confusion, trust and credibility, and compatibility. Overall, green behavior appears to be embedded in a traditional legacy of thrift and frugality, rather than based on strong environmental values. It is suggested that the factors that drive consumers from positive attitudes and intentions to actual adoption of green behaviors are a combination of perceived personal benefit, reduced perceived risk and uncertainty, a sense of control over costs, and the decomposition and reconstruction of cultural values and practices. firmly entrenched.



14 (Straughan & Roberts, 1999)	Environmental segmentation alternatives: a look at green consumer behavior in the new millennium	This study shows that perceived consumer effectiveness (PCE) provides the greatest insight into consumer behavior that is environmentally conscious. Furthermore, the inclusion of altruism in the profile seems to add significantly to previous efforts. The additional constructs studied show that environmental segmentation the alternative is more stable than the previous profile which relied solely on demographic criteria.
15 (Tadajewski & Wagner-Tsukamoto, 2006)	Anthropology and consumer research: qualitative insights into green consumer behavior	Green consumers from the top cluster can see and retrieve life cycle information as offered by the shopping context and it is this context that is perceived by the bricoleur which ultimately limits information search and processing. Within the "objective" limits of the choice context, skilled practical thinking and bricolage demonstrated to varying degrees among groups, with considerable creativity demonstrated in "seeing" life cycle information.
16 (Alamsyah et al., 2021)	The strategy of eco-friendly products with green consumer behavior: Development of green trust model	Green trust can increase through consumer perceived quality and support from eco-friendly labels as an attribute on eco-friendly products. Consumer perceived quality plays a more important role in increasing consumer trust as a mediating variable. The findings of this study are useful for industries implementing green marketing strategies, which need to pay attention to green trust attributes. The implementation of a green marketing strategy provides opportunities for marketing and support performance to deal with climate change issues.
17 (Rawat, 2015)	Impact of Age and Income over Green Consumer Behaviour	This research is based on primary and secondary data. Primary data was collected from the city of Pune, India, through a questionnaire survey conducted on a sample of 378 people belonging to different Age and Income groups. In the end, the researcher found that Age and Income have an influence on green buyer behavior. The writer also

			found a special formula that shows this relationship.
18	(H. Y. Lin & Hsu, 2015)	Using Social Cognitive Theory to Investigate Green Consumer Behavior	The results showed that personal self-concept (the most significant is self-efficacy green consumption), personal outcome expectations and social sanctions have a significant influence. On the other hand, the effect of expected outcomes from green consumer behavior, climate change and the mass media is not significant.
19	(Tseng, 2016)	The effect of price discounts on green consumerism behavioral intentions	that perceived non-monetary sacrifice fully mediates the relationship between green promotional arrangements and purchase intention on list prices. Experiment 2 investigated the relationship between the price discount rate and frame and the green or general promotion setting used by take-away shops. The results of the analysis of variance based on 900 valid questionnaires show that (i) the variation in consumer purchase intentions in response to green consumerism promotions is lower compared to general promotions; (ii) the discount threshold used in green consumerism promotions is 20%, which is higher than the discount threshold in general promotions and (iii) consumers prefer the discount percentages offered during green consumerism promotions, but they prefer discounts with certain dollar amount in general promotion. These results provide suggestions for improving green marketing and green consumerism.
20	(Qalati et al., 2020)	Antecedents of Green Consumer Behavior the Mediating Role of Brand Image in the Cosmetic Industry	These findings reveal a direct positive relationship between celebrity endorsements, promotional activities, product packaging, and brand image and green consumer buying behavior. Partial mediation was found between celebrity endorsement and green consumer buying behavior. This research has implications for practitioners and researchers interested in investing in green consumption behavior.

21 (Samarasinghe, 2012)	The Influence of Cultural Values and Environmental Attitudes on Green Consumer Behaviour	The results of the data analysis revealed that collectivism and long-term orientation were found to be good predictors for the formation of environmental attitudes in Sri Lanka. Both cultural values are highly correlated with environmental attitudes. However, environmental attitudes show a significant negative impact on green consumer behavior.
22 (Tobler, 2011)	Green consumer behavior consumers' knowledge and willingness to act proenvironmentally	The empirical findings on the determinants of pro-environmental behavior will be summarized. The following sub-chapters outline research findings on consumer willingness to tackle climate change and adopt environmentally friendly food consumption behaviours.
23 (Awan & Raza, 2010)	Green Consumer Behavior: Empirical Study of Swedish Consumer Behavior	The survey results show that consumers are willing to pay more for environmental sustainability, but feel that the price of environmentally friendly energy is higher than conventional energy. To develop awareness in the minds of consumers; companies must use advertising and position themselves as socially and environmentally responsible companies at competitive prices. Research proves that when consumers make decisions, they not only consider the product but also consider other factors. He receives influence from society and interprets the information he receives from various sources. This study concludes by outlining the theoretical and practical implications also for marketers.
24 (Su et al., 2017)	How does perceived corporate social responsibility contribute to green consumer behavior of Chinese tourists: a hotel context	CSR perceptions directly impact positive emotions, negative emotions, and customer-company identification. Positive emotions significantly affect customer-company identification. Positive emotions and customer-company identification partially mediate the relationship between CSR perceptions and green consumer behavior. Hotel type was not found as a moderating factor.



25 (Do Paço et al., 2013)	Development of a green consumer behaviour model	The results obtained confirm the relationship between attitudes and behavior because the construct of conservation behavior seems to influence buying behavior, and suggest several steps that can be implemented in simultaneously testing the concept of education in different countries.
26 (Sachdeva et al., 2015)	Green Consumerism: Moral Motivations to a Sustainable Future	This study examines the endogenous, exogenous, and structural factors that drive green consumerism. We also discuss the potential positive and negative impacts. We close by addressing areas of research on green consumerism that are still lacking – such as the moral framing of green consumerism and the broadening of the cultural contexts that define and study it.
27 (bashir et al., 2019)	Extension of planned behavioral theory to consumer behaviors in green hotel	These findings suggest that in order to design a green branding strategy for hotels, managers should first consider how consumers' environmental awareness positively influences their personal norms and behavior towards eco-friendly hotels. Second, consumers' personal norms and behavioral intentions towards environmentally responsible lodging positively influence their eco-friendly behavior. Third, personal norms mediate a significant positive relationship between; environmental awareness and behavioral intention towards environmentally responsible lodging of a consumer; and environmental awareness and green consumer behavior. Lastly, behavioral intention toward environmentally responsible lodging mediates a significant positive relationship between consumer personal norms and green consumer behavior.
28 (Zhao et al., 2014)	What affects green consumer behavior in China? A case study from Qingdao	The results of the study show that attitude is the most significant predictor of buying behavior. Using behavior is primarily determined by income, consumer perceptions of effectiveness and age, while recycling behavior is strongly

			influenced by using behavior. These findings have policy implications and improve understanding of green consumer behavior in China.
29	(Taufique & Vaithianathan, 2018)	A Fresh Look at Understanding Green Consumer Behavior among Young Urban Indian Consumers through the Lens of Theory of Planned Behavior	The results of the study show that the attitudes and perceptions of consumer effectiveness have a significant direct, direct and indirect effect on ECCB. Moreover, it appears that subjective norm, a measure of social demand, has no significant effect on behavioral intentions leading to ECCB – contrary to well-established findings in the collective societies considered in this study.
30	(Paço et al., 2019)	A New Model for Testing Green Consumer Behaviour	The results obtained show that prosocial attitudes in general have a direct influence on green consumption values, and that green values positively influence behavior and acceptance of green advertising. Green buying behavior and acceptance of green advertising. However, green advertising has only a weak effect on green buying behavior. The relationship between these concepts becomes important when considering the best way to develop green marketing campaigns and communication strategies capable of fostering green behavior.
31	(Martínez et al., 2020)	Fuzzy inference system to study the behavior of the green consumer facing the perception of greenwashing	Greenwashing confuses and influences consumers' trust in green products in retail. After implementing the system, it was concluded that the results are feasible and with the use of fuzzy logic, the system can assist in the analysis and determination of consumer satisfaction levels, and can help companies to make future predictions about consumer behavior for green products. The proposed approach enriches information about the attitudes of green consumers when they see greenwashing.
32	(Aagerup & Nilsson, 2016)	Green consumer behavior: being good or seeming good?	This study concludes that one way to succeed in promoting GCB is to make consumption regulation conspicuous. This study also shows that important variables moderate

			consumers' choice of organic products. Policy makers and branding practitioners can use these insights to increase green consumption and build green brands.
33	(Chowdhury & Samuel, 2014)	Artificial neural networks: a tool for understanding green consumer behavior	The results of this study have important implications for practitioners as well as researchers. It was observed that neural networks also provide inconclusive evidence for behavioral intention gaps. This can be explored further by identifying the different elements of environmental awareness and further testing.
34	(Wu & Zhu, 2021)	How love of nature promotes green consumer behaviors: The mediating role of biospheric values, ecological worldview, and personal norms	This study found personal norms positively predict high-cost and low-cost GCB. Ecological worldviews positively predict GCB to be low in cost and to have greater influence than personal norms. Love for nature has a positive effect on biosphere values and personal norms. The relationship between love of nature and the two types of GCB is mediated primarily by personal norms, ecological worldviews, ecology, and biosphere values. The results of this study support the argument that emotional affiliation with nature offers an important basis for the morals that guide GCB. These findings also suggest that moral concern may be more prominent in difficult and uncomfortable GCB.
35	(Amberg & Fogarassy, 2019)	Green Consumer Behavior in the Cosmetics Market	The results show that in the cosmetic product market, health and environmental awareness will become a significant trend for producers and consumers in consumer behavior, even in the future. However, this does not necessarily follow the trend of the food industry, because the spectrum of health effects of cosmetics is much shorter. In the future, the natural palette of cosmetics will become much wider. The main reason for this is the emergence of green cosmetic materials and production methods



			that are environmentally friendly (mostly for packaging).
36	(Chan et al., 2008)	Applying Ethical Concepts to the Study of “Green” Consumer Behavior: An Analysis of Chinese Consumers_ Intentions to Bring their Own Shopping Bags	Academically, these findings provide some encouraging evidence for the application of general ethical theory to explain practices related to green consumption. Practically speaking, these findings also suggest that a utilitarian approach (ie, emphasizing the consequences of BYOB) can be an effective way for the Chinese government to promote BYOB practices among consumers.
37	(Gandhi, 2020)	Studying green consumer behavior through multiple lenses in a developing country	During the in-depth interviews, many themes emerged, such as eco-friendliness, health awareness, price, government initiatives, youth trends, general awareness, family influence/family traditions, quality, advertising, and social concern. A concurrent quantitative study was conducted, which determined altruism, environmental awareness and social factors and influence as significantly significant, which impact on green consumer behavior.
38	(Zeynalova & Namazova, 2022)	Revealing Consumer Behavior toward Green Consumption	The results of the survey were analyzed using one-way MANOVA analysis. According to the research results, the green consumer behavior of the survey participants differed according to age, number of household members, marital status, education level and income. At the same time, the main indicators that consumers pay attention to are price, brand, appearance, advertising, expert opinion and label information. The importance of these indicators varied according to the level of education, income and number of participating household members. The survey results show that some of the survey participants are sensitive to the environment.
39	(D. Lin & Chen, 2016)	A Review of Green Consumer Behavior Based on the Social Perspective	Factors influencing green consumption behavior and development of green consumption strategies, etc. However, so far, there have been very few researchers studying the mechanisms of green consumption

behavior from a social comparison perspective and suggesting that future research should highlight a multidisciplinary research perspective. In addition, empirical analytical tools must be strengthened in research to detect the mechanisms of green consumption behavior.

40	(Jung & Cho, 2014)	The Effect of Cognition Degree of Green Life on Green Consumer Behavior	The results are as follows: First, the factors that influence green product buying behavior are gender, cognitive age towards green indicators, carbon point system, electricity peak hour system, and the seriousness of environmental damage due to lifestyle. Second, the factors that influence a green lifestyle are gender, age, cognitive carbon level indicator system for green systems, and the seriousness of environmental damage due to lifestyle. Third, comparative analysis Analysis of group characteristics showed lower scores for the careless green consumer behavior group compared to the passive green consumer behavior group. Passive in terms of cognition of green indicators, green systems, and environmental issues.
41	(Junaedi, 2012)	The Role of Income Level in Green Consumer Behavior: Multigroup Structural Equation Model Analysis	This finding implies that the level of income differential significantly moderates the model. These causal relationship variables are consistent with the findings and conceptualizations of previous related studies. Implications The implications of this research are relevant for academics and practitioners in helping them to explain how environmental awareness influences ecology ecologists, and ecological knowledge, and also the effect of green purchase intention on green purchasing behavior.
42	(Askadilla & Krisjanti, 2017)	Understanding Indonesian Green Consumer Behavior On Cosmetic Products: Theory Of Planned Behavior Model	The results showed that belief will positively influence the three predictors of TPB (attitude, subjective norm and perceived behavioral control). Green Buying Intentions are simultaneously influenced by Attitudes, Subjective

Norms and Perceived Behavioral Control. The results also show that Green Purchase Intention and Perceived Behavior Control show a significant relationship to Green Behavior. In addition, a mediating effect of Green Purchase Intention was found between Perceived Behavioral Control of Green Behavior.

43	(Vantomme et al., 2005)	Implicit attitudes toward green consumer behavior	Explicit measures show positive attitudes, while IAT shows more positive attitudes toward ecology than toward traditional products (Experiment 1) or no difference in these attitudes (Experiment 2 and follow-up studies). When existing products are involved, implicit attitudes are related to behavioral intentions, even when explicit attitude measures are not.
44	(Kumar & Polonsky, 2017)	An analysis of the green consumer domain within sustainability research: 1975 to 2014	The research results show that green consumer research is multidisciplinary research that has explored across a wide range of issues and contexts, with researchers globally dispersed, ensuring that sustainability continues to be an area of interest in consumers.
45	(Bonini & Oppenheim, 2008)	Cultivating the Green Consumer	How to cultivate the green consumer mindset.
46	(Akenji, 2014)	Consumer scapegoatism and limits to green consumerism	Discursive confusion over sustainable consumption discourses and practices. This book attempts to clarify the differences between green consumerism and sustainable consumption, by looking at the historical development of each concept, their perspective on consumers, and key approaches to achieving sustainability. It then introduces the Attitudes-Facilitators-Infrastructure (AFI) framework, a framework for the design of sustainable consumption policies that go beyond green consumerism, and that enable ecological well-being and sustainability without propagating the dogmas of economic growth that grip contemporary policy-making.



47 (Akehurst et al., 2012)	Re-examining green purchase behaviour and the green consumer profile: new evidences	The results show that psychographic variables, with an emphasis on perceived consumer perception (PCE) and altruism, are more relevant than socio-demographics in explaining ECCB. Consumers with higher ECCB show higher green purchase intention (GPI). ECCB has a positive impact on GBP, higher than GPI, which in turn mediates the relationship.
48 (Shrum et al., 1995)	Buyer Characteristics of the green consumer and their implications for advertising strategy	The results show that green consumers are opinion leaders and are conscientious shoppers who seek information about products, including information from advertisements, but also indicate that green consumers are somewhat skeptical of advertising. the implication is that green consumers may be receptive to green marketing and advertising, but marketers must be careful not to alienate them by using ambiguous or misleading messages.
49 (Thøgersen, 2006)	Media Attention and the Market for 'Green' Consumer Products	It further discusses the role of the news media in creating this cycle. It is well documented that the mass media mass media play an important role in determining which issues receive high or low attention by the general public. However, not only does the media's judgment of what is newsworthy mean that 'green' businesses will eventually miss the flow of the issue's attention cycle, but also its success means that news that frames 'green' businesses in a negative light will become newsworthy, while positive news will lose its newsworthy value. Therefore, despite having a large and loyal customer base, many 'green' companies now find themselves in a much more hostile environment than they were a decade ago.
50 (Narula & Desore, 2016)	Framing green consumer behaviour research: opportunities and challenges	Green consumer behavior research is one area that is very well researched but the authors' study emphasizes that research needs to be increased in relation to addressing the gap between consumer perception and designing

			green products, identifying green segments, positioning green products and also stakeholder inclusion in green marketing processes. More insights about consumers' willingness to pay for green attributes compared to conventional attributes still need to be developed.
51	(Abeliotis et al., 2010)	The profile of the green consumer in Greece	Empirical results show that sociodemographic characteristics do determine involvement in 3R-related activities. In particular, age and income were the most influential factors in determining engagement.
52	(Young et al., 2010)	Sustainable consumption: green consumer behaviour when purchasing products.	A green consumer purchasing model was developed and success criteria to close the gap between green consumers' values and their behavior. The paper concludes that incentives and single-issue labels (such as the current energy label) will help consumers focus their limited efforts. More Fundamentally, "going green" requires time and space in people's lives that are not available in increasingly busy lifestyles. The implications for policy and business are proposed.

Based on the results of the collection of research articles that have been presented in table 1, then the results of research that have been classified for each of the same type. The classification that has been formed in table 1 in the results section will then be explained regarding the development of the theory of green consumer behavior as follows:

#### Factors influencing green consumer behavior

Most research on the research keywords green consumer behavior is on the classification of factors that influence green consumer behavior. From a total of fifty-two research articles as a whole, this is the category with the most research on the theme of green consumer behavior, namely twenty-eight or the equivalent of 57% of the total. From twenty-nine similar research articles, it was found that there are thirty variables as determinants of green consumer behavior. The thirty one variables include environmental knowledge, environmental attitude, green practice, social value, environmental concern, product recycling, individual benefit, social altruistic, ecology awareness, environmental awareness, consumer confidence, green trust, green value, green norm, conservation habit, demographics, green celebrity endorsement, green promotion, green product, green brand image, culture value, willingness to act pro-environmental, perceived CSR, natural condition, acceptance of green marketing, purchasing, lifestyle, psychographic, implicit & explicit socio demographics attitude and green washing. From the factors that have been found, it can be seen that the factors that support becoming a green consumer are mostly from the internal side of the consumer itself. It can be seen from all of these influencing

factors starting from the thoughts held by consumers based on their way of thinking. For example, environmental knowledge, environmental attitude and environmental concerns are things that are owned by the consumers themselves. Environmental knowledge itself comes from education and information that they get from various sources of literature, not much different from the environmental attitude. . Apart from internal matters, there are also many external things that can affect green consumers, for example, green trust, green product and green brand image. This is called an external factor because what carries it from the company is not the individual factor of the consumer but related parties such as the company. From the results of this study it can be concluded that there are two things that make up a green consumer, namely internal factors (the consumers themselves) and external factors, namely from related parties, namely companies with their marketing strategies, governments with campaigns and regulations and others.

### **Characteristic of green consumer behavior**

The next most research is about the characteristics of a consumer who has an interest in environmental preservation or commonly referred to as a green consumer. This research collected and categorized as many as thirteen articles. This study describes five routines that are often carried out by green consumers, Generation Y consumers who are aware of protecting the environment, upper middle class consumers tend to pay more attention to environmental preservation, to incorporate green concepts into a consumer can use behavioral theory and others.

### **Green promotions that influence green consumer behavior**

Green promotional activities carried out by companies are not easy, it is necessary to have a concept that is in accordance with consumer attitudes so that consumers are stimulated to have an interest in protecting the environment. In research in this category, there are several companies that have implemented the concept of green products but have not been promoted. From this incident, companies should increase their campaigns regarding green products to their consumers on a regular basis as well as massive ones. Other studies say that green promotions are not responded to by consumers too much when compared to general promotional concepts, this requires a company to create a promotional concept that can insert green concepts into advertisements, brands and all of its promotional attributes. In addition, there is also research on green promotion carried out by companies with a strategy of positioning the company as one of the parties that is also responsible for protecting the environment, which will form a positive corporate image in the eyes of consumers.

### **Cost to become a green consumer behavior**

The costs incurred to become a green consumer are still being debated in every class of consumers, some think that being a green consumer has high costs, while others think that being a green consumer does not always have to cost a lot. This study explains that in reality consumers prefer cheap products that are environmentally friendly. This is because inexpensive, environmentally friendly products can be used by all levels of consumers, from the rich to the poor. For example, bottles of mineral water that are environmentally friendly can be used by all levels of consumers. This variable has a very high influence compared to other variables in the study. Even though a green consumer has internal attitudes and interests, the price variable for green products which is considered a cost by consumers is something that they seriously think about. With green innovation, companies can reconsider that not all product lines and product types can be labeled green products that are environmentally friendly.

### **The point of view of green consumer behavior**



Becoming a green consumer when viewed from a cost perspective is not as easy as most people imagine, being a green consumer has one of the risks that is quite heavy on the cost side. A green consumer usually feels that he has to pay a higher fee to be able to help preserve the environment. In this category of research, it is explained that green consumers emerge internally based on the altruistic attitude of a consumer himself. Altruistic is the attitude of an individual who is more concerned with the interests of many people than himself. This attitude is the opposite of the selfish attitude of an individual. In addition, it was found that a consumer actually has awareness in applying green concepts such as 3R. Regarding the costs of green products, some think they have no objection to buying products at higher prices as long as they have benefits for environmental preservation, but some others think that buying green products at high prices is too much, because green actions are not measured only by buying and consuming only green products.

## CONCLUSION

The five classifications of this research illustrate that the development of the theory of green consumer behavior focuses a lot on the factors that influence consumers to behave green. This indicates that it is complicated to study a consumer who has green behavior. This green behavior can be shaped by two things, namely internally and externally. Internally this behavior is initiated by their own thoughts, perceptions and others. while externally it is formed by campaigns from related parties such as companies, government and inherent culture. The development of the theory of green consumer behavior over the past two decades has been quite massive, especially in the category of factors that influence consumers. In other categories of research, the number is quite small, this is because a lot of concentration of companies is the speed of changes in consumer behavior from year to year regarding the concept of environmental preservation.

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