

# Exploring Emerging Trends and Future Prospects in Green Consumerism: A Bibliometric and Systematic Approach

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## Abstract

This study uses a bibliometric and systematic review of literature from 2009 to 2023 to investigate new developments and opportunities in green consumerism. With special focus to global partnerships and the top nations in green consumerism research, important nations, journals, and writers promoting environmentally conscious consumption are highlighted. Major themes that have a substantial impact on green buying intentions, such as cultural values, eco-labels, and environmental views, are highlighted by a keyword co-occurrence analysis. The results also show that gender and educational attainment have a big impact on how people buy green products. Strategies to close the attitude-behaviour gap and encourage sustainable consumption behaviors are among the useful insights offered to marketers and regulators. The study emphasizes the value of raising customer awareness and educating people about eco-friendly products and creating persuasive marketing plans that appeal to a range of consumer demographics. In conclusion, this study adds to the expanding corpus of research on green consumerism and provides practical suggestions to improve sustainable consumption habits in a range of settings. This study promotes more investigation and in-depth study of green consumption by academics and business professionals by highlighting the incorporation of sustainability into marketing tactics.

**Keywords:** Bibliometric Analysis, Eco-labels, Environmental Attitude, Green Consumerism, Green Marketing, Sustainable Consumption.

## Introduction

In recent years, the demand for environmentally friendly products has increased in both developing countries and advanced economies (1). One of the main barriers to the adoption of eco-friendly products is their higher cost when compared to conventional ones. According to research, price premiums discourage customers, meaning that encouraging green buying practices requires affordable products. (2, 3). Research looks into a number of variables that promote the adoption of green premiums in order to better understand green consumerism. This entails examining customer attributes like eco-literacy and environmental awareness to understand how these elements influence consumers' willingness to pay more for sustainable products. (4-6). Furthermore, the idea of "green consumerism" gives consumers the crucial responsibility of addressing environmental challenges through their purchase choices. Customers can make a major contribution to environmental sustainability by embracing eco-friendly

practices, such as utilizing clean and renewable energy sources, organic products, and purchasing items from companies that have a minimal environmental footprint. By encouraging businesses to adopt greener methods and giving individuals the power to make a difference, this strategy generates a positive feedback loop that propels further breakthroughs in sustainable production and consumption (7). As businesses and consumers realize how important environmental issues are, they have grown remarkably knowledgeable about sustainable consumption. This increased awareness has stimulated eco-innovations, enhanced corporate performance, and boosted knowledge competency by resulting in a constant search for and utilization of green products and services. In the pursuit of a more sustainable future, consumer behavior and company strategy are dynamically interacting, as seen by the mutual rise in awareness and adoption of sustainable practices. (8, 9). In addition, investors stand moving their

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holdings away from companies that pollute in order to prepare for the effects of upcoming climate policies. For instance, businesses are being urged to reach net-zero goals by 2050 by BlackRock, the largest asset manager in the world. Green enterprises are receiving an influx of

capital as a result of companies with higher ESG ratings outperforming their competitors. This development underscores the importance of the financial industry in promoting eco-friendly corporate practices and advancing sustainability (10).

**Table 1:** Showing Research Objectives and Methods

	<b>Research Purposes</b>	<b>Research Methods</b>
Bibliometric Investigation	To assess the trajectory of green consumerism research trends.	Publication patterns
	To determine the top nations, important journals, and prominent writers in the subject of environmentally conscious consumption.	Citation evaluation
	To assess the composition and trends of international cooperation in the field of green consumption research.	Collaborative Network Assessment
	To apply term co-occurrence analysis to examine the theoretical underpinnings and major themes in work on green consumption.	Co-occurrence Evaluation
	To determine the most impactful and commonly cited papers in green consumerism research.	Citation Evaluation
Systematic Evaluation	To perform a systematic review to examine existing literature on green consumerism research trends.	Literature review

## Methodology

For the study, we mostly use bibliometric analysis. R programming is a handy package that works well for visualizing data from literature reviews for analysis (11). It is also noteworthy for presenting results through a graphical user interface that facilitates knowledge network classification, demonstrates the evolution of knowledge, highlights current research direction, and verifies knowledge discovery. Table 1 outlines the objectives and methodologies of the study and Figure 1 demonstrates the study's Architecture. The research encompasses authors, countries, and search terms within this area, as well as co-occurrence, and bibliographic coupling, to offer fundamental data on annual publication and citations, along with the effectiveness of the publications.

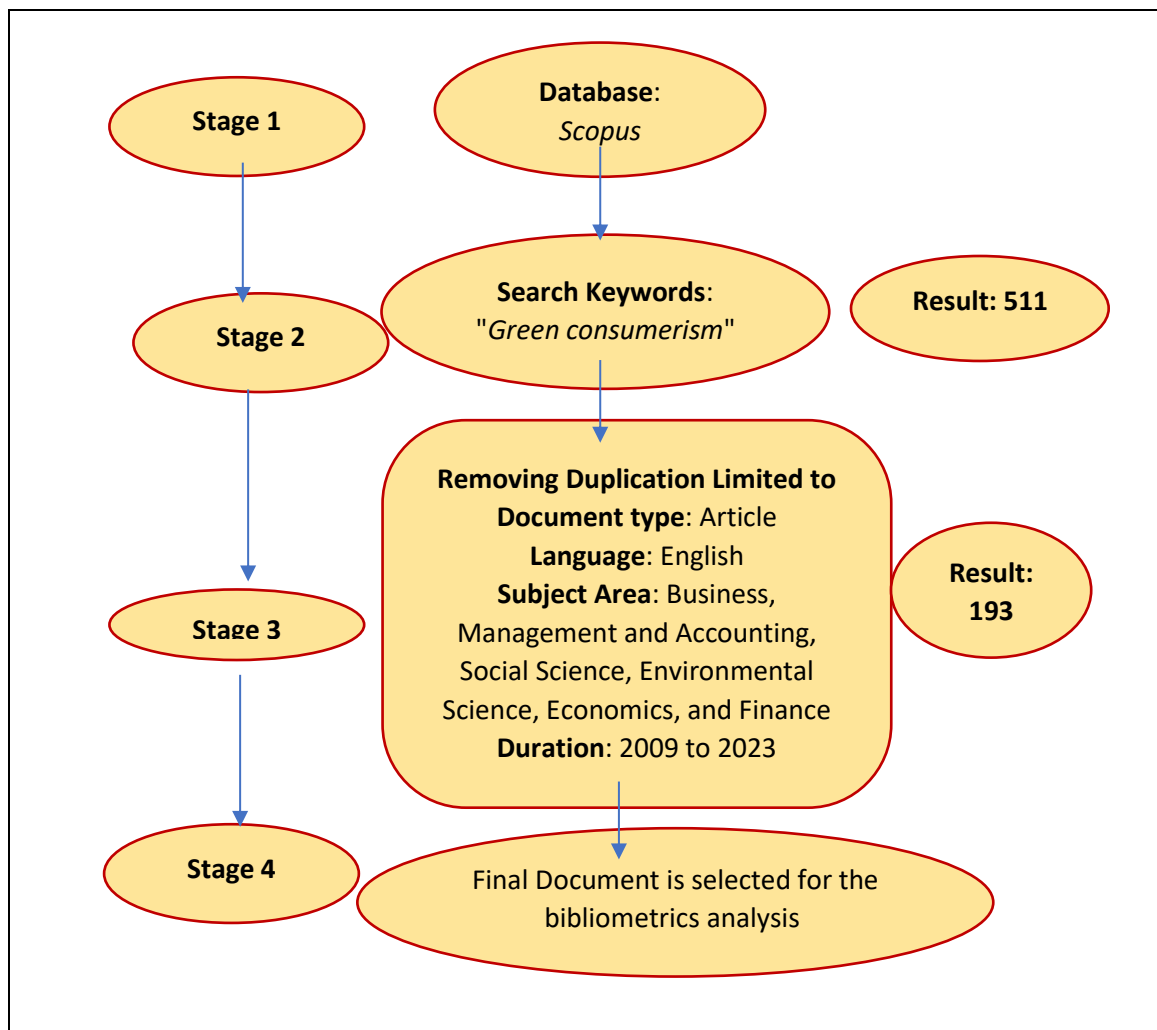
### Finding the Study's Original Source and Relevant Literature

The bibliometric analysis in the study is using the Scopus database. A total of 511 documents were identified using the search term "Green

Consumerism." After removing duplicates, 402 documents remained in the final search results, which are considered the sample size for this study. According to Goodell, Scopus offers the largest collection of peer-reviewed research in marketing, features a rapid update cycle, and provides the ability to analyze and evaluate data. Therefore, the Scopus database was employed for this research (12).

### Utilizing Bibliometric Analysis

R programming is the software utilized for the bibliometric study because of its strength in secondary data visualization. Using a graphical interface, researchers can plot various results in tabular and graphical formats with the "biblioshiny" application. Table 2 provides a quantitative overview of the study, along with relevant details about publications on the same topic. After removing duplicates, the number of research articles was reduced to 193, authored by a total of 511 authors. This suggests a high level of research collaboration, as reflected in the bibliometric analysis dataset of 193 articles.



**Figure 1:** Demonstrating the Study's Architecture

**Table 2:** Descriptive Statistics

Description	Results
Timespan	2009:2023
Sources (Journals, Books, etc.)	138
Documents	193
Annual Growth Rate %	4.29
Document Average Age	6.9
Average citations per doc	42.67
References	11887
Keywords Plus (ID)	511
Author's Keywords (DE)	723
Authors	455
Authors of single-authored docs	52
Single-authored docs	53
Co-Authors per Doc	2.53
International co-authorships %	23.83
Article	193

### Annual Production Trend

Publications increased generally between 2009 and 2023, with notable peaks in 2014, 2021, and 2022, according to the data (Figure 2). These increases point to times when scholarly attention has been drawn more intently to sustainable consumption practices, maybe as a result of international initiatives like the Sustainable

Development Goals (SDGs) and climate agreements of the UN. The peaks show pivotal points when the conversation around green consumption really took off, illustrating how dynamic academic research into sustainability is. These patterns reflect the growing emphasis on environmental awareness and the significance of further study in this vital area.

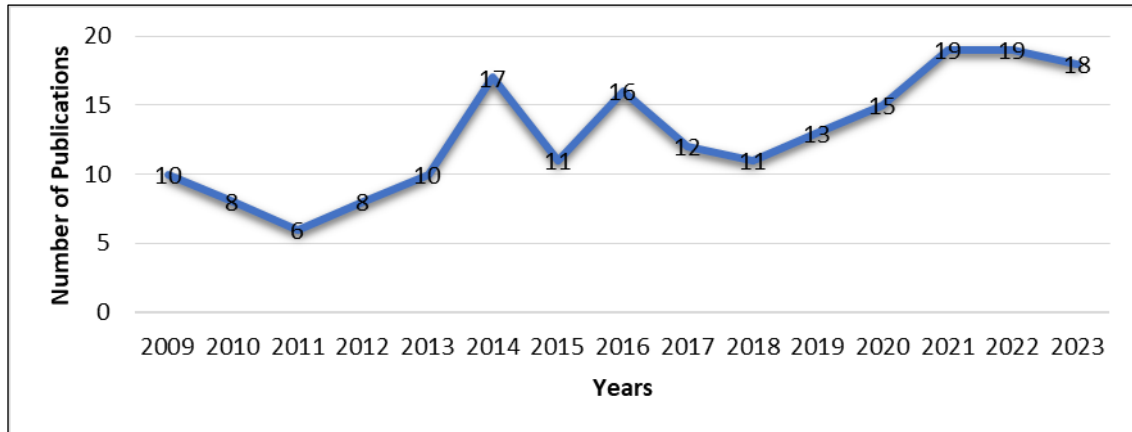


Figure 2: Annual Production Trend (2009-2023)

### Three-Field Plot Analysis

We analyze the key research areas, countries, and influential publications to enrich our analysis. A three-field map, based on a Sankey diagram, illustrates the relationships between countries, organizations, and journals. The height of the rectangle nodes varies in directly with their frequency. Figure 3 displays the three-plot study of green consumerism, featuring countries on the right side, research publication titles on the left

side, and keywords in the centre. According to the graph, the primary research areas are related to green consumerism, green marketing, and sustainability with most of the research contribution coming from the USA, India, and China. This visualization highlights the global interest and significant contributions from both developed and emerging economics in the field of green consumerism.

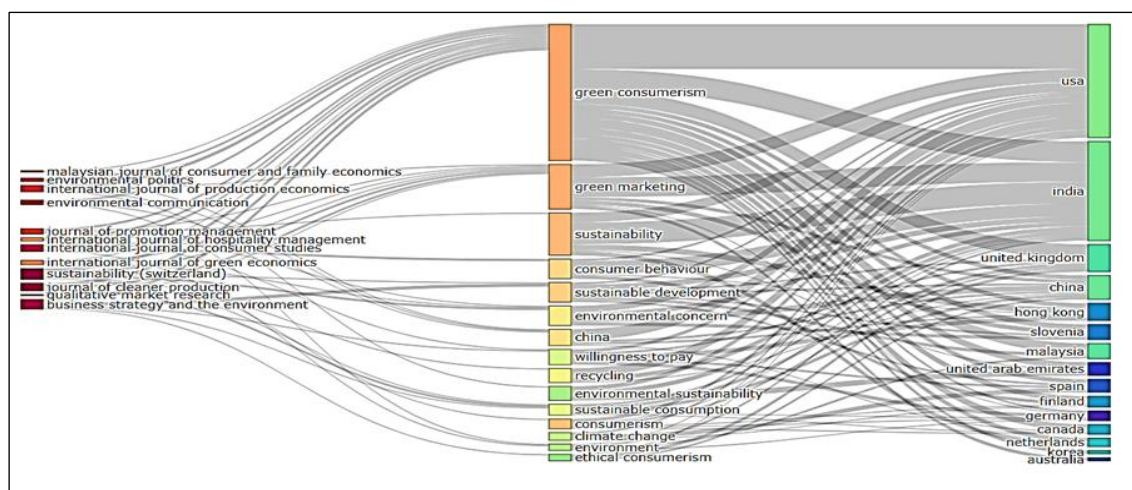


Figure 3: Three-Field Plot Analysis

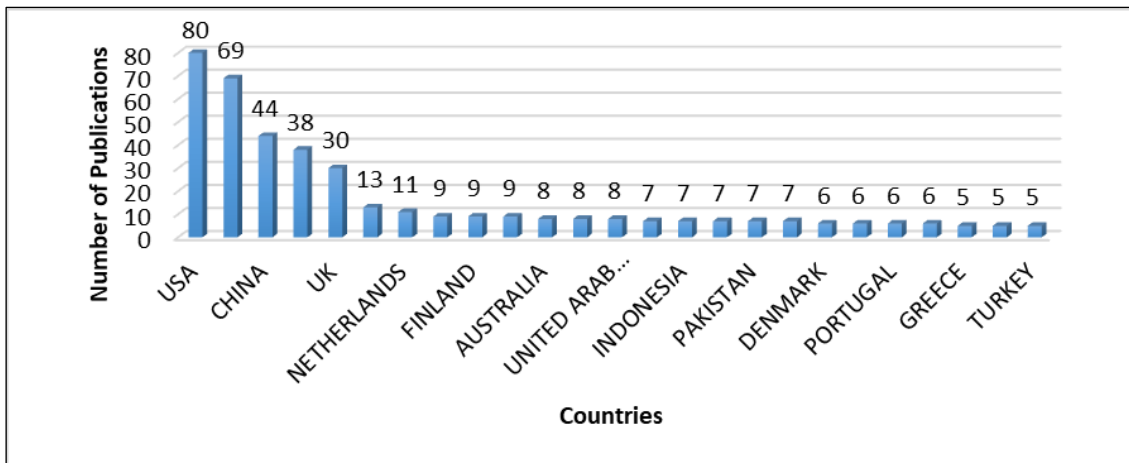


Figure 4: Prominent Nations in Research Article Production

**Prominent Nations in Research Article Production**

The United States has taken the lead in research on green consumerism, publishing 80 articles, while India follows as the second-largest contributor with 69 papers, and China ranks third with 44 articles. Figure 4 illustrates the top countries involved in green consumerism research. A significant trend observed is the sharp increase in publications in recent years across all nations. This growth indicates a rising global awareness and academic focus on sustainable consumption practices, fuelled by heightened

environmental concerns and the demand for eco-friendly innovations across various industries.

**Prominent Authors in Publication**

Prominent authors of studies on green consumption are featured in Figure 5. The most pertinent authors are Agrawal R, Gautam A, Nath V, and Sharma V; each of whom has four works on green consumption, making significant contribution in the field. Brisman A, Chhajer D, Diaz-Rainey I, Finisterra Do Paco AM, and South N each have two articles, while Yau Y and South N have three. There is a need for more research in emerging economies, as the majority of studies focused on industrialized nations.

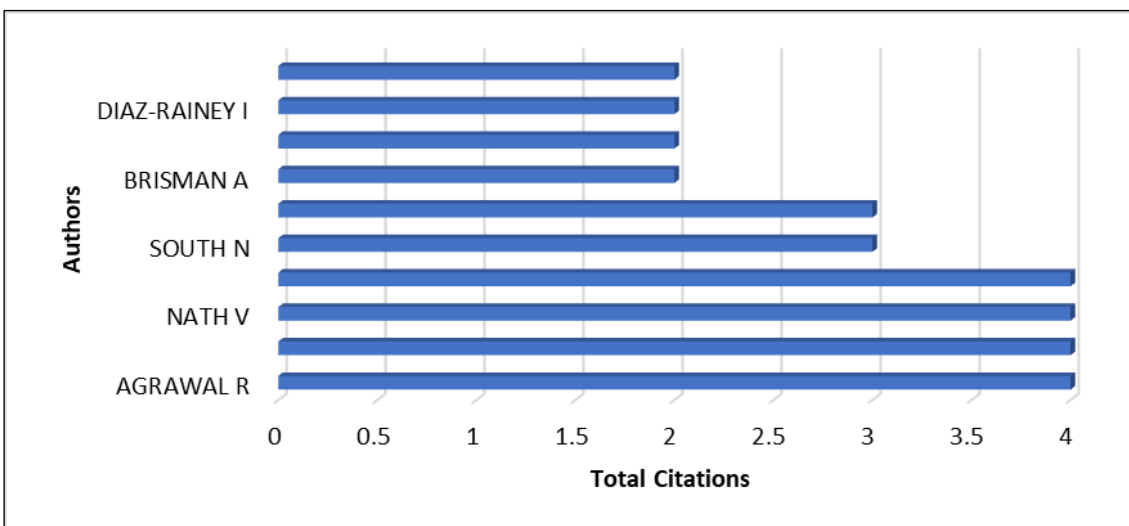


Figure 5: Prominent Authors in Publication

**Top Sources**

Scholarly publications are essential for disseminating research findings. The top journals for research on green consumerism are included in the Figure 6. With ten papers, Sustainability (Switzerland) takes the lead, followed by Business

Strategy and the Environment with six and the Journal of Cleaner Production with nine. Two more noteworthy journals, each containing four articles, are the International Journal of Consumer Studies and Environment Communication. In addition, three pieces each are published in

Qualitative Market Research, International Journal of Production Economics, and Environmental Politics. These journals serve as important forums for furthering the conversation

on green consumerism and demonstrate the variety of channels available for the dissemination of research in this area.

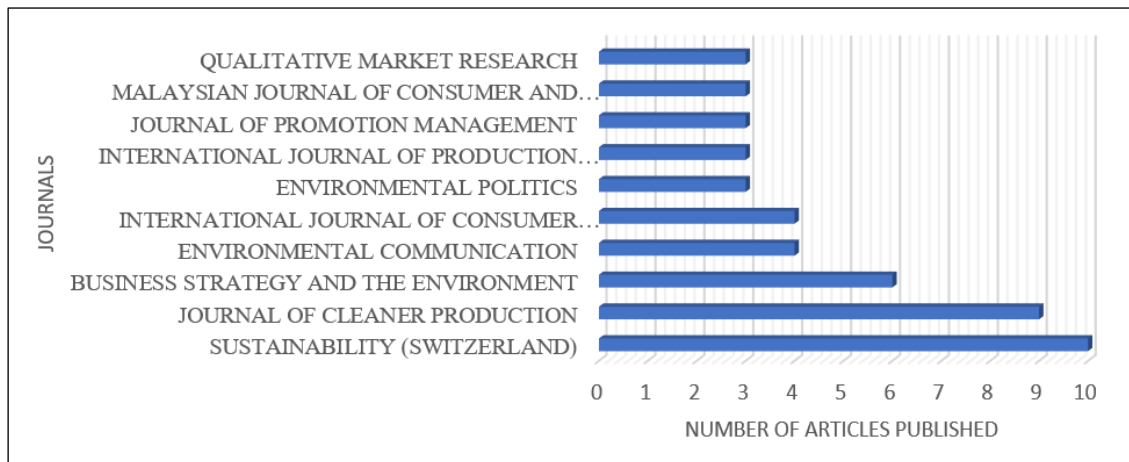


Figure 6: Top Sources of Journals

**Prominent Nations in Research Citations**

Table 3 presents the leading nations in this field of green consumerism, ranked by the average number of citations per article. Japan tops the list with an impressive average of 242.00 citations per article, followed by Norway in second place with 207.00 citation, and Portugal in third with an average of 174.30 citations. With an average of 86.00 citations per article, Malaysia is particularly noteworthy. Contributions from China and Hong Kong are noteworthy, with 62.50 and 53.30 citations per paper, respectively.

The citation averages of the United States (41.30), the United Kingdom (40.20), and Canada (38.80) are similar. Despite making a substantial contribution to this field of study, Indian journals have a lower average of 20.90 citations per article. According to this data, industrialized countries have the most citations, while developing countries like India are significantly influencing green consumerism research.

Table 3: Prominent Nations in Research Citations

Country	Average Article Citations
JAPAN	242.00
NORWAY	207.00
PORTUGAL	174.30
MALAYSIA	86.00
CHINA	62.50
HONG KONG	53.30
USA	41.30
UNITED KINGDOM	40.20
CANADA	38.80
INDIA	20.90

**Prominent Academic Journals with High Citation Influence**

Table 4 showcases the leading research journals in the field of green consumerism, evaluated using various impact indicators such as total citations (TC), number of publication (NP), year of first publication (PY\_start), h-index, g-index, and m-index. Finding journals with a big influence and

reach inside the sector is made easier by analysing these metrics. With the highest h-index (9) and g-index (9), the Journal of Cleaner Production is the best journal. This indicates that its publications have a considerable and consistent effect on citation rates. Following closely is Sustainability (Switzerland), which has a g-index of 10 and an m-index of 0.857, indicating its prominence in the sector since 2018. The

International Journal of Consumer Research, Environmental Communication, and Business Strategy and the Environment are a few other

noteworthy journals with an impact. These journals serve as vital hubs for the advancement of green consumerism research.

**Table 4:** Prominent Academic Journals with High Citation Influence

Basis	h-index	g-index	m-index	TC	NP	PY-start
Journal Of Cleaner Production	9	9	0.75	1411	9	2013
Business Strategy and The Environment	6	6	0.4	400	6	2010
Sustainability (Switzerland)	6	10	0.857	277	10	2018
Environmental Communication	4	4	0.286	104	4	2011
International Journal of Consumer Studies	4	4	0.267	431	4	2010
Environmental Politics	3	3	0.6	17	3	2020
International Journal of Production Economics	3	3	0.273	196	3	2014
Critical Criminology	2	2	0.182	63	2	2014
Environmental Science and Pollution Research	2	2	0.333	18	2	2019
International Journal of Environmental Research and Public Health	2	2	0.5	11	2	2021

**Table 5:** Analysis of Green Consumption Research by Bradford Law

Documents	Rank	Frequency	Cum Freq	Zone
Sustainability (Switzerland)	1	10	10	Zone 1
Journal Of Cleaner Production	2	9	19	Zone 1
Business Strategy and The Environment	3	6	25	Zone 1
Environmental Communication	4	4	29	Zone 1
International Journal of Consumer Studies	5	4	33	Zone 1
Environmental Politics	6	3	36	Zone 1
International Journal of Production Economics	7	3	39	Zone 1
Journal Of Promotion Management	8	3	42	Zone 1
Malaysian Journal of Consumer And Family Economics	9	3	45	Zone 1
Qualitative Market Research	10	3	48	Zone 1

### Analysis of Green Consumption Research by Bradford Law

In the area of green consumerism, Bradford's law was used to divide publications into three productivity-based zones in order to comprehend the distribution of research journals (Table 5). The top 10 journals that publish the most articles on green consumerism are found in Zone 1, sometimes referred to as the nuclear zone, out of the 189 research journals that were examined. Journals that have made major scientific contributions include Sustainability (Switzerland), Journal of Cleaner Production, and Business Strategy and the Environment. Zone 3 consists of 112 journals with fewer publications, while Zone 2 consists of 56 journals that moderately contribute to the subject. This

classification emphasizes the core journals that are important sources of basic information as well as the wider variety of publications that broaden the field of study on green consumerism.

### Green Consumption Institutions at the Front

Identifies the leading academic institutions that are actively involved in green consumption research. This analysis offers insightful information on how research is distributed among various academic institutions. With six publications apiece, the Indian Institute of Technology Roorkee and the University of Malaya dominate the field, indicating their major dedication to expanding our knowledge of green consumerism (Table 6). Following closely behind

with five papers apiece, Nanyang Technological University, Purdue University, and the University of Kentucky demonstrate their commitment to making significant contributions to this field of study. Other notable universities with four publications each include the University of

Helsinki, the University of Amsterdam, the University of St. Petersburg, Asia University, and the University Malaysia Sabah. The wide range of institutions involved highlights the interest and cooperative efforts around the world in studying green consumerism.

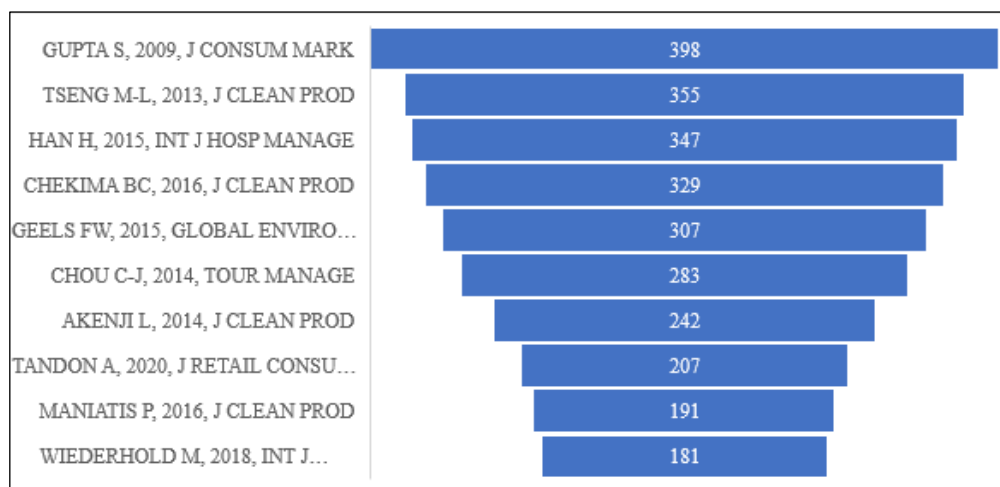
**Table 6:** Green Consumption Institutions at the Front

Affiliation	Articles
Indian Institute of Technology Roorkee	6
University Of Malaya	6
Nanyang Technological University	5
Purdue University	5
University Of Kentucky	5
Asia University	4
St Petersburg University	4
Universiti Malaysia Sabah	4
University Of Amsterdam	4
University Of Helsinki	4

**Most Global Citations in Green Consumerism**

The papers that have been cited the most worldwide in the topic of green consumerism, as found in our analysis, provide insightful information about the major issues and areas of interest for the scientific community. Examining these highly cited publications reveals the continuous progress being made in this field (Figure 7). The publications on the list, published between 2009 and 2023, emphasize how the research on green consumerism is dynamic and constantly evolving to meet demands of the

environment and shifting consumer preferences. The broad scope of study on green consumption is reflected in the diverse backgrounds of the authors of these significant papers. The included publications demonstrate a comprehensive approach to researching green consumerism by utilizing a variety of research methods, including qualitative investigations, quantitative studies, and theoretical frameworks. This holistic perspective aids in comprehending the complexity of customer behavior in connection to environmental sustainability.



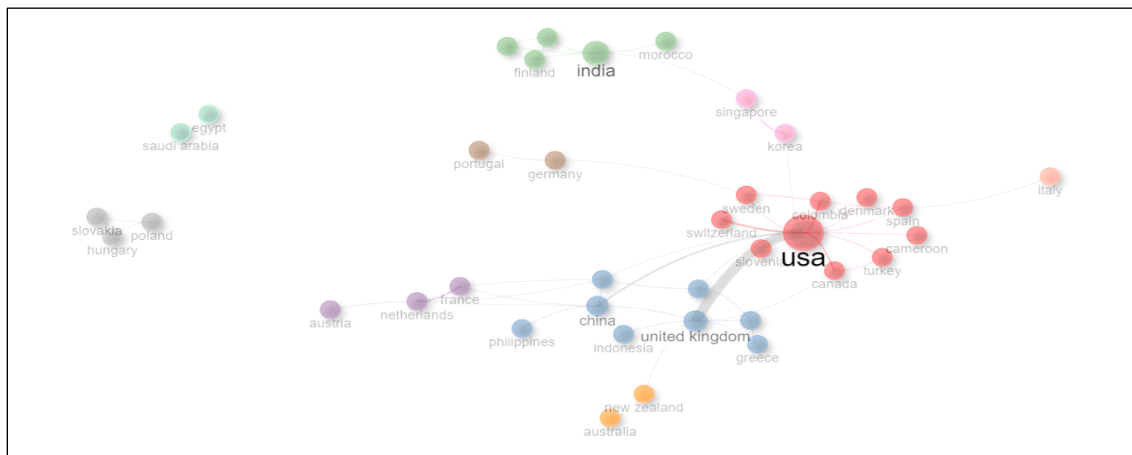
**Figure 7:** Global Cited Documents



### Analysis of Collaboration Networks

An international academic partnership network map for green consumerism research is depicted in Figure 8. China has shown a great deal of cooperation in this field with developed countries. The majority of the studies are written by specialists from China and the USA, suggesting

that these two nations have given green consumerism research a higher priority than others. The network map illustrates the major participating nations and the broad range of international collaboration that has advanced our understanding of green consumerism.

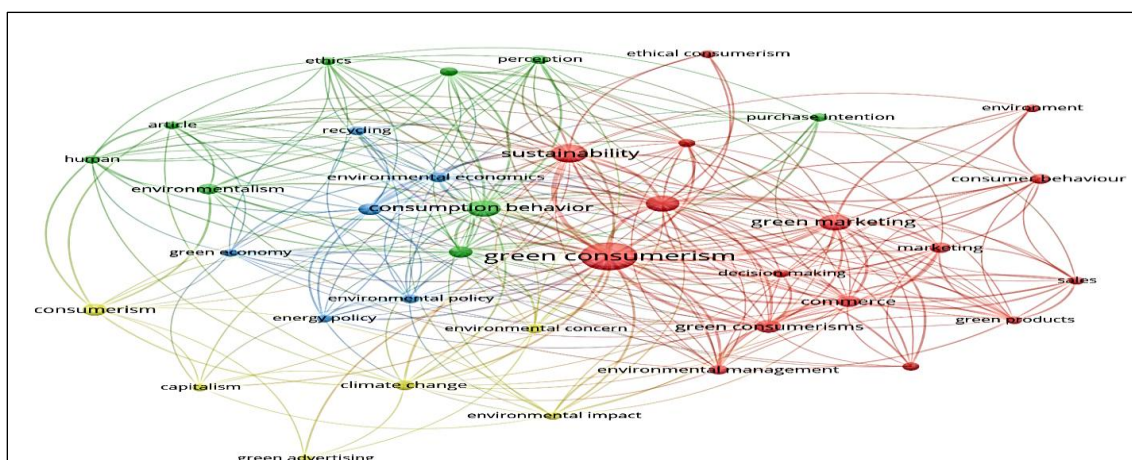


**Figure 8:** Analysis of Collaboration Network

### Co-occurrence Visualization

Keyword co-occurrence analysis is essential for identifying the most significant research areas in green consumerism. The colours represent different clusters, while the thickness of the node indicates the overall prevalence of each keyword in studies related to green consumption. Figure 9 illustrates the co-occurrence network analysis, with the blue cluster highlighting high centrality themes such as customer behaviour, eco-friendly product selection, and purchase decisions, and the red cluster focusing on sustainability,

environmental impact, and green marketing. The analysis clearly demonstrates the high degree of centrality of terms such as sustainability, green practices, and consumer preferences, underscoring their importance in the context of green consumerism. The network highlights the strong connections between environmentally friendly behaviour and sustainable processes, reflecting the on-going research emphasis on promoting eco-friendly choices and understanding the factors influencing consumers' decisions to make green purchases.



**Figure 9:** Co-occurrence Visualization

### Systematic Review

In this section, we present a systematic review of highly cited works in the field of green

consumerism. This review aims to assist researchers by providing a comprehensive understanding of current trends in green

consumerism and supporting their research efforts. Table 7 displays the top research papers based on citations, including DOI, total citations, citations per year, normalized total citations. Table 8 offers a systematic overview of these key

research papers. This analysis will help researchers identify gaps in the literature on green consumerism and familiarize themselves with various approaches to promoting green consumerism promotion.

**Table 7:** Top Research Papers

Title	DOI	Total Citations	TC per Year	Normalized TC
"To buy or not to buy? A social dilemma perspective on green buying" (13).	10.1108/07363760910988201	398	24.875	4.688
"Sustainable consumption and production for Asia: Sustainability through green design and practice" (14).	10.1016/j.jclepro.2012.07.015	355	29.583	5.453
"Hotel customers Environmentally responsible behavioral intention: Impact of Key constructs on Decision in Green Consumerism" (15).	10.1016/j.ijhm.2014.11.004	347	34.700	3.768
"Examining green consumerism motivational drivers: Does premium price and demographics matters to green purchasing?" (16).	10.1016/j.jclepro.2015.09.102	329	36.556	4.794
"A critical appraisal of sustainable consumption and production research: The Reformist, Revolutionary and Reconfiguration Positions" (17).	10.1016/j.gloenvcha.2015.04.013	307	30.700	3.334
"Hotels' Environmental Policies and Employee Personal Environmental Beliefs: Interactions and Outcomes" (18).	10.1016/j.tourman.2013.08.001	283	25.727	4.811
"Consumer Scapegoatism and Limits to Green Consumerism" (19).	10.1016/j.jclepro.2013.05.022	242	22.000	4.114
"Why Do People Buy Organic Food? The Moderating Role of Environmental Concerns and Trust" (20).	10.1016/j.jretconser.2020.102247	207	41.400	5.218
"Investigating Factors Influencing Consumer Decision-Making While Choosing Green Products" (21).	10.1016/j.jclepro.2015.02.067	191	21.222	2.783
"Ethical Consumer Behaviour in Germany: The Attitude-Behaviour Gap in The Green Apparel Industry" (22).	10.1111/ijcs.12435	181	25.857	3.335

“Identifying The Green Consumer: A Segmentation Study” (23).	10.1057/jt.2008.28	176	11.000	2.073
“Green Consumer Market Segmentation: Empirical Findings from Portugal” (24).	10.1111/j.1470-6431.2010.00869.x	166	11.067	2.128
“The Skeptical Green Consumer Revisited: Testing the Relationship Between Green Consumerism and Skepticism Toward Advertising” (25).	10.1080/00913367.2013.834804	152	13.818	2.584
“Heterotopian Space and the utopics of Ethical and Green Consumption” (26).	10.1080/0267257X.2012.668922	142	10.923	2.402
“Environmental Awareness, Firm Sustainability Exposure and Green Consumption Behaviors” (27).	10.1016/j.jclepro.2020.122016	138	27.600	3.479
“Local And Green, Global and Fair: The Ethical Foodscape and The Politics of Care” (28).		137	9.133	1.756
“Environmental Management Research in Hospitality” (29).	10.1108/IJCHM-02-2015-0076	130	14.444	1.894
“Does Green Consumerism Increase the Acceptance of Wind Power?” (30).	10.1016/j.enpol.2012.09.044	129	9.923	2.182
“Emerging Green Tourists in Australia: Their Behaviours and Attitudes” (31).	10.1057/thr.2009.5	123	7.688	1.449
“Investigating Young Consumers' Purchasing Intention of Green Housing in China” (32).	10.3390/su10041044	121	17.286	2.229
“A Green-Cultural Criminology: An Exploratory Outline” (33).	10.1177/1741659012467026	116	9.667	1.782
“Using Social Cognitive Theory to Investigate Green Consumer Behaviour” (34).	10.1002/bse.1820	110	11.000	1.194
“Sustainability, Self-Identity and The Sociology of Consumption” (35).	10.1002/sd.457	106	7.067	1.359
“The Role of Social Identity and Attitudes Towards Sustainability Brands in Buying Behaviours for Organic Products” (36).	10.1057/bm.2011.3	98	7.000	2.236
“Green Marketing and Consumerism as Social Change in China: Analyzing the Literature” (37).	10.1016/j.ijpe.2016.06.006	92	10.222	1.341
“The Role of Islamic Values on Green Purchase Intention” (38).	10.1108/JIMA-11-2013-0080	83	7.545	1.411

“Segmenting Consumers’ Reasons for And Against Ethical Consumption” (39).	10.1108/EJM-06-2013-0294	81	7.364	1.377
“Profiling Potential Green Electricity Tariff Adopters: Green Consumerism as An Environmental Policy Tool?” (40).	10.1002/bse.699	79	6.08	1.85
“Quality Design and Environmental Implications of Green Consumerism in Remanufacturing” (41).	10.1016/j.ijpe.2014.12.040	78	7.800	0.847
“Conformity And the Demand for Environmental Goods” (42).	10.1007/s10640-010-9385-2	78	5.200	1.000

**Table 8:** Presenting the Systematic Review

Authors	Overall l Citatio n	Research Title	Research Journal	Main Research Outline	Models Used	Major Findings
Gupta S, Ogden DT. (2009) (13)	398	To buy or not to buy? A social dilemma perspective on green buying	Journal of Consumer Marketing	This study aims to explain attitude - behavior inconsistency in environmental consumerism and why consumers fail to purchase environmentally friendly products despite their concern for the environment.	Survey Instrument Analytical Technique	This study elucidates the key factors that distinguish green buyers from non-green purchases: perceived efficacy, in - group identity, trust, and expectations of others cooperations.
Tseng ML, <i>et al.</i> (2013) (14)	355	Sustainable consumption and production for Asia: Sustainability through green design and practice	Journal of Cleaner Production	This study will address sustainability through green supply chain management, design, and practice in Asia, aiming to investigate the potential for sustainable consumption and	Case Study	This study clarifies the need of both top-down and bottom-up approaches in advancing supply chain sustainability. According to this report, green innovation, green

				production (SCP).		consumerism, advanced green technology, and sustainable business strategies are crucial.
Han H, Yoon HJ. (2015) (15)	347	Hotel Customers' Environmentally Responsible Behavioral Intention: Impact of Key Constructs on Decision in Green Consumerism	International Journal of Hospitality Management	This study looks into how travellers decide which environmentally conscious hotels to stay at. This study extends the Model of Goal-Directed Behavior (MGB) by integrating environmental awareness, perceived effectiveness, and eco-friendly behavior into the model.	Survey Method. Measurement Model. Structural Modelling.	The theoretical framework of this study was extended, and it successfully predicts Travelers' intents to choose eco-friendly lodging. According to this study, reputations, perceived efficacy, environmental awareness, and eco-friendly conduct are important variables.
Chekima B, et al. (2016) (16)	329	Examining Green Consumerism Motivational Drivers: Does Premium Price and Demographics Matter to Green Purchasing?	Journal Of Cleaner Production	The goal of this study is to determine the driving forces behind Malaysian consumers intentions to make green purchase. This study assesses the moderating roles of premium price and demographic characteristics in green purchasing	Survey methods. Structural equation modelling (SEM).	According to the study, environmental attitude, eco-label, and cultural value (man-nature orientation) significantly influence green purchase intention. Additionally, the study suggests that premium price does not moderate green purchase intention, while

				intentions.		education level and gender have positive effects on it.
Geels F W, <i>et al.</i> (2015) (17)	307	A Critical Appraisal of Sustainable Consumption and Production Research: The Reformist, Revolutionary and Reconfiguration Positions	Global Environmental Change	The aim of the study is to critically evaluate research on sustainable consumption and production (SCP) from two perspectives: positions: 'reformist' and 'revolutionary'. The study suggests a third position 'reconfiguration' for further SCP research.	Conceptual review. theoretical framework.	This study finds three positions in SCP into 3R. Reformist: Focuses on eco-innovations and eco-efficient product consumption. Revolutionary: Advocates for radical changes like ending capitalism and promoting frugality. Reconfiguration : highlights changes in everyday routines and socio-technical systems.
Chou CJ. (2014) (18)	283	Hotels' Environmental Policies and Employee Personal Environmental Beliefs: Interactions and Outcomes	Tourism Management	The study explores the contextual and individual variation in hotel employee's environmental behavior by adopting the concept of a green organizational climate.	Linear hierarchical models (HLM)	The study finds personal environmental norms significantly influence employee's environmental behavior within a hotel.
Akenji L. (2014) (19)	242	Consumer Scapegoatism and Limits to Green Consumerism	Journal Of Cleaner Production	This study argues that relying on green consumerism for sustainability is unrealistic	Historical Analysis. Approach Assessment	The study aims green consumerism places undue responsibility on consumers. The study suggest to

					and to propose the Attitudes-Facilitators-Infrastructure (AFI) framework as a better approach.		structural changes are essential for achieving true sustainability.
Tandon <i>et al.</i> (2020) (20)	207	Why Do People Buy Organic Food? The Moderating Role of Environmental Concerns and Trust	Journal Of Retailing and Consumer Services	Of	The study aims to understand the motivations behind consumers' purchasing behavior toward organic food by utilizing Self-Determination Theory (SDT).	Survey Methods. Structural Equation Modelling (SEM).	The study finds that motivation, integrated regulation, and external regulation significantly influence consumer attitudes and buying behavior.
Maniatis P. (2016) (21)	191	Investigating Factors Influencing Consumer Decision-Making While Choosing Green Products	Journal Of Cleaner Production	Of	The study looks at how consumers' dedication, expertise, and overall awareness of green products affect their purchase decisions and level of green consciousness.	Survey Methods. Structural Equation Modeling (SEM).	The study presents a structural construct that identifies 15 indicators of consumers' knowledge, commitment, and awareness, which influence four domains of green consciousness: environmental benefits, economic benefits, green reliability, and green appearance.
Wiederhold and Martinez. (2018) (22)	181	Ethical Consumer Behaviour in Germany: The Attitude-Behaviour Gap in The Green	International Journal of Consumer Studies	of	The study aims to understand the attitude-behavior gap in the sustainable	In-Depth Interviews. Grounded Theory Analysis.	The study finds that a number of factors, such as cost, availability, awareness, transparency,

		Apparel Industry		fashion industry. It seeks to explore the barriers that hinder consumers from purchasing green apparel.		image, inertia, and purchase patterns, prevent people from buying sustainable clothes.
Finisterra do Paço <i>et al.</i> (2009) (23)	176	Identifying The Green Consumer: A Segmentation Study	Journal Of Targeting, Measurement and Analysis for Marketing	The study gives to identify distinct market segments based on environmental and demographic variable. The discuss the implications of these segments for marketing strategies.	Data collection. Segmentation Analysis. Statistical Analysis.	This study talks about the strategic importance of marketing to address the environmental needs of different consumer segments. The study discusses how companies can use these segments to develop suitable segmentation and positioning strategies for green products.
Finisterra Do Paço and Raposo. (2010) (24)	166	Green Consumer Market Segmentation: Empirical Findings from Portugal	International Journal of Consumer Studies	The study identifies distinct market segments based on environmental factors. It aims to investigate individuals' behaviors and perceptions regarding green consumerism.	Survey Analysis	The study finds that specific environmental and demographic variables significantly distinguish the greener consumer group from other segments.
Matthes and Wonneberg	152	The Skeptical Green	Journal Of Advertising	The study reexamines	Survey Methods	This study identified a



er. (2014) (25)	Consumer Revisited: Testing the Relationship Between Green Consumerism and Skepticism Toward Advertising			the idea that green consumers are skeptical of green advertising. This research explores the connection between green consumerism and skepticism toward green advertising.		negative association with skepticism toward green advertising, but no positive relationship between green consumerism and general advertising skepticism. Another study indicated that green consumers perceive greater informational value in green ads, which decreases their skepticism toward green advertising.
Chatzidakis <i>et al.</i> (2012) (26)	142 Heterotopian Space and The Utopics of Ethical and Green Consumption	Journal Of Marketing Management		The study illustrates how the exarcheia neighbourhood in Athens serves as a site for utopian praxis related to green and ethical marketplace behaviors. To challenge individualistic and decontextualized concepts of the consumer in ethical green consumer research.	Ethnography Study. Spatial Analysis.	This study found that exarcheia promotes new ways of thinking and practicing green ethical behaviors due to its unique spatial and political context. The study challenges traditional views of the consumer by highlighting the importance of spatial contexts and political implications.
Rustam <i>et al.</i> (2020)	138 Environmental Awareness,	Journal Of Cleaner		This study explores the	Survey Methods.	The sustainability

- (27) Firm Sustainability Exposure and Green Consumption Behaviors Production possible impacts of corporate environmental sustainability reporting on eco-consumption and looks at how environmental consciousness influences the relationship between eco-consumption and environmental disclosure. Multiple Regression Analysis. exposure of firms and their environmental responsiveness have a significant impact on green consumption practices. According to the study, there is a moderating effect of environmental awareness on the link between environmental disclosure and consumers' propensity to engage in environmentally conscious consumption.
- Morgan K. (2010) (28) 137 Local And Green, Global and Fair: The Ethical Foodscape and The Politics of Care Environment And Planning A The study examines the politics of sustainability by focusing on ecological integrity and social justice within the context of the ethical foodscape. To examine the potential conflicts and synergies in sustainable food systems. Issue Analysis. The study reveals that the carbon-labelling controversy highlights potential conflicts between promoting local food and supporting fairly traded food from distant sources. The school food reform demonstrates that local and global food can coexist within a sustainable food system if global food is framed in

Chan and Hsu. (2016) (29)	130	Environmental Management Research in Hospitality	International Journal of Contemporary Hospitality Management	The study review and synthesize 149 hospitality-related studies on environmental management (EM) published over the past two decades.	Literature Review Content Analysis.	cosmopolitan terms. The study finds in the 2000-2009: continuation of topics from the first stage with increased emphasis on sustainable development and environmental performance. 2010-2014: Emergence of environmental benchmarking and indicators; less enthusiasm for environmental reporting and green marketing. This research reveals that both daily 'green' behaviors and the acceptance of wind power expansion are significantly affected by environmental concern. The study finds that daily 'green' behaviors are significant predictors of the acceptance of wind power expansion, even when accounting for environmental concern.
Thøgersen and Noblet. (2012) (30)	129	Does Green Consumerism Increase the Acceptance of Wind Power?	Energy Policy	This study aims to investigate an action-based learning approach to encourage meaningful pro-environmental actions, such as endorsing or accepting environmental policies.	Survey Methods	This research reveals that both daily 'green' behaviors and the acceptance of wind power expansion are significantly affected by environmental concern. The study finds that daily 'green' behaviors are significant predictors of the acceptance of wind power expansion, even when accounting for environmental concern.

Bergin-Seers and Mair. (2009) (31)	123	Emerging Green Tourists in Australia: Their Behaviours and Attitudes	Tourism And Hospitality Research	The study understands the impact of increased concern about environmental sustainability and climate change on consumer behavior, particularly in the context of tourism.	Survey methods. Interviews.	The research finds there is a significant interest in green consumerism within the tourism industry, driven by increasing environmental concerns among consumers. The study some tourists have stronger environmental views and are more proactive in incorporating these concerns into their lifestyle choices.
Zhang <i>et al.</i> (2018) (32)	121	Investigating Young Consumers' Purchasing Intention of Green Housing in China	Sustainability (Switzerland )	This study examines the factors that influence young consumers' purchasing intentions regarding green housing (GH) in China. To identify key factors influencing these intentions based on the extended theory of planned behavior(TPB)	Survey Methods. Structural equation modelling (SEM).	The research finds governmental incentives are identified as the utmost noteworthy determinant of young consumers purchasing intentions toward GH. The consumers attitude toward behavior and subjective norm also plays crucial roles in influencing purchasing intentions.
Brisman and South. (2013)	116	A Green-Cultural Criminology:	Crime, Media, Culture	The study proposes and develop a	Theoretical approach. Literature	The research finds cultural criminology

(33)	An Exploratory Outline	green-cultural criminology approach that integrates cultural significance into green criminology. To explore the intersection of cultural criminology and green criminology, identifying areas of overlap and mutual benefit.	review. Thematic analysis.	and green criminology have significant areas of overlap, particularly in the contention of space, contravention, resistance, media representation, and consumerism patterns. The social criminology is already engaged in green criminology to some extent by addressing environmental crimes and harms.	
Lin and Hsu. (2015) (34)	Using Social Cognitive Theory to Investigate Green Consumer Behavior	Business Strategy and The Environment	This study aims to evaluate the influence of social sanctions, expected outcomes, and individual self-concepts on green consumer behavior by developing a research model of green consumer behavior based on social cognition theory.	Empirical testing model. Quantitative data analysis.	The study discovered that green consumer behavior is highly influenced by individual self-concepts, namely green consumption self-efficacy. According to the study, social punishments and individual outcome expectations also have a big influence.

Soron D. (2010) (35)	106	Sustainability, Self-Identity and The Sociology of Consumption	Sustainable Development	The study develops a nuanced model of consumer behaviour and the dynamics of behavioural change. To integrate the sociological literature on consumption into discourse of sustainable consumption.	Literature Review. Synthesis of Sociological Literature.	This study finds sustainable consumption should be framed in relation to self-identity to address psychocultural factors maintaining material goods demand. Addressing large-scale social and ecological issues in a highly commodified and individualized daily environment presents significant challenges in terms of ethical understanding and response.
Bartels and Hoogendam .(2011) (36)	98	The Role of Social Identity and Attitudes Towards Sustainability Brands in Buying Behaviors for Organic Products	Journal Of Brand Management	The study aims to examine the effect of social identification with green consumer groups on brand knowledge, brand attitude, and purchasing behavior. To analyze how brand knowledge and brand attitude towards specific	Structural Equation Analysis. Panel Study. Path models	According to this study, those who identify as members of social groupings that care about the environment have stronger ties to people who purchase organic food. Moreover, brand familiarity and favourable opinions about specific organic brands are important

				organic brands influence buying behaviors for organic food products.		factors that influence consumers' decisions to buy organic food products.
Zhu and Sarkis. (2016) (37)	92	Green Marketing and Consumerism as Social Change in China: Analyzing the Literature	International Journal of Production Economics	The purpose of this review is to examine recent studies on green marketing and Chinese consumerism. The goal is to identify current gaps in the field and provide directions for future research, with a focus on marketing tactics, different industrial sectors, global comparisons, and green consumer behavior.	Literature Review. Conceptual Framework .	The study finds corporations in China face pressures to address environmental issues, which can lead to competitive advantages through building green markets and fostering green consumers. Sustainable consumption can be positively influenced by effective green marketing strategies and initiative in green consumerism.
Hassan S. (2014) (38)	83	The Role of Islamic Values on Green Purchase Intention	Journal Of Islamic Marketing	This study looks into how middle-class Muslims in Malaysia's intentions to make green purchases (GPI) are influenced by their religious beliefs (RGV). The objective	Sampling Method. Partial Least Squares (PLS).	The study finds that religious values (RGV) have an indirect association with green purchase intentions (GPI) through attitudes towards green purchase. Additionally,

is to comprehend how RGV affects moral consumption behaviors in the setting of a developing nation with a majority of Muslims.

RGV directly influence natural environmental orientation and environmental concern.

F. Burke *et al.* (2014) (39)

Segmenting Consumers' Reasons for And Against Ethical Consumption

European Journal of Marketing

The study aims to quantify the relative importance of reasons for and against ethical purchasing among consumers, taking into accounts the differences in ethical orientations across individuals.

Literature Review. Survey Methods. Cluster Analysis. Multinomial Regression.

The study finds positively oriented consumers (42%) purchase ethical products due to their impact, health benefits, personal relevance, and quality. Conversely, negatively oriented consumers (34%) reject ethical products due to indifference, expense, confusion, and skepticism.

Diaz-Rainey and Ashton. (2011) (40)

Profiling Potential Green Electricity Tariff Adopters: Green Consumerism as An Environmental Policy Tool?

Business Strategy and The Environment

The study profiles potential adopters of green electricity tariffs and aims to measure their willingness to pay a premium for green energy in the UK.

National Survey. Hypothesis Testing. Variable Grouping. Empirical Analysis.

The study finds attitudinal variables are the best indicators of potential adopters, which aligns with previous research. Additionally, potential adopters tend to have higher incomes and



						are more informed about energy-related issues.
Gu W <i>et al.</i> (2015) (41)	78	Quality Design and Environmental Implications of Green Consumerism in Remanufacturing	International Journal of Production Economics	The study examines the quality design and environmental impacts of green consumerism within the context of remanufacturing.	Design Options Analysis. Optimization Assessment.	The study finds Remanufacturable products have higher initial production costs but lower costs associated with remanufacturing. Consumers initially value remanufacturable products more highly, but their perceived value decreases once the products are remanufactured.
Carlsson <i>et al.</i> (2010) (42)	78	Conformity And the Demand for Environmental Goods	Environmental And Resource Economics	The study to test whether consumers choices for eco-labeled products are influenced by the choices of other consumers. To examine difference in green consumerism responses based on gender.	Data Analysis. Choice Experiment.	The study found that social norms significantly influence green consumerism, with women showing greater conformity to others choices, while men exhibit stronger intrinsic preferences for ecological products.

## Discussion

This review paper offers a thorough examination of new developments in green consumerism and suggests possible lines of inquiry for further study. A bibliometric analysis was performed on 193 research papers from 2009 to 2023 that were retrieved from the Scopus database, a

reliable source for academic publications. With an emphasis on marketing, the study uses this methodology to pinpoint the top nations, prestigious journals, significant writers, and important areas of study in the subject of eco-consumption. According to the findings, Japan leads the world in citations, demonstrating that

nations like Norway, Portugal, and Japan are significantly advancing the field of green consumer research. These countries play a key role in advancing green marketing techniques both conceptually and practically. The increased significance of appealing to eco-conscious consumers is reflected in the growing popularity of green consumerism in marketing. To capitalize on this new market, businesses are integrating sustainability into their product lines and messaging, emphasizing trust-building, eco-label promotion, and cultural value recognition. Three zones were created by dividing research sources using Bradford Law analysis: Zone 1 (Core): Bound by publications that publishes high-impact research and influence the conversation on green consumption, like *Sustainability* (Switzerland) and the *Journal of Cleaner Production*. Zone 2: Contains journals with a moderate amount of content. Zone 3: Consists of journals that contribute to the larger body of knowledge while having fewer articles. Because of this distribution, researchers may see where important research is concentrated and pinpoint areas that require further study, especially in less-studied publications and subjects. According to the keyword co-occurrence study, the main factors influencing green purchasing behavior are environmental attitudes, eco-labels, and cultural values. These results highlight how crucial it is to comprehend consumer perceptions and motives when creating green marketing strategies. The attitude-behavior gap is also emphasized in this study as a significant obstacle to encouraging sustainable consumption. Even while people are becoming more conscious of the environment, many still do not match their opinions with their buying habits. Future green marketing initiatives should focus on elements like perceived efficacy, reference group influence, and trust since these are essential in closing this gap.

### **Future Research Direction**

- Analyze how green certifications and labelling affect consumer choices, and consider whether standardizing these certifications could increase their legitimacy and win over more customers.
- Identify the main drivers and obstacles influencing sustainable purchase decisions by conducting longitudinal research to see how

customer behavior toward eco-friendly items changes over time.

- Examine the financial effects of green consumerism on economies and enterprises, paying particular attention to the long-term viability of implementing sustainable practices and carrying out a thorough cost-benefit analysis.
- Examine how social media and digital marketing affect consumer behavior, paying special attention to how these channels might be used to encourage sustainable consumption and the promotion of green products.

### **Conclusion**

This paper offers a thorough bibliometric overview of research on green consumption conducted between 2009 and 2023. During the previous ten years and beyond, when environmental responsibility and sustainability have become more widely recognized, the chosen time range reflects the development of eco-friendly consumption. The analysis highlights important research fields, premier journals, well-known authors, and contributing countries. The discipline has benefited greatly from the efforts of nations like Portugal, Norway, and Japan; in fact, Japan has the most citations, demonstrating its considerable effect on research on green consumption. Using Bradford's Law, we were able to pinpoint several publications that play a crucial role in influencing the conversation about green consumerism, including *Sustainability* (Switzerland) and the *Journal of Cleaner Production*. These periodicals are essential for guiding research directions and sharing important discoveries. Important topics that influence green buying behavior, like cultural values, eco-labels, and environmental views, were brought to light by the keyword co-occurrence analysis. These themes shed light on how values and consumer knowledge affect sustainable consumption. Apart from delineating the theoretical terrain of green consumerism, this research provides useful perspectives for scholars, decision-makers, and advertisers to encourage sustainable buying practices. In particular, companies should concentrate on establishing credibility through clear eco-labeling, and legislators should enact stricter laws to prevent green washing and offer rewards for environmentally friendly behavior. Even with this thorough review, there are still a

number of holes. Future studies should look at how digital marketing and new technology can promote consistent eco-friendly buying habits and bridge the attitude-behavior gap. Accelerating the global shift to sustainability requires cross-border cooperation and research into green consumerism in developing nations.

### Abbreviations

GM: Green Marketing, SDGs: Sustainable Development Goals, CSR: Corporate Social Responsibility, R: R Programming language, GC: Global Citation, LC: Local Citation, PR: Page Rank.

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### Author Contributions

Muzammil A: Conceptualization, Methodology, Gathering and analyzing data, Writing, and preparing an initial draft, Dr. Vijayaraj K: Composing, Assessing, Revising and Supervising.

### Conflict of Interest

The authors affirm that there are no conflicts of interest to disclose.

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