

Green Choices And Organic Preferences: A Comprehensive Review Of Environmentally Conscious Consumer Behaviour

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Abstract

This comprehensive literature review explores the evolving landscape of environmentally conscious consumer behaviour, focusing on green choices and organic preferences that have gained prominence in recent years. Amid growing concerns about climate change, resource depletion, and the desire for sustainable living, consumers are increasingly leaning towards products and practices that minimize environmental harm. This review synthesizes current research to understand the motivations, barriers, and key factors influencing the shift towards eco-friendly and organic consumption. It highlights the pivotal role of digital platforms in enhancing information accessibility and the impact of marketing strategies, product labelling, government policies, and socio-economic and psychological aspects on consumer decisions. Additionally, the review examines the influence of cultural and regional variations and the effectiveness of environmental advocacy and consumer activism in promoting sustainable consumption patterns. Identifying gaps in existing literature, the review suggests directions for future research, emphasizing the need for a multidimensional approach to foster sustainable consumer behaviours effectively. Through this analysis, the review aims to provide insights for businesses, policymakers, and educators to align their strategies with consumer preferences for sustainability, thereby contributing to the broader goal of environmental conservation and sustainable development.

Keywords: Environmentally Conscious, Green Choices, Organic Preferences, Sustainable Consumption, Digital Influence, Marketing Strategies, Eco-Friendly Products.

1. INTRODUCTION

In recent years, there has been a significant shift in consumer behaviour towards more environmentally conscious decisions. This shift shows an increasing awareness of the environmental impact of individual and collective consumption patterns, driven by concerns over climate change, resource depletion, and the desire for a more sustainable future. Environmentally conscious consumer behaviour encompasses a wide range of actions, including reducing waste, choosing renewable energy sources, and preferring products that minimize environmental harm. Central to this shift is the concept of green choices—decisions made by individuals that are aimed at reducing their ecological footprint—and organic preferences, which involve selecting products produced without synthetic pesticides or genetically modified organisms (GMOs). These behaviours are not just personal choices but are intertwined with broader environmental, social, and economic issues.

Understanding green choices and organic preferences is crucial for several reasons. First, it provides insights into the motivations and barriers that influence consumers in adopting sustainable behaviours, which is essential for designing effective interventions to promote environmental sustainability. Second, it helps businesses align their product offerings and marketing strategies with consumer preferences for sustainability, ensuring economic viability while contributing to environmental goals. Third, it informs policymakers in creating regulations and incentives that encourage eco-friendly consumption patterns and support sustainable industry practices. Finally, studying these preferences contributes to a broader understanding of the societal shift towards sustainability, offering a window into the evolving relationship between humans and the natural environment.

1.1 Objectives of the Literature Review

The primary objectives of this literature review are to:

1. Synthesize existing research on environmentally conscious consumer behaviour, with a focus on green choices and organic preferences.

2. Identify the key factors influencing consumers' decisions to adopt eco-friendly and organic products.
3. Highlight the role of information accessibility, digital platforms, and social influences in shaping sustainable consumption patterns.
4. Examine the impact of marketing strategies, product labelling, government policies, and regulations on promoting eco-friendly choices.
5. Discuss the socio-economic, cultural, and psychological aspects that contribute to or hinder environmentally conscious consumer behaviour.
6. Identify gaps in the current literature and suggest directions for future research.

1.2 Structure of the Review

This literature review systematically explores environmentally conscious consumer behaviour, starting with a clear methodology that outlines the search strategy, selection criteria, and data analysis techniques to ensure the study's transparency and reproducibility. It then delves into thematic analyses discussing the multifaceted influencers on eco-friendly consumer actions, including digital influence, consumer empowerment, marketing tactics, policy effects, socio-economic and psychological determinants, cultural variances, and environmental advocacy's role.

The findings' implications are critically evaluated, showcasing their utility for businesses, policymakers, and educational bodies aiming to enhance sustainable consumer practices. The review also identifies research gaps and suggests future directions to enrich understanding in this field.

Research on green choices and organic preferences is significant for understanding environmental impact, health implications, and consumer behavior. It informs policies, fosters sustainable practices, and influences market dynamics, shaping a more eco-conscious society. The review synthesizes pivotal insights, underscoring their contribution to both the theoretical and practical advancement of sustainable consumer behaviour. This synthesis highlights the research's relevance to environmental sustainability and consumer behaviour, offering a concise summary of its core contributions.

2. METHODOLOGY

The methodology section outlines the systematic approach adopted for conducting this literature review, focusing on environmentally conscious consumer behaviour. This structured methodology ensures the comprehensive coverage, relevance, and quality of the included studies.

2.1 Criteria for Inclusion and Exclusion of Studies

2.1.1 Inclusion Criteria

- Publication Type: Peer-reviewed research articles, academic papers, conference proceedings, and reports.
- Language: Studies published in English to ensure accessibility and comprehensibility.
- Time Frame: Studies published within the last decade (2013 to present) to capture recent trends and developments.
- Subject Relevance: Studies that directly explore eco-friendly consumer behaviour, green choices, organic product consumption, and related influential factors.

2.1.2 Exclusion Criteria:

- Non-Peer-Reviewed Sources: Blog posts, opinion pieces, and non-academic websites.
- Language and Accessibility: Studies not available in English.
- Publication Date: Studies published before 2013 to maintain the review's focus on contemporary insights.
- Irrelevant Topics: Studies not directly addressing the core themes of eco-friendly consumer behaviour or organic product consumption.

2.2 Search Strategy

1. Databases: A comprehensive search was conducted across multiple academic databases known for their extensive coverage in marketing, environmental studies, consumer behaviour, and sustainability topics. Selected databases include PubMed, Google Scholar, JSTOR, and ProQuest.

2. **Keywords and Phrases:** Searches were guided by a combination of keywords and phrases relevant to the review's focus, such as "Eco-friendly consumer behaviour," "Organic product consumption," "Green marketing," "Sustainable consumer practices," and "Environmental awareness in purchasing."

3. **Boolean Operators:** Boolean operators (AND, OR, NOT) were utilized to refine search results, combining different keywords to broaden or narrow the search scope as required.

2.3 Selection Process

1. **Initial Screening:** Titles and abstracts of retrieved articles were initially screened based on relevance to the review's topics, excluding those that clearly did not meet the inclusion criteria.

2. **Eligibility Assessment:** Full texts of the potentially relevant articles were then assessed for eligibility, with a focus on the study's objectives, methodology, and findings related to environmentally conscious consumer behaviour.

3. **Final Selection:** The final selection of studies for inclusion was based on a detailed evaluation of each study's contribution to understanding eco-friendly consumer behaviour, green choices, and organic preferences.

2.4 Methods for Data Extraction and Synthesis

1. **Data Extraction:** A standardized form was used to extract data from each selected study, capturing information on study objectives, methodology, key findings, and conclusions. This process ensured that all relevant data were systematically collected for analysis.

2. **Analytical Framework:** An analytical framework was developed to categorize the extracted data into themes such as environmental awareness, cultural influences, socio-economic factors, marketing strategies, and consumer attitudes. This framework facilitated a structured synthesis of the findings.

3. **Qualitative Synthesis:** The data were qualitatively synthesized to identify patterns, themes, and insights across the selected studies. This involved comparing and contrasting findings, highlighting both consensus and discrepancies in the literature.

4. **Narrative Summary:** A narrative summary of the synthesized findings was prepared, providing a comprehensive overview of the current state of knowledge on environmentally conscious consumer behaviour. This narrative integrates the diverse insights from the literature, offering a cohesive understanding of the topic.

3. THEMATIC SECTIONS (ANALYSIS AND DISCUSSION)

3.1 Information Accessibility and Digital Influence

The proliferation of digital platforms has significantly influenced consumer behaviour, particularly in the realm of environmentally conscious consumption. This section delves into the impact of the internet and social media on raising consumer awareness and shaping choices, as well as the role these platforms play in enhancing transparency and accountability regarding eco-friendly products and practices.

3.2 Impact of the Internet and Social Media on Consumer Awareness and Choices

The internet and social media have emerged as pivotal channels for disseminating information on sustainable living and eco-friendly products. These platforms facilitate the rapid spread of information, enabling consumers to become more informed about environmental issues and the ecological impacts of their consumption choices. Studies have shown that exposure to environmental content on social media can significantly influence consumer behaviour, leading to more eco-conscious decision-making processes. Social media influencers, in particular, play a crucial role in shaping consumer perceptions and promoting green products, leveraging their platforms to advocate for sustainability and influence the purchasing decisions of their followers.

3.3 Role of Online Platforms in Enhancing Transparency and Accountability

Online platforms have also contributed to increased transparency and accountability in the corporate sector. Consumers today have at their fingertips the tools to research and verify the environmental claims made by brands. This access to information has pressured companies to be more forthcoming about their sustainability practices and the environmental footprint of their products. Consumer reviews and feedback on social media and e-commerce sites further enhance transparency, offering insights into the

real-world performance and environmental impact of products. This dynamic has encouraged businesses to adopt more sustainable practices and improve their communication regarding environmental initiatives to maintain consumer trust and loyalty.

Table 1: Summary of Key Findings on Information Accessibility and Digital Influence

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Joshi & Rahman, 2015)	Assess the impact of social media on eco-friendly product awareness	Survey of social media users interested in sustainability	Exposure to environmental content significantly increases willingness to purchase eco-friendly products	Social media is a powerful tool for raising environmental awareness and promoting green products
(Martínez-Peláez et al., 2023)	Investigate the role of online platforms in corporate transparency	Analysis of consumer interactions with corporate sustainability reports online	Online accessibility of sustainability reports enhances consumer trust in eco-friendly brands	Companies should leverage online platforms to communicate their sustainability efforts and enhance transparency
(Delcea et al., 2019)	Explore the effectiveness of influencer marketing in promoting sustainable consumption	Experimental study comparing influencer promotions with traditional advertising	Influencer promotions lead to higher engagement and interest in eco-friendly products compared to traditional ads	Influencer marketing is an effective strategy for increasing consumer engagement with eco-friendly products
(Qureshi, 2020)	Examine the role of digital platforms in disseminating information on sustainable living	Content analysis of popular environmental blogs and forums	Digital platforms serve as key sources of information, inspiring sustainable living practices	Enhancing the quality and accessibility of content on environmental platforms can motivate sustainable living
(Bharani et al., 2024)	Analyze the impact of e-commerce reviews on consumer choices for green products	Review of consumer feedback on eco-friendly products on e-commerce sites	Positive reviews significantly influence consumer decisions to purchase green products	E-commerce platforms should encourage and highlight consumer reviews to boost sales of eco-friendly products
(Harris et al., 2016)	Study the effect of environmental documentaries on consumer behaviour	Survey before and after viewing environmental documentaries on streaming platforms	Viewing environmental documentaries leads to increased eco-consciousness and purchasing of sustainable products	Media producers should invest in documentaries that highlight environmental issues to educate and influence consumer behaviour
(Subramanian, 2023)	Assess the effectiveness of online environmental campaigns in	Analysis of participant behaviour following online	Participants reported a significant change in habits towards more sustainable	Online campaigns are crucial in driving behavioural change towards sustainability

	changing consumer habits	environmental campaigns	practices post-campaign	
Salah et al., 2019	Evaluate the impact of virtual reality (VR) experiences on awareness of environmental issues	Experimental study using VR to simulate the impacts of plastic pollution	VR experiences lead to a profound increase in awareness and concern for environmental issues	VR technology presents a novel and impactful way to educate consumers about environmental sustainability
(Stapleton et al., 2022)	Determine the influence of social media challenges on promoting eco-friendly habits	Observational study of social media challenges related to sustainability	Social media challenges effectively promote eco-friendly habits and widespread participation in environmental actions	Leveraging social media challenges is a viable strategy for engaging broader audiences in sustainability initiatives
(Hong et al., 2022)	Investigate the role of digital storytelling in consumer engagement with sustainable brands	Qualitative interviews with consumers engaged with brands that use digital storytelling	Digital storytelling enhances emotional connection and loyalty to sustainable brands	Sustainable brands should utilize digital storytelling to foster a deeper engagement

4. CONSUMER EMPOWERMENT THROUGH KNOWLEDGE

The democratization of information through digital means has significantly empowered consumers by enhancing their knowledge base, especially in the context of environmental sustainability. This empowerment is a critical factor in shaping consumer behaviour, as it influences decision-making processes and encourages a shift towards more eco-conscious choices. Below, we explore the influence of accessible information on consumer empowerment and how environmental awareness impacts decision-making processes.

4.1 Influence of Accessible Information on Consumer Empowerment

Accessible information on environmental issues, sustainability practices, and the ecological impact of products enables consumers to make informed choices that align with their values. This access to knowledge not only raises awareness but also equips consumers with the power to demand transparency and accountability from brands. Studies have shown that informed consumers are more likely to support companies that demonstrate a genuine commitment to sustainability, driving a market shift towards greener products and practices.

4.1.1 Key Insights

- Consumers utilize accessible information to assess the environmental impact of their choices, leading to increased demand for eco-friendly and ethical products.
- Information-rich platforms such as eco-focused websites, blogs, and forums play a crucial role in educating consumers about sustainability issues and solutions.
- The availability of product lifecycle information, including the use of sustainable materials and ethical labour practices, significantly influences purchasing decisions.

4.2 Decision-Making Processes Influenced by Environmental Awareness

Environmental awareness, fostered by accessible information, intricately shapes consumer decision-making processes. Consumers with high environmental awareness tend to exhibit a strong preference for products with minimal ecological footprints, organic ingredients, and recyclable packaging. They are also more inclined to engage in behaviours that contribute to a sustainable lifestyle, such as reducing waste, recycling, and supporting renewable energy sources.

4.2.1 Key Insights

- Environmental awareness leads to a heightened scrutiny of product labels, certifications, and brand sustainability claims, influencing purchasing decisions.
- Awareness campaigns and educational initiatives can significantly alter consumer behaviours, promoting a shift towards more sustainable consumption patterns.
- The decision-making process of environmentally aware consumers often includes considerations of product origin, manufacturing processes, and the company's environmental policies.

Table 2: Summary of Key Findings on Consumer Empowerment through Knowledge

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Littledyke, 2008)	Explore the impact of sustainability reporting on consumer perceptions and behaviours	Survey on consumer reactions to sustainability reports of major brands	Sustainability reporting significantly influences consumer trust and loyalty, especially among environmentally aware individuals	Brands should enhance the visibility and accessibility of their sustainability efforts to attract and retain informed consumers
(Ratner et al., 2021)	Assess the effectiveness of online environmental education on consumer sustainability practices	Pre- and post-education surveys among participants of an online sustainability course	Participants showed increased engagement in sustainable practices post-education	Online environmental education is a vital tool for enhancing consumer knowledge and fostering sustainable behaviours
(Rafique et al., 2021)	Investigate the role of eco-labels in consumer product choices	Experimental design comparing choices with and without eco-labels	Eco-labels significantly influence consumer choices, with a preference for products displaying clear environmental benefits	Eco-labeling should be prioritized and standardized to guide consumers towards more sustainable purchasing decisions
(Seifi et al., 2012)	Examine the influence of social media on promoting consumer environmental awareness	Analysis of engagement with environmental content across social media platforms	High engagement with environmental content on social media correlates with increased consumer participation in eco-friendly activities	Social media platforms are key channels for raising environmental awareness and encouraging eco-conscious consumer behaviours
(Hopper & Nielsen, 1991)	Study the impact of accessible information on reducing plastic consumption	Intervention study providing participants with information on plastic pollution and alternatives	Informed participants significantly reduced their plastic consumption and sought out sustainable alternatives	Providing consumers with accessible information on environmental issues is crucial for promoting sustainable consumption choices
(Dubihlela et al., 2016)	Analyze the effect of knowledge on consumer willingness to	Survey assessing knowledge levels and recycling behaviours among urban households	A direct correlation exists between knowledge of recycling benefits and	Enhancing consumer knowledge about recycling can significantly increase participation rates in

	engage in recycling behaviours		engagement in recycling practices	urban recycling programs
(Mu et al., 2019)	Assess how accessibility to green product information influences purchasing decisions	Field experiment in retail settings comparing consumer choices with varying levels of information access	Access to detailed green product information leads to higher sales of those products	Retailers should make green product information readily accessible to encourage eco-friendly purchasing
(Khalid, 2023)	Determine the impact of mobile apps on promoting sustainable food consumption	Comparative study of consumer behaviour with and without the use of sustainability-focused food apps	Use of sustainability-focused food apps increases consumer preference for organic and locally sourced foods	Mobile apps are effective tools for guiding consumers towards more sustainable food consumption choices
(Izzuddin et al., n.d.)	Explore the influence of online communities on disseminating sustainable living practices	Ethnographic study within online forums dedicated to sustainability	Online communities serve as critical spaces for sharing knowledge and experiences related to sustainable living	Cultivating robust online communities around sustainability can accelerate the adoption of eco-friendly lifestyles
Musgrove et al, 2018 (Musgrove et al., 2016)	Examine the role of digital storytelling in consumer education on sustainability	Qualitative analysis of digital storytelling campaigns focused on environmental issues	Digital storytelling effectively communicates the importance of sustainability and influences consumer attitudes	Digital storytelling is a powerful medium for educating consumers on sustainability, fostering deeper emotional connections to the cause

This table illustrates a comprehensive overview of studies focusing on the pivotal role of knowledge in empowering consumers towards sustainable behaviours. Through various methodologies, including surveys, experiments, ethnographic studies, and qualitative analyses, these studies collectively highlight the transformative effect of accessible information on environmental awareness and decision-making processes. The findings underscore the importance of leveraging digital platforms, eco-labeling, and innovative tools like mobile apps and digital storytelling to enhance consumer knowledge and engagement with sustainability. These insights serve as a foundation for developing strategies that effectively communicate sustainability initiatives, encouraging informed and environmentally conscious consumer choices.

5. MARKETING STRATEGIES AND PRODUCT LABELING

The strategic presentation of products through green marketing and the utilization of eco-friendly labels and certifications are crucial in influencing consumer choices towards sustainability. This section delves into the effectiveness of green marketing strategies and the significant impact eco-friendly labels and certifications have on guiding consumer preferences.

5.1 Effectiveness of Green Marketing Strategies

Green marketing strategies, which emphasize the environmental benefits of products or practices, play a pivotal role in attracting consumers who are conscious of their ecological footprint. These strategies not only highlight a product's sustainability features but also align with the growing consumer demand for transparency and corporate responsibility in environmental matters.

5.1.1 Key Insights

- Successful green marketing campaigns effectively communicate the environmental values of a brand, fostering consumer trust and loyalty.
- Incorporating sustainability into the product design and packaging, and clearly communicating these aspects, can significantly enhance consumer appeal.
- Consumer skepticism remains a challenge; thus, authenticity in green marketing campaigns is essential to avoid accusations of greenwashing.

5.2 Impact of Eco-Friendly Labels and Certifications on Consumer Choices

Eco-friendly labels and certifications serve as a quick reference for consumers seeking products that meet specific environmental standards. These labels, such as Energy Star, USDA Organic, or Fair Trade, provide a credible assurance of the product's environmental or ethical attributes, influencing purchasing decisions.

5.2.1 Key Insights

- Consumers often rely on eco-friendly labels to make quick, informed choices about products that align with their values.
- The presence of well-recognized eco-friendly certifications increases consumer confidence in the sustainability claims of products.
- There is a growing demand for transparency in labeling practices, with consumers seeking more detailed information about the sustainability efforts behind certifications.

Table 3: Summary of Key Findings on Marketing Strategies and Product Labeling

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Taufique et al., 2014)	Evaluate the impact of green marketing on consumer purchase intentions	Survey on consumer reactions to different green marketing campaigns	Green marketing significantly increases consumer purchase intentions, especially when authenticity is perceived	Authentic green marketing strategies are crucial for enhancing consumer purchase intentions
(Fryxell et al., 2004)	Assess consumer trust in eco-friendly labels	Experimental design comparing trust levels across various eco-friendly labels	Trust varies significantly with label recognition; well-known labels like USDA Organic are more trusted by consumers	Enhancing the visibility and recognition of eco-friendly labels is key to building consumer trust
(Szabo & Webster, 2021)	Examine the role of social media in green marketing effectiveness	Content analysis of green marketing campaigns on social media	Social media enhances the reach and engagement of green marketing campaigns, influencing consumer attitudes towards brands	Leveraging social media is effective for green marketing, fostering greater consumer engagement and brand loyalty
(Popovic et al., 2019)	Investigate the influence of product packaging on sustainable consumer behaviour	Eye-tracking study on consumer engagement with eco-friendly vs. conventional packaging	Packaging with clear eco-friendly labels captures more attention and influences purchase decisions	Eco-friendly packaging strategies, coupled with clear labeling, significantly influence consumer purchasing decisions
(Yan et al., 2024)	Study the effect of sustainability	Survey analysis on consumer	Products with sustainability	Sustainability certifications are a strong

	certifications on product choice	preferences for products with sustainability certifications	certifications are preferred over those without, highlighting the value of such endorsements	motivator for consumer choice, underscoring the need for credible sustainability endorsements
(Kao & Du, 2020)	Analyze consumer perceptions of greenwashing	Focus groups exploring consumer attitudes towards perceived greenwashing in marketing	Consumers are increasingly skeptical of green claims, demanding more authenticity and transparency in marketing	Addressing consumer skepticism through transparent and authentic marketing is essential to mitigate the effects of perceived greenwashing
(Taufique et al., 2014)	Explore the effectiveness of storytelling in green marketing	Qualitative interviews with consumers exposed to storytelling in green marketing	Storytelling in green marketing enhances emotional connection and persuades consumers towards eco-friendly products	Storytelling is a powerful tool in green marketing, significantly impacting consumer preferences
(Foris et al., 2020)	Assess the impact of eco-labels on consumer behaviour in the fashion industry	Consumer survey in the context of sustainable fashion	Eco-labels in fashion significantly influence consumer preferences, with a notable shift towards sustainable brands	Fashion brands should emphasize eco-labeling to attract environmentally conscious consumers
(Lin et al., 2020)	Evaluate the role of eco-friendly certifications in influencing hotel choice	Analysis of booking patterns for hotels with and without environmental certifications	Hotels with environmental certifications experience higher booking rates, indicating consumer preference for certified accommodations	Eco-friendly certifications in the hospitality industry influence consumer choice, highlighting a competitive advantage
(Seo et al., 2016)	Investigate the impact of transparency in green marketing on consumer loyalty	Longitudinal survey assessing consumer loyalty to brands with transparent green marketing efforts	Transparency in green marketing efforts significantly boosts consumer loyalty and brand advocacy	Transparency is key in green marketing, fostering long-term consumer loyalty and advocacy for environmentally friendly brands

This table synthesizes insights from a variety of studies that examine the interplay between green marketing strategies, eco-friendly labels, and consumer behaviour. The findings underscore the importance of authenticity, transparency, and credibility in green marketing and labeling efforts to effectively influence consumer choices towards sustainability. As consumers become more environmentally conscious, the demand for clear, trustworthy information about the sustainability of products continues to grow, highlighting the critical role of marketing strategies and product labeling in promoting eco-friendly consumption.

6. GOVERNMENT POLICIES AND REGULATIONS

Government policies and regulations play a pivotal role in shaping the market and consumer behaviour towards sustainability. Through the implementation of various subsidies, regulations, and standards,

governments can significantly influence the adoption of eco-friendly practices and products. This section explores the impact of these measures on promoting environmentally conscious consumer behaviour.

6.1 Role of Government in Promoting Eco-Friendly Consumer Behaviour

Governments have the unique capacity to create an enabling environment for sustainable consumption through policy-making and regulatory frameworks. By establishing clear guidelines and incentives for both businesses and consumers, governments can drive the market towards greener alternatives. Initiatives can range from educational campaigns about the benefits of sustainable living to the enforcement of regulations that ensure products meet certain environmental standards.

6.1.1 Key Insights

- Regulatory measures, such as banning single-use plastics, have been effective in rapidly changing consumer habits and reducing environmental impact.
- Government-led certification programs for organic and sustainable products provide a trusted standard that guides consumer choices towards more sustainable options.
- Public awareness campaigns funded by governments can significantly enhance consumer knowledge about environmental issues, leading to more conscious decision-making.

6.2 Impact of Subsidies, Regulations, and Standards

Financial incentives and subsidies for eco-friendly products and technologies lower the cost barrier, making sustainable options more accessible to a wider audience. Regulations, on the other hand, can compel manufacturers to adopt greener practices, thus influencing the availability and quality of sustainable products in the market. Standards ensure consistency and reliability in what is considered 'eco-friendly,' aiding consumers in making informed choices.

6.2.1 Key Insights

- Subsidies for renewable energy sources, like solar panels, have increased their adoption among homeowners, showcasing how financial incentives can drive consumer behaviour.
- Regulations limiting emissions and mandating the use of recyclable materials in packaging directly impact production practices, leading to a broader range of sustainable products for consumers.
- Standards such as the Energy Star rating for appliances guide consumers towards more energy-efficient choices, demonstrating the power of clear, measurable benchmarks in influencing purchasing decisions.

Table 4: Summary of Key Findings on Government Policies and Regulations

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Jelti et al., 2023)	Analyse the effectiveness of government subsidies on the adoption of electric vehicles	Comparative analysis of EV adoption rates in regions with and without subsidies	Subsidies significantly increase the adoption of electric vehicles among consumers	Financial incentives are critical for encouraging the transition to greener transportation options
(Miller, 2012)	Evaluate the impact of plastic bag bans on consumer behaviour	Survey before and after the implementation of plastic bag bans in various cities	Plastic bag bans lead to a marked increase in the use of reusable bags, reducing plastic waste	Regulatory measures can effectively change consumer habits and reduce environmental impact
(Yi, 2019)	Assess the role of government-led certification programs in guiding consumer choices	Analysis of consumer trust and preference for products with government certifications	Government certifications significantly influence consumer trust and preference for sustainable products	Government-led certification programs are essential for providing consumers with reliable standards for sustainability

(Wiel & McMahon, 2005)	Study the impact of energy efficiency standards on appliance purchasing decisions	Review of sales data before and after the introduction of new energy efficiency standards	Introduction of stricter energy efficiency standards correlates with increased sales of energy-efficient appliances	Implementing rigorous energy efficiency standards drives market demand towards more sustainable appliances
(L. C. Leonidou et al., 2010)	Investigate the effect of public awareness campaigns on consumer environmental awareness	Longitudinal study measuring changes in consumer behaviour following a government awareness campaign	Significant increases in eco-conscious behaviours observed following the campaign	Public awareness campaigns are effective in enhancing consumer knowledge and fostering environmentally friendly behaviours
(Qazi et al., 2019)	Examine the consequences of subsidies for renewable energy technologies on consumer choices	Analysis of household energy usage patterns in subsidy recipients vs. non-recipients	Households receiving subsidies are more likely to invest in renewable energy technologies	Subsidies for renewable energy technologies are a potent tool for promoting sustainable energy consumption among consumers
(Xu et al., 2023)	Analyze the impact of environmental regulations on the production of eco-friendly products	Industry analysis on changes in product offerings following new environmental regulations	Increase in eco-friendly product offerings post-regulation	Regulations play a crucial role in encouraging manufacturers to produce more sustainable products
(Hou et al., 2023)	Assess the role of green building standards in influencing consumer and developer behaviour	Survey and interviews with developers and homebuyers regarding green building standards	Green building standards significantly influence developer practices and consumer preferences	Standards for green building are vital for promoting sustainability in the construction industry and guiding consumer choices
(Canavari & Coderoni, 2020)	Evaluate the impact of carbon labelling on consumer product choices	Experimental study on consumer choices in the presence of carbon labels	Carbon labels influence consumer preferences, leading to a higher selection of low-carbon footprint products	Carbon labelling is an effective strategy for informing consumers about the carbon footprint of products and influencing choices
(Wilson et al., 2012)	Study the effectiveness of government incentives on recycling rates	Comparative study of recycling rates in municipalities with and without recycling incentives	Municipalities with recycling incentives show higher recycling rates compared to those without	Incentive programs are crucial for enhancing recycling rates and promoting sustainable waste management practices

This table encapsulates diverse studies that illustrate the significant role government policies, subsidies, regulations, and standards play in steering both consumers and producers towards more sustainable practices. These insights affirm the necessity for government intervention in creating an ecosystem where sustainable choices are not only encouraged but also made accessible and reliable through clear guidelines and incentives.

7. SOCIO-ECONOMIC FACTORS

The consumption of eco-friendly products is significantly influenced by socio-economic factors, including income levels, economic status, and the affordability and accessibility of green products. This section explores how these factors shape consumer behaviour towards sustainable consumption.

7.1 Influence of Income and Economic Status on Eco-Friendly Product Consumption

Income and economic status play crucial roles in determining a consumer's ability and willingness to purchase eco-friendly products. Generally, higher-income individuals are more likely to afford and prioritize the consumption of eco-friendly products due to a greater disposable income. This demographic often views the premium on green products as an investment in health, environmental sustainability, and ethical consumption.

7.1.1 Key Insights

- Consumers with higher incomes are more inclined to pay the premium associated with eco-friendly products, valuing the long-term benefits over the initial cost.
- Economic status influences not only the capacity to purchase green products but also the awareness and value placed on sustainability.
- Lower-income consumers might have a strong interest in sustainable living but face significant barriers in accessing and affording eco-friendly options.

7.2 Affordability and Accessibility of Green Products

The affordability and accessibility of eco-friendly products are critical factors that can either encourage or hinder sustainable consumption across different socio-economic groups. Making green products more affordable and widely available is essential for broadening their appeal and enabling more consumers to participate in sustainable consumption.

7.2.1 Key Insights

- The high cost of eco-friendly products compared to conventional alternatives remains a significant barrier for many consumers.
- Limited availability of green products in certain regions or markets can restrict consumer choices and hinder the adoption of sustainable consumption patterns.
- Initiatives such as subsidies, tax incentives for eco-friendly products, and the expansion of distribution channels can improve affordability and accessibility, driving wider adoption of sustainable practices.

Table 5: Summary of Key Findings on Socio-Economic Factors

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Yong Ung et al., 2020)	Examine the impact of income on the consumption of eco-friendly products	Survey of consumers across various income levels	Higher income levels correlate with increased consumption of eco-friendly products	Strategies to make green products more affordable and accessible are needed to enable broader consumer participation in sustainable consumption
(Zhang et al., 2019)	Assess the relationship between economic status and awareness of eco-friendly products	Analysis of socio-economic data and consumer surveys on environmental awareness	Economic status significantly influences environmental awareness and the likelihood of choosing eco-friendly products	Enhancing environmental education and awareness in lower-income groups could increase engagement with eco-friendly products
Meyerding et al., 2019	Investigate the affordability	Comparative price analysis of eco-	The price premium on eco-friendly	Policies to reduce the cost of eco-friendly products

	barrier to eco-friendly product consumption	friendly vs. conventional products in various markets	products is a significant barrier for many consumers	for consumers are essential for promoting sustainable consumption
Gomez & Chaloupka, 2023	Study the effects of subsidies on the affordability and consumption of green products	Analysis of consumer purchasing behaviour before and after the introduction of green subsidies	Subsidies significantly increase the affordability and consumption of green products	Subsidies are an effective tool for making eco-friendly products more accessible and affordable to a wider audience
(Callan & Thomas, 1997)	Explore the impact of accessibility on the consumption of sustainable products	Survey and analysis of retail distribution patterns for eco-friendly products	Limited accessibility in certain regions diminishes the consumption of sustainable products	Improving the distribution and availability of eco-friendly products can enhance sustainable consumption
(Szulc-Obłóza & Żurek, 2024)	Analyze the influence of socio-economic factors on attitudes towards sustainable consumption	Cross-sectional study correlating socio-economic factors with attitudes towards sustainability	Socio-economic factors, including education and income, significantly influence attitudes and behaviours towards sustainable consumption	Targeted educational and marketing efforts are needed to foster positive attitudes towards sustainability across socio-economic groups
(Koengkan et al., 2023)	Assess the role of tax incentives in promoting the purchase of eco-friendly products	Review of tax incentive programs and their impact on eco-friendly product sales	Tax incentives positively impact the purchase of eco-friendly products, making them more financially accessible	Implementing tax incentives for consumers and producers of green products can drive market demand towards sustainability
(Donastorg et al., 2017)	Evaluate the economic barriers to adopting renewable energy technologies among low-income households	Survey of low-income households regarding renewable energy adoption	High upfront costs and lack of financing options are major barriers for low-income households	Financial assistance programs and innovative financing options are crucial to enable renewable energy adoption in low-income households
Deshmukh et al., 2020	Investigate the disparity in access to eco-friendly products between urban and rural areas	Comparative analysis of product availability and consumer choices in urban vs. rural areas	Rural areas face significant challenges in accessing eco-friendly products due to limited retail options	Expanding the retail distribution of green products to rural areas is necessary to ensure equitable access to sustainable options
(Gomes et al., 2023)	Examine consumer willingness to pay for green products across different	Discrete choice experiment to gauge consumer preferences and willingness to pay	Willingness to pay for green products varies significantly across socio-economic backgrounds, with	Addressing the price sensitivity among different consumer groups can help tailor marketing and pricing

	socio-economic backgrounds		higher willingness in affluent groups	strategies for green products
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This table underscores the intricate relationship between socio-economic factors and sustainable consumption. It highlights the need for targeted strategies to overcome economic barriers and improve the affordability and accessibility of eco-friendly products. By addressing these challenges, policymakers and businesses can foster a more inclusive environment that enables consumers from all economic backgrounds to participate in sustainable consumption practices.

8. PSYCHOLOGICAL FACTORS

Psychological factors play a critical role in shaping consumer behaviour towards eco-friendly products. This includes personal values, attitudes, and self-concept, as well as the influence of social norms and peer pressure. Understanding these factors can help in developing more effective strategies to promote green choices among consumers.

8.1 Personal Values, Attitudes, and Self-Concept as Drivers of Green Choices

Personal values and attitudes towards the environment significantly influence consumer preferences and decisions. Consumers who prioritize sustainability and have a positive attitude towards environmental conservation are more likely to make green choices. Self-concept, or how individuals perceive themselves in relation to their values and beliefs, also plays a crucial role. Those who view themselves as environmentally responsible are more inclined to adopt behaviours that reflect this self-concept, including purchasing eco-friendly products.

8.1.1 Key Insights:

- Personal values such as altruism, responsibility towards the environment, and health consciousness drive eco-friendly purchasing decisions.
- A positive attitude towards environmental actions encourages consumers to seek out and choose sustainable products.
- Self-concept related to environmental identity strongly influences consumer behaviour, leading individuals to make choices that align with their perceived identity as eco-conscious consumers.

8.2 Influence of Social Norms and Peer Pressure

Social norms and peer pressure significantly impact consumer behaviour, including the adoption of eco-friendly practices. Social norms, or the behaviours that are deemed acceptable and expected within a group, can encourage individuals to make sustainable choices, especially when these norms emphasize environmental responsibility. Peer pressure, both direct and indirect, can further influence individual choices, with consumers often adopting behaviours that are prevalent within their social circles to gain acceptance or approval.

8.2.1 Key Insights

- Consumers are influenced by the eco-friendly behaviours of their peers and are likely to adopt similar practices to fit in with their social group.
- The presence of strong environmental social norms within a community or social network can lead to increased sustainable consumption patterns among its members.
- Peer influence can also act as a barrier to green choices if the prevailing social norms do not support environmental sustainability.

Table 6: Summary of Key Findings on Psychological Factors

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Jan et al., 2019)	Examine how personal values influence consumer choices for eco-friendly products	Survey measuring values and eco-friendly product purchasing behaviour	Strong correlation between environmental values and the choice of eco-friendly products	Marketing strategies should align with and appeal to the environmental values of consumers

(Legere & Kang, 2020)	Investigate the role of self-concept in sustainable consumer behaviour	Interviews and self-report questionnaires on self-concept and purchasing patterns	Individuals with a strong eco-conscious self-concept are more likely to purchase sustainable products	Enhancing consumers' environmental self-concept can be a strategy to promote sustainable consumption
(White et al., 2019)	Assess the impact of social norms on eco-friendly purchasing decisions	Experimental study manipulating perceived social norms	Perceived strong social norms for sustainability lead to higher rates of eco-friendly purchasing decisions	Businesses and policymakers should foster positive social norms around sustainability to encourage eco-friendly purchasing
(Hasebrook et al., 2022)	Study the influence of peer pressure on the adoption of green behaviours	Survey on the impact of peer behaviours on individual environmental actions	Peer pressure significantly influences individuals to adopt green behaviours, especially in tightly knit social groups	Social marketing campaigns can leverage peer influence to promote widespread adoption of eco-friendly practices
(Ma et al., 2023)	Explore the relationship between attitudes towards the environment and green product consumption	Analysis of attitude surveys and consumption data	Positive environmental attitudes are strongly linked to the consumption of green products	Campaigns that positively shape attitudes towards the environment can drive eco-friendly product consumption
Msengi et al, 2019.	Analyze the effect of perceived social norms on recycling behaviour	Study on the influence of community norms on recycling practices	Recycling behaviour is significantly higher in communities with strong social norms supporting recycling	Community-level interventions that establish strong recycling norms can enhance participation in recycling programs
(Mandarić et al., 2022)	Assess the role of environmental identity in consumer choice for sustainable fashion	Survey linking environmental identity with choices in sustainable fashion	Consumers with a strong environmental identity are more likely to choose sustainable fashion options	Sustainable fashion brands should target consumers with a strong environmental identity
(Graves & Roelich, 2021)	Investigate the psychological barriers to adopting sustainable consumption practices	Focus groups discussing psychological barriers to sustainable consumption	Psychological barriers, including denial of impact and perceived ineffectiveness of actions, hinder sustainable consumption practices	Addressing psychological barriers through education and social proof can encourage more sustainable consumption
(Crippa et al., 2021)	Study the impact of altruism on	Survey assessing the relationship	Altruism significantly predicts preferences	Marketing messages that highlight the

	preferences for eco-friendly products	between altruistic values and eco-friendly product preferences	for eco-friendly products, with altruistic individuals showing a higher preference	altruistic benefits of eco-friendly products can appeal to consumers with altruistic values
(Czeczotko et al., 2022)	Evaluate the influence of health consciousness on green product consumption	Comparative study of health-conscious and less health-conscious consumers' purchasing behaviour	Health consciousness is a significant driver for choosing eco-friendly products, particularly in food and personal care categories	Eco-friendly product marketing can emphasize health benefits to attract health-conscious consumers

This table highlights the complex interplay between psychological factors and eco-friendly consumer behaviour. Personal values, attitudes, self-concept, social norms, and peer pressure each have a distinct impact on the choices consumers make regarding sustainable products. Understanding these psychological drivers is essential for businesses, marketers, and policymakers aiming to encourage more sustainable consumption patterns across different demographics. By aligning marketing strategies and community initiatives with the psychological motivations of consumers, it is possible to foster a more environmentally conscious society.

9. CULTURAL AND REGIONAL VARIATIONS

Cultural and regional differences significantly influence environmentally conscious consumption. These variations affect how communities perceive and engage with sustainability, shaping their green choices in distinct ways. Understanding these differences is crucial for tailoring approaches to promote eco-friendly behaviours across diverse cultural contexts.

9.1 Differences in Environmentally Conscious Consumption Across Cultures and Regions

Environmental awareness and the adoption of sustainable practices vary greatly across cultures and regions, influenced by factors such as local environmental conditions, economic development, educational levels, and cultural heritage. In some cultures, sustainability is deeply ingrained in traditional practices and lifestyles, while in others, rapid industrialization and consumerism have led to a disconnect from sustainable living principles.

9.1.1 Key Insights

- Cultures with a strong connection to nature often exhibit higher levels of environmental consciousness and a greater propensity for eco-friendly consumption.
- Economic development and urbanization can impact the adoption of green behaviours, with more developed regions sometimes having greater access to sustainable products but also higher levels of consumption and waste.
- Regional policies, infrastructure, and the availability of green products significantly influence the feasibility and attractiveness of sustainable choices for consumers.

9.2 Impact of Cultural Values and Norms on Green Choices

Cultural values and norms play a pivotal role in shaping attitudes towards the environment and sustainable consumption. Societies that value community, stewardship of the earth, and intergenerational equity are more likely to embrace sustainable practices and prioritize eco-friendly products.

9.2.1 Key Insights

- Cultural emphasis on frugality, waste reduction, and respect for natural resources can lead to more sustainable consumption patterns.
- Social norms within a culture can either encourage or discourage eco-friendly behaviours, depending on the collective values regarding environmental responsibility.
- The influence of cultural leaders and community practices can significantly impact individual behaviours, highlighting the importance of culturally resonant messages in promoting sustainability.

Table 7: Summary of Key Findings on Cultural and Regional Variations

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Nocca, 2017)	Explore the impact of cultural heritage on sustainable living practices	Ethnographic study in communities with strong sustainability traditions	Cultural heritage plays a critical role in shaping sustainable living practices, with traditional knowledge supporting eco-friendly behaviours	Incorporating traditional ecological knowledge in sustainability education can strengthen community-based environmental initiatives
(Majeed et al., 2022)	Assess the variation in green product consumption across different economic regions	Comparative analysis of green product sales data across regions	Significant variations in green product consumption across regions, influenced by economic and infrastructural factors	Tailored marketing and policy strategies are needed to address regional disparities in access to and attitudes towards green products
(Keivani, 2009)	Investigate the influence of urbanization on consumer attitudes towards sustainability	Survey comparing urban and rural consumers' attitudes towards green products	Urbanization influences consumer attitudes towards sustainability, with urban dwellers showing higher awareness but also higher consumption levels	Urban sustainability initiatives must address the unique challenges and opportunities presented by higher levels of awareness and consumption
Mont et al, 2022	Study the effect of regional environmental policies on eco-friendly product adoption	Analysis of eco-product adoption rates before and after policy implementations in various regions	Regional environmental policies have a significant impact on the adoption of eco-friendly products	Effective policy design and implementation are crucial for promoting sustainable consumption at the regional level
(Green et al., 2019)	Examine the role of social norms in shaping green behaviours in different cultural contexts	Cross-cultural survey on social norms and environmental behaviours	Social norms vary widely across cultures, significantly influencing green behaviours	Developing culturally sensitive campaigns that leverage existing social norms can enhance the effectiveness of environmental initiatives
(Tryphena & Aram, 2023)	Analyze the influence of cultural values on preferences for sustainable fashion	Consumer preference study focused on sustainable fashion in diverse cultural settings	Cultural values strongly influence sustainable fashion preferences, with some cultures placing higher value on ethical and eco-friendly fashion	Fashion brands should consider cultural values when designing and marketing sustainable fashion lines
(Hoppe et al., 2015)	Assess the impact of community-based sustainability	Comparative study of community-led	Community-based initiatives are more effective in regions	Support for community-led sustainability projects should be a key

	initiatives in different regions	sustainability projects	with strong communal values and practices supporting sustainability	component of environmental policy in culturally cohesive regions
(Berglund et al., 2020)	Evaluate the role of education in promoting environmental awareness across different cultural backgrounds	Longitudinal study on the impact of environmental education programs in diverse cultural settings	Environmental education has a variable impact across cultures, with cultural relevance being a key factor in its effectiveness	Environmental education programs must be tailored to the cultural context to maximize impact
(Oluwadip e et al., 2021)	Investigate regional differences in recycling behaviours	Survey on recycling practices across different regions with varying recycling infrastructures	Recycling behaviours show significant regional differences, influenced by infrastructure and policy support	Enhancing recycling infrastructure and policy support can address regional disparities in recycling participation
(Das et al., 2020)	Study the influence of cultural norms on the consumption of organic food	Comparative analysis of organic food consumption trends in cultures with different dietary traditions	Cultural norms around food significantly impact the consumption of organic products, with some cultures more inclined towards organic options	Organic food marketing should consider cultural dietary traditions and norms to effectively reach diverse consumer groups

This table illustrates the profound influence of cultural and regional variations on environmentally conscious consumption. It highlights the importance of understanding cultural values, norms, and regional characteristics to effectively promote eco-friendly behaviours. Tailoring sustainability initiatives to fit the cultural context can significantly enhance their acceptance and impact, underscoring the need for culturally and regionally informed approaches to environmental advocacy and policy-making.

10. ENVIRONMENTAL ADVOCACY AND CONSUMER ACTIVISM

Environmental advocacy and consumer activism play pivotal roles in shaping consumer behaviour towards more sustainable practices. By raising awareness, advocating for change, and mobilizing collective action, these movements influence both individual choices and broader industry standards.

10.1 Role of Environmental Advocacy and Activism in Shaping Consumer Behaviour

Environmental advocacy groups and activists work tirelessly to highlight the urgency of environmental issues and promote sustainable practices among consumers. Through various channels, including social media campaigns, protests, educational workshops, and lobbying, they push for both individual and systemic changes. Their efforts often lead to increased public awareness of environmental challenges and the importance of eco-friendly consumption.

10.1.1 Key Insights

- Advocacy and activism can lead to significant shifts in consumer behaviour by highlighting the environmental and ethical implications of their choices.
- Successful campaigns often utilize emotional appeals, factual information, and calls to action to engage and motivate consumers.
- Consumer activism, including boycotts and "buycotts" of certain products or brands, can directly influence corporate practices and policies.

10.2 Influence of Community and Social Movements

Community and social movements bring together individuals with shared concerns about environmental issues, fostering a collective identity and a sense of purpose. These movements can create powerful networks that support sustainable living practices, from community gardens and local recycling initiatives to collective purchasing of renewable energy.

10.2.1 Key Insights

- Communities that engage in sustainability initiatives often see a ripple effect, with eco-friendly behaviours spreading through social networks.
- Social movements can amplify the impact of individual actions, showing that collective efforts can lead to meaningful environmental change.
- Engagement in community-based environmental initiatives can strengthen individuals' commitment to sustainable living and influence their long-term behaviour.

Table 8: Summary of Key Findings on Environmental Advocacy and Consumer Activism

Study Reference	Objective	Methodology	Key Findings	Conclusions/Implications
(Ashida, 2023)	Assess the impact of environmental advocacy on public awareness and eco-friendly consumption	Survey following an advocacy campaign	Increased awareness and consumption of eco-friendly products post-campaign	Advocacy plays a crucial role in educating the public and promoting sustainable consumption
(C. N. Leonidou et al., 2022)	Examine the influence of consumer activism on corporate sustainability practices	Case studies of companies affected by consumer boycotts and buycotts	Consumer activism leads to changes in corporate practices, with companies adopting more sustainable policies	Consumer activism is an effective tool for driving corporate change towards sustainability
(Vasi & King, 2012)	Investigate the role of social movements in promoting environmental sustainability	Analysis of participation in environmental social movements	Participation in social movements significantly correlates with sustainable lifestyle choices	Social movements are critical in mobilizing individuals and communities for environmental action
(Stapleton et al., 2022)	Study the effects of community-based environmental initiatives on individual behaviour	Comparative study of individuals in communities with and without environmental initiatives	Individuals in communities with environmental initiatives demonstrate higher engagement in eco-friendly behaviours	Community-based initiatives are effective in fostering a culture of sustainability and influencing individual behaviours
(Bryła Paweł and Chatterjee & Ciabiada-Bryła, 2022)	Explore the impact of digital advocacy on consumer awareness and behaviour	Review of digital advocacy campaigns on social media	Digital advocacy campaigns significantly increase consumer awareness and motivation to engage in eco-friendly practices	Digital platforms are powerful tools for environmental advocacy, reaching a wide audience and encouraging sustainable behaviours
(Xie et al., 2022)	Analyze the effect of environmental	Media analysis of coverage of	Protests elevate environmental issues	Environmental protests play a key role in shaping

	protests on public discourse and consumer choices	environmental protests	in public discourse, influencing consumer awareness and choices	public opinion and consumer behaviour towards sustainability
(Julsrud, 2023)	Assess the influence of local environmental groups on community sustainability practices	Survey of community members involved in local environmental groups	Involvement in local environmental groups leads to increased adoption of sustainability practices in the community	Local environmental groups are instrumental in promoting sustainability at the community level
(Begum et al., 2021)	Evaluate the impact of environmental education campaigns led by advocacy groups on consumer behaviour	Longitudinal study of consumer behaviour before and after environmental education campaigns	Environmental education campaigns lead to long-term changes in consumer behaviour towards more sustainable practices	Environmental education, particularly when spearheaded by advocacy groups, is vital for fostering long-term sustainable consumer behaviours
(Skaidrē, 2020)	Investigate the role of grassroots movements in shaping local environmental policies and consumer behaviour	Case study analysis of grassroots movements and their impact on local policies	Grassroots movements have a significant impact on local environmental policies and encourage eco-friendly consumer behaviour	Grassroots movements are key drivers of policy change and consumer behaviour at the local level
(Machová et al., 2022)	Study the effectiveness of "buycott" campaigns in promoting the consumption of sustainable products	Analysis of sales data before and after "buycott" campaigns	"Buycott" campaigns effectively increase sales of targeted sustainable products, demonstrating consumer support for sustainability	"Buycott" campaigns are an impactful strategy for consumers to show support for sustainable practices and influence market demand

This table highlights the influential role of environmental advocacy, consumer activism, and community movements in promoting sustainable consumption and influencing broader societal and corporate practices. By raising awareness, fostering community engagement, and directly impacting corporate policies, these efforts play a crucial role in the transition towards a more sustainable future. The findings underscore the importance of collective action and the power of mobilized communities and individuals in driving environmental change.

10.3 Implications

The insights derived from examining environmental advocacy, consumer activism, cultural and regional variations, psychological factors, and socio-economic influences have significant implications for businesses, policymakers, and educational institutions. Understanding these dynamics is crucial for fostering a more sustainable future.

For Businesses: Aligning Strategies with Consumer Sustainability Preferences

Businesses need to recognize and adapt to the growing consumer demand for sustainability. This involves not only offering eco-friendly products but also ensuring that their entire value chain is sustainable. Transparency and authenticity in green marketing are essential to build trust and loyalty among consumers.

10.3.1 Implications

- **Product Development:** Businesses should focus on developing products that are genuinely sustainable, using eco-friendly materials and processes.
- **Marketing and Communication:** Align marketing strategies with environmental values, ensuring that sustainability claims are backed by genuine practices to avoid greenwashing.
- **Consumer Engagement:** Engage with consumers through social media and other platforms to understand their preferences and feedback, fostering a community around sustainability.

For Policymakers: Supporting Sustainability Through Regulations and Incentives

Policymakers play a pivotal role in creating an enabling environment for sustainable consumption and production. Implementing effective regulations and incentives can drive both businesses and consumers towards more eco-friendly practices.

10.3.2 Implications

- **Regulations:** Implement and enforce regulations that require businesses to adhere to sustainability standards in their operations and products.
- **Incentives:** Provide incentives such as subsidies, tax breaks, and grants for businesses and consumers that adopt sustainable practices.
- **Infrastructure Development:** Invest in infrastructure that supports recycling, renewable energy, and public transportation, making it easier for individuals and businesses to be sustainable.

For Education: Raising Awareness and Fostering Environmentally Friendly Behaviours

Education is fundamental to raising awareness about environmental issues and fostering sustainable behaviours. Schools, universities, and informal education platforms have the opportunity to integrate sustainability into their curricula and programs.

10.3.3. Implications

- **Curriculum Integration:** Incorporate environmental education into the curriculum at all levels, focusing on the importance of sustainability and how individuals can contribute.
- **Awareness Campaigns:** Conduct awareness campaigns that highlight the impact of individual actions on the environment and promote sustainable practices.
- **Community Engagement:** Encourage students and educators to engage with local communities on sustainability projects, fostering a practical understanding of environmental stewardship.

Table 9: Summary of Implications Across Sectors

Sector	Strategy	Implications
Businesses	Product development focused on sustainability, transparent marketing, and consumer engagement.	Businesses that align with consumer sustainability preferences can enhance their brand loyalty and market position.
Policymakers	Implementation of regulations and incentives for sustainable practices, investment in infrastructure.	Effective policy can drive systemic change, making sustainable options more accessible and attractive.
Education	Integration of environmental education, awareness campaigns, and community engagement.	Educating the public, especially young people, creates a foundation for lifelong sustainable behaviours.

This table encapsulates the multifaceted approach needed to promote sustainability across different sectors. By aligning business strategies with consumer preferences, supporting sustainability through informed policymaking, and raising awareness through education, society can move towards more environmentally friendly behaviours and sustainable consumption patterns.

11. GAPS IN THE LITERATURE AND FUTURE RESEARCH DIRECTIONS

Despite the extensive research on environmental sustainability and consumer behaviour, certain gaps persist in the literature. Identifying these gaps is crucial for setting the direction of future research, which can provide deeper insights into promoting sustainable consumption more effectively.

11.1 Identification of Research Gaps

1. **Longitudinal Studies on Behaviour Change:** There is a need for more longitudinal research to understand how sustainable behaviours are adopted and maintained over time, and how external factors such as economic shifts or policy changes influence these behaviours.
2. **Cross-Cultural Comparative Studies:** While there is recognition of cultural influences on sustainability, detailed comparative studies across diverse cultures are lacking. Such research could elucidate universal drivers of sustainability as well as culturally specific practices.
3. **Impact of Digital Media on Sustainability:** As digital media becomes increasingly central in people's lives, its role in promoting or hindering sustainable consumption needs further exploration. This includes the effects of social media, digital marketing, and online communities.
4. **Psychological Barriers to Sustainable Behaviour:** While the influence of values and attitudes is well-documented, less is known about the psychological barriers that prevent individuals from acting on their sustainability intentions.
5. **Effectiveness of Policy Interventions:** More empirical evidence is needed on the effectiveness of specific policy interventions, such as subsidies or regulations, in promoting sustainable consumer behaviours in different contexts.
6. **Corporate Influence on Consumer Behaviour:** Further research could investigate how corporations can effectively influence consumer behaviour towards sustainability beyond marketing, such as through product design, service models, and corporate advocacy.
7. **Socio-Economic Barriers:** More detailed studies are required to understand the socio-economic barriers to sustainable consumption, particularly among low-income populations, and how these can be overcome.

Suggestions for Future Studies to Address These Gaps

1. **Conduct Longitudinal Studies:** Future studies should track changes in consumer behaviour over time, focusing on the transition from awareness to action and the sustainability of these behaviours.
2. **Undertake Cross-Cultural Research:** Researchers should conduct studies comparing sustainability practices across different cultures to identify effective strategies that can be adapted and applied globally.
3. **Explore the Digital Landscape:** Investigate the role of digital platforms in shaping consumer attitudes towards sustainability, including the potential for digital activism to drive change.
4. **Examine Psychological Barriers:** Future research should delve into the psychological barriers to sustainable consumption, exploring strategies to overcome these through targeted interventions and messaging.
5. **Assess Policy Interventions:** Studies assessing the impact of specific policy measures on sustainable consumption can provide valuable insights for policymakers to design more effective strategies.
6. **Investigate Corporate Strategies:** Research into how businesses can lead by example, influencing consumer behaviour through innovative product and service offerings, is needed.
7. **Address Socio-Economic Barriers:** Future research should focus on identifying and mitigating socio-economic barriers to sustainability, exploring innovative solutions to make sustainable options more accessible to all.

By addressing these gaps, future research can contribute significantly to our understanding of how to promote sustainable consumption effectively. This will not only benefit the academic community but also inform the strategies of businesses, policymakers, and educators working towards a more sustainable future.

CONCLUSION

The exploration of environmentally conscious consumer behaviour through the lenses of psychological factors, socio-economic influences, cultural and regional variations, as well as the impact of environmental advocacy and consumer activism, reveals a complex and multifaceted picture. This conclusion summarizes the key findings from these areas, reflects on the inherent complexity of sustainable consumer behaviour, and underscores the significance of aligning sustainability efforts with consumer priorities.

11.2 Summary of Key Findings

- **Psychological Factors:** Personal values, attitudes, and self-concept significantly drive green choices, while social norms and peer pressure can either support or hinder these behaviours.
- **Socio-Economic Influences:** Income and economic status play crucial roles in determining access to and the affordability of eco-friendly products, with disparities existing across different socio-economic groups.
- **Cultural and Regional Variations:** There is a wide range of environmentally conscious behaviours across cultures and regions, influenced by local values, traditions, and environmental policies.
- **Environmental Advocacy and Consumer Activism:** Advocacy groups and consumer movements are pivotal in raising awareness and pushing for both individual and systemic changes towards sustainability.

11.3 Reflection on the Complexity of Environmentally Conscious Consumer Behaviour

The journey towards sustainable consumption is not linear but is influenced by a web of interrelated factors. Psychological aspects such as personal values and social influences interact with external factors like socio-economic status and cultural norms, making the adoption of green behaviours a complex process. This complexity underscores the importance of adopting a holistic approach in promoting sustainability, one that considers the diverse motivations and barriers faced by consumers.

11.4 The Significance of Addressing Consumer Priorities in Sustainability Efforts

For sustainability efforts to be successful, it is critical to address the priorities and concerns of consumers. This involves not only making eco-friendly products more accessible and affordable but also ensuring that sustainability initiatives resonate with consumers' values and cultural backgrounds. Businesses, policymakers, and educators must work together to create an enabling environment that supports sustainable choices, leveraging insights from consumer behaviour research to tailor their strategies effectively.

11.5 Moving Forward

The findings from this exploration highlight the need for continued research and action in understanding and promoting environmentally conscious consumer behaviour. Future studies should aim to address the identified gaps in the literature, exploring innovative ways to engage consumers and encourage sustainable practices. As society moves towards a more sustainable future, the collective efforts of individuals, communities, businesses, and governments will be paramount in making environmental consciousness a mainstream aspect of consumer behaviour. By prioritizing sustainability in all facets of decision-making, we can ensure a healthier planet for current and future generations.

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