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Original Research Article

Analysis of Factors Influencing Green Consumption Behavior: A Case Study of Hai Phong City

Bui Thi Ngoc Anh

Thanh Dong University, Hai Phong City, Vietnam
Email: ngocanh@thanhdong.edu.vn

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Abstract—The objective of this article is to evaluate the influence of various factors on consumers' green consumption behavior based on the Theory of Planned Behaviour. The data was gathered from a survey of 570 consumers. The paper employs quantitative research methods, including Cronbach's Alpha, exploratory factor analysis, correlation analysis, and linear regression analysis. The results show that five factors have a positive relationship with green consumption behavior in Hai Phong city, listed in order of decreasing importance: green product characteristics, green product prices, environmental awareness, green marketing, and subjective norms. The article suggests some strategies to develop effective communication efforts to encourage green consumption among consumers in Hai Phong city.

Keywords: consumer behavior, green consumption, Hai Phong city.

INTRODUCTION

In the face of climate change, resource depletion, and rising environmental pollution, green consumption has become a crucial trend for promoting sustainable development. Green consumption behavior is defined as consumers prioritizing the selection, purchase, and use of products and services that are environmentally friendly, recyclable, or have minimal negative impact on the ecosystem (Peattie, 2010). Studies indicate that green consumption plays a vital role in reducing emissions, encouraging businesses to adopt sustainable models, and helping improve the quality of life for communities (Joshi & Rahman, 2015).

Around the world, many scholars have studied the factors that influence green consumption behavior, including environmental awareness, attitudes, subjective norms, beliefs, and behavioral intentions (Ajzen, 1991; Thøgersen, 2000). However, these studies are mainly conducted in developed countries, where policy systems, green infrastructure, and public awareness are relatively well-established. In the context of developing countries, especially in Vietnam, green consumption behavior remains rare and is affected by many barriers such as price, income, understanding of green products, and market availability (Nguyen et al., 2020).

Hai Phong is one of Vietnam's major port cities and key industrial centers, facing significant environmental pressures from rapid urbanization and industrial activities. Promoting green consumption behavior among residents not only helps protect the urban environment but also lays a foundation for sustainable city development. However, so far, studies on green consumption behavior in Hai Phong have been very limited, while most research in Vietnam has focused mainly on large cities such as Hanoi or Ho Chi Minh City (Doan et al., 2024). This creates a practical gap, highlighting the need for specific studies in Hai Phong to clearly identify the factors influencing and characteristics of local green consumption behavior.

This study adds to the empirical evidence on green consumption behavior in developing cities and offers recommendations for management agencies, enterprises, and communities to develop policies, marketing, and communication strategies that promote green lifestyles in Hai Phong City.

LITERATURE REVIEW AND RESEARCH MODEL

Consumer behavior and green consumption

A green product is an ecological and environmentally friendly product. It can be one that does not pollute the planet or harm natural resources, and can be recycled or conserved (Vazifehdoust et al., 2013).

Green consumption involves shopping for products that are eco-friendly and beneficial to the environment. It includes products that support the long-term goal of environmental protection and conservation (Mainieri et al., 1997).

Green consumption emphasizes integrating environmental awareness into the consumption process

or engaging in green consumption as a way for people to participate in environmental protection (Sun et al., 2019). In other words, green consumption is now seen as the leading consumption trend of the century as environmental concerns grow among many countries worldwide (Lorek & Funchs, 2013).

Consumer behavior is the reaction individuals have during the decision-making process when purchasing goods and services. Green consumption behavior refers to the use of environmentally beneficial products (Mostafa, 2007).

Analytical framework

The research model based on the Theory of Reasoned Action (TRA) was first developed in 1967 by Fishbein, then modified and expanded by Fishbein and Ajzen (1975). TRA explains consumer behavior and identifies how behavioral intentions lead to actions. This model incorporates three dimensions: perception, emotion, and trend. The Theory of Planned Behavior (TPB) by Ajzen (1991) is one of the most significant theories in psychosocial research for predicting human behavior. According to TPB, customers' green consumption behavior is influenced by three main factors: (1) "Attitudes," which refer to an individual's positive or negative evaluation of performing an act; (2) "Subjective norms," which involve the social pressure an individual feels from others, such as relatives, colleagues, and friends, to perform the act. These norms stem from others' expectations and the individual's motivation to meet those standards; (3) "Perceived behavioral control," which reflects an individual's perception of how easy or difficult it is to perform a particular act. It depends on the resources and opportunities available to carry out the behavior.

Previous studies have explored factors that influence green consumption behavior in various countries. For example, Maheshwari (2014) identified three factors that influence the purchasing behavior of Indian consumers, including consumer beliefs and attitudes towards green products, consumer awareness of environmentally safe products, and the impact of marketing efforts on consumers. Boztepe (2012) identified four factors: environmental awareness, green product characteristics, green product prices, green marketing activities, and consumer behavior among the Turkish people. Lately, Pham (2014) predicts that the green buying behavior of young consumers in Da Nang city is affected by factors including collectivism, environmental concern, attitudes towards green purchasing behavior, social influence, perceived consumer effectiveness of environmental behavior, and self-image.

Based on a thorough review of relevant previous studies and the underlying theories mentioned above, the research model is proposed as shown in Figure 1:

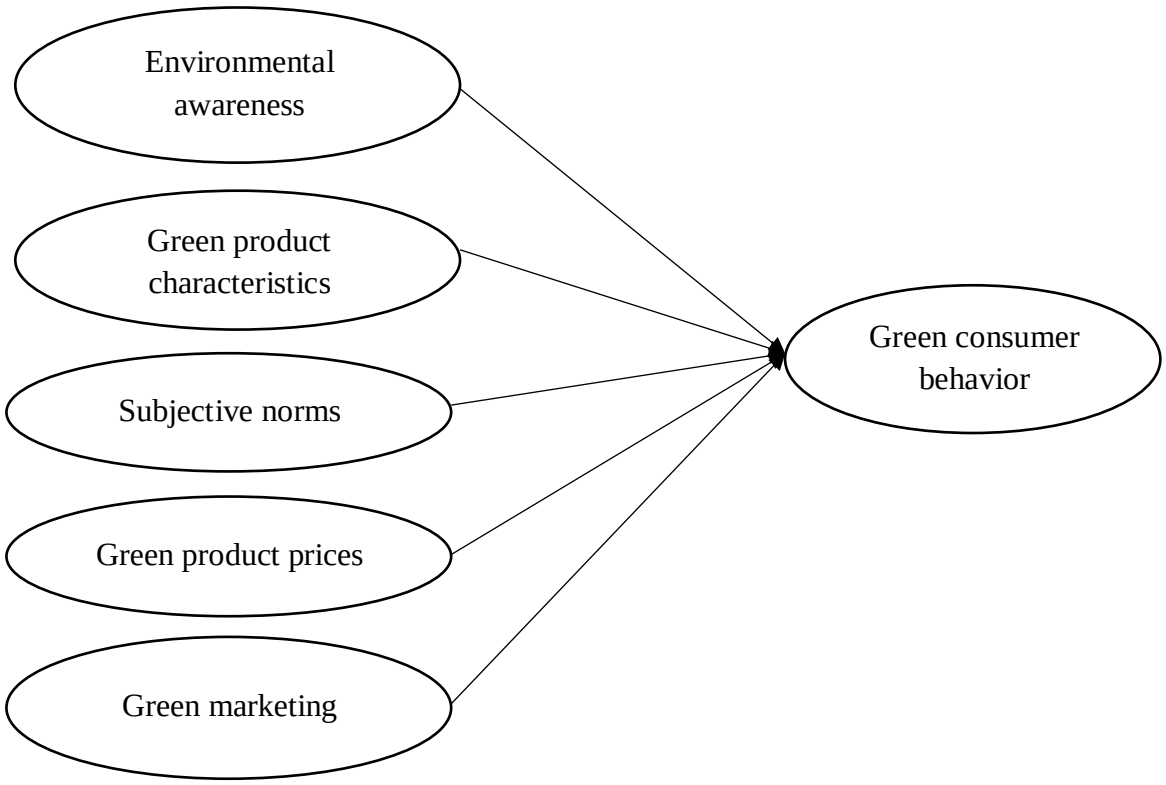

Figure 1: Research model

Source: Proposed by the author

Hypothesis Development

Environmental awareness refers to the extent to which an individual understands, cares about, and recognizes environmental issues. This includes awareness of the negative effects of human actions on the natural environment and the necessity of changing behavior to protect it (Mostafa, 2007). According to the Value-Belief-Norm theory and empirical research, when people are more aware of environmental issues, such as understanding the consequences and their personal responsibility, they are more likely to adopt environmentally friendly behaviors, including green consumption (Stern, 2000). Research by Mostafa (2007) also shows a positive link between environmental perception and the intention or action to purchase "green" products. Based on the above arguments, the research hypothesis is proposed as follows:

H1: Environmental awareness influences green consumption behavior.

Green product characteristics include attributes and features that show environmental friendliness, such as using recycled or non-toxic materials, being energy-efficient, eco-certified, or having packaging that is reusable and biodegradable (Chen & Chang, 2012). Factors like eco-friendly features, green certification, durability, organic or non-toxic ingredients, and recycled packaging significantly influence consumer evaluations and purchasing decisions. When a product clearly displays green traits such as certifications or labels, consumers are more likely to recognize its environmental benefits and feel motivated to choose greener options. Many meta-studies highlight the important role of product characteristics in encouraging sustainable consumer behavior (do Paço, 2011; Dangelico & Vocalelli, 2017). Based on the above arguments, the research hypothesis is proposed as follows:

H2: Green product characteristics influence green consumption behavior.

According to the Theory of Planned Behavior, the subjective norm refers to the influence of significant people, such as family and friends, as well as social references. It is a key factor in behavioral intentions. When societal pressures or expectations favor green consumption, individuals tend to follow suit to align with the reference group, thereby increasing the likelihood of engaging in green consumption behaviors. Many studies applying TPB to green purchasing confirm the critical role of subjective norms (Grankvist & Biel, 2007; Nguyen & Uong, 2025). Based on the above arguments, the research hypothesis is proposed as follows:

H3: Subjective norms influence green consumption behavior.

Price is an economic factor that directly influences the purchase decision. In many cases, a "green" product costs more than a conventional product (due to the cost of production, certification, sustainable processes), which can decrease the acceptability among price-sensitive consumers. However, some consumer groups are willing to pay more for environmental benefits, so the impact of prices may vary. Therefore, the general expectation is that prices tend to have a (often negative) effect on green consumption behavior, but the extent and direction can be influenced by intermediate or regulatory variables (e.g., income, attitudes) (Biswas & Roy, 2015). Based on the above arguments, the research hypothesis is proposed as follows:

H4: Green product prices influence green consumption behavior.

Marketing activities encompass communications, advertising, promotions, product information, and certifications, which aim to increase awareness, highlight the benefits of green products, and mitigate information asymmetry. An effective green communication strategy will focus on transparency, avoiding greenwashing, and providing evidence or certification, which can boost green product purchase intentions and behaviors. Numerous studies demonstrate that green marketing, encompassing environmentally focused advertising and eco-labeling, fosters sustainable consumer behavior (Peattie & Crane, 2005; Prothero et al., 2010). Based on the above arguments, the research hypothesis is proposed as follows:

H5: Green marketing influences green consumption behavior.

METHODOLOGY

Measurement scales

The preliminary scale is inherited and adjusted from previous studies by Boztepe (2012) and Pham (2014). All scales are assessed through a 5-point Likert scale, ranging from 1 – Strongly disagree to 5 – Strongly agree.

Data collection

The author employs a combined research approach, utilizing both secondary and primary data. Secondary data are gathered from various sources, such as books, related textbooks, journal articles, conference proceedings, and research studies published both locally and internationally, related to the research topics.

Primary data were collected through a consumer survey in Hai Phong City. As recommended by Hair et al. (2010), the optimal sample size for exploratory factor analysis is a 10:1 ratio. Therefore, the required sample size is 240. However, to increase reliability and prevent the survey from being discarded due to invalid responses, the author opted for a sample size of 800. The respondents were approached via an online survey from April to July 2025.

Data analysis

Evaluating the reliability of data using Cronbach's Alpha confidence coefficient, this method allows for the elimination of inappropriate observed variables, reducing waste variables during the study. Variables with a Corrected Item – Total Correlation of less than 0.3 will be disqualified. A scale with a Cronbach's Alpha coefficient of 0.7 to 0.8 is considered usable (Nunnally & Burnstein, 1994). Exploratory Factor Analysis (EFA) is a technique used to minimize and summarize data (Hair et al., 2010). Correlation testing involves putting variables into A regression analysis all at once using Enter method, and linear regression analysis is a crucial way to assess the suitability of the model. Checking the adjusted R2 coefficient, Sig values less than 0.05, and the F-statistic helps verify the regression model's fit with the sample as a whole, while assessing the influence of independent variables on the dependent variable through Beta coefficients (Hair et al., 2010).

RESULTS AND DISCUSSION

Reliability Testing

Cronbach's Alpha reliability test results show that the independent variables have good consistency, with all having a Cronbach's Alpha coefficient above 0.7 and the Corrected Item-Total Correlation exceeding 0.3. The scale reliability results for the dependent variable indicate that all observed variables have a Corrected Item-Total Correlation above 0.3 and a Cronbach's Alpha coefficient over 0.7. Therefore, the scale meets the reliability standards for subsequent analyses (see Table 1).

Table 1: Cronbach's Alpha

Scales	No.	Cronbach's Alpha	Corrected Item – Total Correlation
Environmental awareness	4	0.783	0.638 – 0.702
Green product characteristics	4	0.832	0.604 – 0.711
Subjective norm	4	0.808	0.590 – 0.618
Green product prices	4	0.812	0.606 – 0.693
Green marketing	4	0.820	0.603 – 0.700
Green consumer behavior	4	0.805	0.593 – 0.627

Source: Analysis results from SPSS 26

Exploratory Factor Analysis (EFA)

EFA of independent variables

The KMO coefficient result of 0.830 satisfies the condition 1 < KMO < 0.5 of Bartlett's test, indicating a correlation among the observed variables. The cumulative variance extracted is 72.372%, exceeding the 50% threshold, and the Eigenvalue is 1.424, which is greater than 1. This demonstrates that 72.372% of the data's variability is accounted for, with all factors exhibiting loadings above 0.5. Consequently, the factor analysis model is appropriate for application to real-world data (see Table 2).

Table 2: EFA of independent variables

Items	Factor				
	1	2	3	4	5
GPP4	0.898				
GPP3	0.895				
GPP1	0.886				
GPP2	0.870				
SN3		0.894			
SN2		0.880			
SN4		0.875			
SN1		0.862			
EA1			0.896		
EA3			0.882		
EA4			0.873		
EA2			0.861		
GM3				0.887	
GM4				0.879	
GM1				0.861	
GM2				0.855	
GPC2					0.889
GPC4					0.872
GPC1					0.866
GPC3					0.853
Eigenvalue = 1.424					

Items	Factor				
	1	2	3	4	5
% of Variance = 72.372% KMO = 0.830 Sig. = 0.000					

Source: Analysis results from SPSS 26

EFA of the dependent variable

The EFA result of the dependent variable indicates a KMO coefficient of 0.845, which exceeds the threshold of 0.5. Consequently, the factor is deemed appropriate. The significance value (Sig) of 0.000 confirms that the observed variables are correlated collectively. The total variance extracted is 75.373%, and the Eigenvalue of 2.391 exceeds 1, demonstrating the amount of variance explained by the factor. The observational variable exhibits excellent statistical significance (refer to Table 3).

Table 3: EFA of the dependent variables

Items	Factor
	1
GCB3	0.888
GCB2	0.874
GCB4	0.863
GCB1	0.851
Eigenvalue = 2.391 % of Variance = 75.373% KMO = 0.845 Sig. = 0.000	

Source: Analysis results from SPSS 26

Correlation analysis

The results of the Pearson correlation analysis between the independent variables and the dependent variables all have Sig values of 0.000, which is less than 0.05, demonstrating that the correlations are statistically significant. The strongest correlation is with the price of green products (r = 0.530), followed by environmental awareness (r = 0.523), green product characteristics (r = 0.511), green marketing (r = 0.506), and finally subjective norms (r = 0.421). Therefore, independent variables that are more closely correlated with the dependent variable are more likely to explain it (see Table 4).

Table 4: Correlation analysis

	1	2	3	4	5	6
1	1					
2	0.523**	1				
3	0.511*	0.238**	1			
4	0.421**	0.193**	0.288**	1		
5	0.530**	0.234**	0.201**	0.277**	1	
6	0.506**	0.291**	0.213**	0.202**	0.216**	1
Notes: 1 = Green Consumer Behavior, 2 = Environmental awareness, 3 = Green product characteristics, 4 = Subjective norms, 5 = Green product prices, 6 = Green marketing						

Source: Analysis results from SPSS 26

Linear regression analysis

The adjusted R2 value accurately reflects the model's relevance to the overall data. The study has an adjusted R2 value of 0.683, indicating that 68.3% of the variation in the dependent variable is explained. Additionally, the Durbin-Watson statistic has a value of 1.635, indicating that the model does not exhibit first-order serial correlation (see Table 5).

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.738	0.709	0.683	0.406	1.635

Source: Analysis results from SPSS 26

The ANOVA analysis results showed a statistical value of F = 45,382 with a Sig value of 0.000, which is less than 0.05. This indicates that the linear regression model is suitable and consistent with the dataset, and the variables are acceptable (see Table 6).

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.683	5	10.362	45.382	0.000
	Residual	35.292	564	0.840		
	Total	113.975	569			

Source: Analysis results from SPSS 26

Table 7: Regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	SDs	Beta			Tolerance	VIF
1	(Constant)	0.356	0.178		2.168	0.021		
	EA	0.311	0.038	0.332	3.291	0.001	0783	1.793
	GPC	0.327	0.056	0.368	3.572	0.005	0.794	1.934
	SN	0.214	0.042	0.255	2.392	0.020	0.778	1.790
	GPP	0.307	0.089	0.357	3.473	0.003	0.735	2.056
	GM	0.286	0.035	0.303	2.940	0.001	0.721	2.213

a. Dependent Variable: GCB
Notes: GCB = Green Consumer Behavior, EA = Environmental awareness, GPC = Green product characteristics, SN = Subjective norms, GPP = Green product prices, GM = Green marketing

Source: Analysis results from SPSS 26

The standardized regression equation is written as follows:
GCB = 0.332EA + 0.368GPC + 0.255SN + 0.357GPP + 0.303GM

The VIF coefficients of the dependent variables in the model are all less than 10, indicating that there is no presence of multicollinearity.

The mean value is close to 0, and the standard deviation is 0.938 (near 1). The distribution of the residuals is approximately standard. Therefore, it can be concluded that the two errors of the regression model follow a standard distribution law.

The Normal probability plot for green consumption behavior in Hai Phong city shows that the observations are close to the expected straight line. Percentile points in the distribution of residuals are concentrated, indicating that the assumption of a standard distribution for the residuals is not violated. Therefore, the regression model used in this study was not affected by heteroscedasticity. Therefore, the estimated results of the study are accurate. The percentile points in the distribution of the remainder are focused into one diagonal, ensuring that the distribution assumption of the remainder is not violated. The scatter graph illustrates that the normalized distribution residuals are centered around the 0-degree line, indicating that the assumption of a linear relationship is not violated.

DISCUSSION

Green product characteristics have the greatest impact on green consumption behavior (Beta = 0.368). This shows that consumers are not only attracted to the "green" message in the media but also focus on the practical and tangible benefits of the product, such as health safety, environmental friendliness, eco-labeling, or quality certification. This finding aligns with research by Chen and Chang (2012) and Dangelico and Vocalelli (2017), which highlight that product features are key to building trust and promoting sustainable consumption behavior.

The prices of green products have a significant influence (Beta = 0.357), ranking second in the model. It is a notable finding because, in many previous studies, price has often been seen as a barrier (Laroche et al., 2001). However, in the current context, consumers appear willing to pay more for environmentally friendly products, especially when they recognize the long-term benefits for health, the environment, and their social image that green products provide. These results indicate that price still plays an important role, but it is no longer a barrier; instead, it has become a factor that reinforces the value of green consumption.

Environmental awareness also had a positive effect (Beta = 0.332). When consumers are aware of issues like pollution, climate change, and resource depletion, they are more likely to change their buying habits to be more environmentally friendly. This finding aligns with research by Stern (2000) and Mostafa (2007), which emphasizes the important role of environmental awareness in driving green consumption behavior.

Green marketing has a significant positive impact (Beta = 0.303). It indicates that communication and promotion campaigns for green products, when implemented transparently and creatively, can help build trust, reduce skepticism about "greenwashing," and encourage buying behavior. The results align with Peattie and Crane (2005) and Leonidou et al. (2013), who state that green marketing is a vital tool for raising awareness and influencing consumer behavior.

The subjective norms also had a positive effect (Beta = 0.255), although weaker than other factors, it was still statistically significant. It shows that social pressure from friends, family, and the community influences green consumption behavior, but in the current context, individual decisions seem to be more driven by product characteristics and perceived value rather than external pressure. This result is still consistent with the theory of planned behavior (Ajzen, 1991), but it indicates that social factors serve a supportive rather than a decisive role in green consumption behavior.

CONCLUSION AND IMPLICATIONS

The analysis results confirm acceptance of hypotheses from H1 to H5. Relationships between environmental awareness, green product features, subjective norms, green product prices, and green marketing positively influence green consumption behavior. Green product features are a key factor shaping the green consumption habits of Hai Phong consumers. The study suggests that policymakers should focus on understanding the importance of each factor to effectively promote consumer behavior in Hai Phong city. Emphasize high-quality products and be willing to accept higher costs for environmentally friendly products that do not harm the environment. Replicate green business models while supporting prices for green products and services to boost consumer demand. Green marketing activities should promote a balance of factors to ensure the principles of a green marketing strategy. Design communication activities that foster two-way interaction and craft marketing messages to help "green" ideas reach consumers. Image promotion strategies for "green" products are carried out within an approach that combines the following three points: benefits, people, and the environment. Businesses implement these strategies in alignment with the commitments outlined in the green marketing strategy. Business policies, operating within a uniform value chain, that are environmentally friendly and enhance credibility, build consumer confidence in the legitimacy of the product and the honesty of advertising claims. Raising awareness about consumer health and the environment helps create an image of environmentally conscious consumers who prefer products with minimal or no packaging, items made from natural ingredients, and production processes that cause little to no environmental pollution. Additionally, choosing products made from recycled materials and utilizing transportation methods that reduce emissions further support sustainability.

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