

# A Review of "Green Consumption Behavior" in Marketing

Ruifang Tian

School of Ruifang Tian, Southwest Petroleum University, Chengdu 610500, China

## Abstract

Currently, promoting the transformation of green consumption and achieving sustainable development have become an urgent task for China and the global community to fulfill the United Nations' 2030 Sustainable Development Goals. The academic community has conducted systematic research on green consumption behavior and achieved substantial progress. Based on a critical review of domestic and international literature, this paper first clarifies the broad - and narrow - sense connotations of relevant concepts such as green consumption behavior, environmentally friendly consumption behavior, and sustainable consumption behavior by discerning their associations, and extracts their core characteristics. Then, it integrates the research findings according to a three - dimensional framework of internal factors, external factors, and social factors. Finally, it points out the deficiencies in existing research and presents prospects for future research.

## Keywords

**Green Consumption; Sustainable Development; Behavioral Influencing Factors.**

## 1. Introduction

In recent years, China has witnessed rapid socioeconomic development, and the living standards of its people have been notably improved. The consumer market has also shown robust vitality and dynamism, with consumers' demand for products featuring high - quality, excellence, and personalization growing steadily. However, this development has also given rise to a series of issues such as climate change, resource shortages, and environmental pollution, exerting tremendous pressure on the ecological environment. In the face of these challenges, China attaches great importance to sustainable development and actively advocates the concept of green development.

Against this backdrop, green consumption, a consumption model centered around environmental protection and sustainability, has gradually garnered extensive attention from all sectors of society. The government encourages green consumption and promotes the development of the green industry. The proportion of green consumption in the social market also shows a rapid growth trend. According to data from the National Bureau of Statistics, in 2024, the total retail sales of consumer goods in China reached 48.79 trillion yuan, a year - on - year increase of 3.5%. Among them, the market share of green and low - carbon products has significantly increased, becoming an important driving force for consumption growth. Meanwhile, the environmental awareness of the public in China is constantly improving. An increasing number of consumers are beginning to pay attention to green products and are willing to pay a higher price for environmentally friendly products.

Although policy guidance and consumer demand have jointly propelled the expansion of the green market, there are still obstacles in the actual conversion between consumers' willingness and actions towards green consumption due to issues such as information asymmetry between the supply and demand sides and inconsistent standards. On the one hand, consumers lack a genuine understanding of green products, and there are disparities in their perception and comprehension of green products, making it difficult for them to identify genuine green

products. On the other hand, most consumers have doubts about the quality and performance of green products, believing that they are at a certain disadvantage compared to traditional products, which also prevents consumers from truly engaging in green consumption behaviors. In addition, problems such as the chaotic labeling of green products in the market and the imperfect green marketing strategies of enterprises have also hindered the development of green consumption behaviors to a certain extent.

In today's business landscape, green marketing has garnered increasing attention from enterprises. As a crucial bridge connecting enterprises and consumers, green marketing plays a significant role in guiding consumers to develop favorable green consumption habits and promoting the growth of the green market. Therefore, this study aims to conduct a comprehensive review of the literature on green consumption behavior in marketing. The objective is to provide an integrated analytical framework for academic research on green consumption behavior, offer theoretical foundations and practical approaches for enterprises to formulate green marketing strategies and for governments to optimize policies guiding green consumption, and enhance the pertinence of the research objectives.

## 2. Literature Resources

This paper takes Chinese literature from the CSSCI in the CNKI database and foreign literature from the SSCI in the WOS database as the research objects. By utilizing the keyword analysis method, it uses "Green Consumption Behavior", "Green Consumption", or "Sustainable Consumption" as the keywords for searching Chinese literature and "Green Consumption Behavior", "Green Consumption", or "Sustainable Consumption" as the keywords for searching foreign literature. It analyzes the basic development trends and hot - spot areas of green consumption behavior research at home and abroad in recent years. It summarizes the deficiencies of existing research, forecasts the future research prospects of green consumption behavior, and provides clear directions and ideas for subsequent research activities.

## 3. The Connotation of Green Consumption Behavior

Given that green consumption encompasses a wide array of behavioral categories (such as green diet, green transportation, green housing, and green shopping) and a broad scope (including product selection, consumption processes, and lifestyles), scholars from various academic fields tend to adopt different definitions when exploring and researching green consumption behavior. Table 1 summarizes the definitions and concepts related to green consumption behavior in the existing literature.

**Table 1.** Related Concepts and Definitions of Green Consumption Behaviors

Nouns	Definitions	References
Green consumption / Green consumption behavior	Consumers are encouraged to opt for unpolluted green products that contribute to public health during consumption. They should pay attention to waste disposal during the consumption process to avoid causing environmental pollution. Moreover, efforts should be made to guide consumers to change their consumption concepts, advocate for a natural lifestyle, and pursue health. While seeking a comfortable life, they should also attach importance to environmental protection.	(Zhao, Ping, 2013) <sup>[1]</sup>
	It represents an effective balance between fulfilling consumers' purchasing intentions and minimizing environmental impact after they become aware of environmental issues.	(Yu Wei, 2009) <sup>[2]</sup>

Continued Table 1. Related Concepts and Definitions of Green Consumption Behaviors

Nouns	Definitions	References
Sustainable consumption / Sustainable consumption behavior	It represents a novel consumption concept. Its objective is to ensure that during the long - term development of society, the production and consumption of products (including services) maintain a perpetual dynamic cycle that never runs dry. It refers to a form of consumption that meets the consumption needs of the current generation without compromising the ability of future generations to meet their own needs.	(Fang Xianchang et al, 1998) <sup>[3]</sup>
	Consumption that can meet the needs of contemporary people for consumption development without compromising the ability of future generations to meet their own needs for consumption development.	(Yu Haishan, 2001) <sup>[4]</sup>
Environmentally-friendly consumption / Environmentally-friendly consumption behavior	It refers to the consumption behavior of consumers, which is driven by environmental protection concepts and aims to reduce adverse environmental impacts.	(Moraes et al, 2012) <sup>[5]</sup>
	The act of purchasing environmentally - friendly products.	(Barbarossa et Al, 2016) <sup>[6]</sup>
Low-carbon consumption / Low-carbon consumption behavior	It refers to a conservation-oriented consumption pattern in the field of living consumption, where people purchase and consume products or services that meet low-carbon standards to minimize energy consumption, reduce pollution, and decrease waste.	(Liu Min et al., 2010) <sup>[7]</sup>
	A special consumption behavior adopted by consumers in response to the global climate - change crisis. During their daily consumption, consumers are guided by their low - carbon awareness and aim to reduce greenhouse gas emissions.	(Huang Suping, 2016) <sup>[8]</sup>

Based on an examination of the above concepts related to green consumption behavior, it is found that their basic ideas are consistent, and with the passage of time, green consumption has been endowed with increasingly extensive and profound connotations. The concept of green consumption behavior can be comprehensively understood from two perspectives: broad - sense green consumption behavior and narrow - sense green consumption behavior. Narrow - sense green consumption behavior mainly refers to consumers' consumption decision - making behavior of preferentially selecting environmentally friendly and resource - saving products during the purchase stage. This behavior not only helps to reduce resource waste and environmental pollution but also promotes enterprises to adopt more environmentally friendly production methods. Specifically, narrow - sense green consumption behavior includes: (1) Selecting green products, giving priority to products with less environmental impact (such as organic food and energy - saving household appliances); (2) Supporting sustainable materials, actively choosing goods made of recyclable materials (such as recycled plastic products). Broad - sense green consumption behavior not only encompasses the above - mentioned narrow - sense behavior but also covers environmental responsibility practices throughout the entire consumption cycle, emphasizing the sustainable use of resources and ecological protection. Specifically, it includes: (1) Green living, advocating a low - carbon and environmentally friendly lifestyle (such as using public transportation and classifying garbage); (2) Recycling materials, focusing on the effective use of energy and reducing the generation of waste (such as transforming or recycling used items); (3) Controlling resource consumption, paying attention to resource conservation when using products, such as saving water and electricity; (4)

Managing pollution emissions (choosing low - pollution products and usage methods); (5) Protecting the ecological environment, paying attention to the impact of products on the ecological environment throughout their life cycle; (6) Sustainable consumption, meeting current needs without endangering the ability of future generations to meet their needs (ensuring inter - generational development fairness).

In this paper, green consumption behavior not only covers consumers' purchasing behavior but also runs through the entire consumption process of consumers, including information search, product selection, and the usage process[9]. Specifically, starting from the willingness to purchase, consumers spontaneously reduce consumption behavior and preferentially choose goods with environmentally friendly raw materials, green production processes, or environmental protection factors[10]; in daily life, consumers pay attention to saving resources such as water and electricity[11].

## 4. Influencing Factors of Green Consumption Behavior

Through a comprehensive review of relevant literature on green consumption behavior, the factors influencing green consumption behavior can be categorized into three types: internal factors, external factors, and social factors.

### 4.1. Internal Factor

Internal factors, as the sum of inherent traits and psychological processes at the individual consumer level, serve as the core internal motivation source for green consumption behavior. The constituent elements of internal factors do not exist in isolation but exhibit a progressive hierarchical relationship of "integrated literacy - core values - mediating psychological perception - individual differences". Among them, environmental literacy, as a comprehensive manifestation of an individual's environmental cognition, attitude, and ability, is the integrated carrier of internal factors. Some research has broken it down into four dimensions: environmental values, environmental responsibility, environmental problem perception, and environmental behavior skills, and pointed out that environmental literacy does not directly influence green consumption behavior but exerts an indirect impact through the chain - mediation of green consumption goal intention and execution intention[23]. Among the core dimensions of environmental literacy, environmental values and ecological values, as stable psychological tendencies, are the core driving forces of internal factors. Their influence on green consumption behavior is mainly exerted through two paths: on the one hand, the promotion of environmental protection values and ecological values can significantly enhance consumers' attention to relevant value information, thereby making them more inclined to choose environmentally - friendly and green products[19]; on the other hand, a multi - agent model constructed based on regret theory shows that residents' consumption decisions are not only affected by economic benefits but also significantly influenced by psychological factors such as ecological values. Residents who identify with ecological values are more likely to engage in green consumption behavior, and green consumption values can also play a mediating role between environmental information and green consumption behavior, serving as a key bridge connecting external information and actual actions[20,21]. Meanwhile, the positive impact of ecological values on sustainable consumption behavior further confirms its core position as the underlying logic of behavior selection[22].

However, for environmental values, ecological values, etc., to be translated into actual green consumption behavior, the mediating perception of dynamic psychological variables is required. Among numerous psychological variables, the roles of environmental guilt and environmental responsibility are particularly prominent. Environmental guilt can trigger consumers' emotional preferences, thereby increasing their willingness to purchase green products[12,13]; while environmental responsibility is regulated by perceived efficacy. When

individuals believe that their contribution to environmental protection is relatively small, the perceived efficacy is at a low level, and they will not engage in green consumption behavior at this time. This makes perceived efficacy an important indicator to distinguish between environmentally - conscious and non - environmentally - conscious individuals[14]. In addition, although individual studies have pointed out that environmental concern has an insignificant impact on green consumption behavior[15], multiple studies generally support its significant positive impact and have revealed its specific mediating path: environmental concern plays a partial mediating role in the process where environmental responsibility enhances green consumption intention[16,17]; a model constructed based on empathy theory also shows that environmental concern can have a significant positive impact on green consumption behavior through the mediating effect of group empathy[18]. Moreover, gender role, as an important manifestation of individual differences, also affects green consumption behavior. Early studies only classified by physiological gender and reached contradictory conclusions about whether women or men are more active in green consumption. Subsequent studies, starting from the personality characteristics of gender roles, found that consumers with feminine characteristics have the highest willingness to engage in green consumption, and the masculine attributes of products can moderate the green consumption behavior tendency of consumers with masculine characteristics. This indicates that personality characteristics are the core cause of behavioral differences, further improving the logical framework of the influence of internal factors on green consumption behavior[24].

#### 4.2. External Factor

External factors refer to a set of objective variables outside individual consumers that influence green consumption behavior, which revolve around the core framework of "information transmission - product attributes - technological tools". The various dimensions of these factors do not act in isolation. Instead, they form a progressive chain of influence from "cognitive guidance" to "behavioral constraint" and then to "innovation promotion", jointly affecting the transformation process of consumers from green consumption intentions to actual behaviors.

In the dimension of information dissemination, various types of green information trigger consumers' green consumption intentions by shaping their environmental awareness and sense of responsibility, which serves as the primary external condition. Among them, the effectiveness of green advertising is influenced by the synergistic relationship between "interest appeals" and "information types". When an advertisement conveys self - centered personal interest appeals, ability - type information is more likely to arouse consumers' positive green purchase intentions. In contrast, when conveying altruistic social interest appeals, warmth - type information has a more significant stimulating effect. Moreover, targeted green advertising can precisely drive potential consumers to become green purchasers, enhancing the diffusion efficiency of green consumption behavior[25,26]. Enterprises' environmental information disclosure and demonstration of environmental protection efforts play a role in building trust. Whether it is systematic environmental information disclosure including content such as environmental impact, resource use, and pollution control, or the concrete demonstration of environmental protection efforts like offering high - priced free eco - friendly toothbrushes in hotel settings, they can indirectly promote green consumption behavior by enhancing consumers' environmental awareness or pro - social perception[28,29,30]. Customized information and information intervention focus on precise guidance. Customized information effectively narrows the gap between consumers' green intentions and behaviors through personalized feedback, comparative presentation of positive benefits of green consumption and negative losses of non - green consumption, as well as specific suggestions and exemplary models[31]. Information intervention means such as setting default options in

hotels can directly promote the transformation of customers' green consumption intentions at a low intervention cost[27,32].

The dimension of product characteristics focuses on the feasibility constraints of green consumption behavior, which is directly related to consumers' payment ability and usage needs and is a crucial link in determining whether green intentions can be translated into actions. As the core constraint factor, the influence of price is context - dependent. In the daily selection of green consumer goods, price sensitivity is significantly higher. Reducing the price of green products or offering price discounts can enhance consumers' green consumption ability[33]. Consumers' perception of product quality and physical performance is related to their trust in green products. Even if consumers have a high level of environmental awareness, they may abandon the purchase if they have doubts about the quality and functionality of green products. Advantages in physical properties such as practicality, durability, safety, and convenience can effectively alleviate or even eliminate consumers' concerns about green products[34,35]. The additional attributes of products regulate consumption behavior from the perspective of matching specific consumer groups. For example, the gender attribute of a product interacts with consumers' gender role characteristics. Female - oriented consumers generally have a higher intention for green consumption, while the male - oriented attributes of a product can enhance male - oriented consumers' inclination towards green consumption[24].

As an emerging external influencing factor in recent years, the dimension of technological drive, with digital technology as the carrier, has become an important supplement to traditional external factors by lowering the participation threshold and psychological cost of green consumption. The application of gamification technology represented by Ant Forest creates an entertaining scenario for cultivating green behaviors through features such as task incentives, social interaction, and achievement feedback. Research analysis shows that gamification technology can precisely match users' internal motivations and promote users to form long - term green consumption habits from the perspective of fun - based participation. It reveals the internal relationship among the characteristics of gamification technology, its affordance, users' motivations, and green consumption behavior[36].

### 4.3. Social Factor

Social factors, as a collection of external influences that consumers experience within social networks, cultural environments, and institutional norms, exert an impact on green consumption behavior through multiple pathways, including value shaping, behavioral norms, and situational guidance. The elements of social factors can be organized around the core framework of "cultural inheritance - social interaction - social institutions." Meanwhile, the natural environment, as an important situational variable, indirectly moderates the effects of these elements.

From the perspective of cultural inheritance, green consumption culture is deeply influenced by traditional Chinese culture. Inter - generational family inheritance has a positive impact on green consumption behavior through the transmission of values[37]. Moreover, the socio - economic environment during childhood also has a long - term effect on individual green consumption behavior. Research indicates that the lower an individual's economic status during childhood, the higher their level of materialistic values in adulthood, which in turn leads to a lower level of green consumption behavior. This conclusion also indirectly confirms the role of culture and social environment in shaping individual consumption values[43].

At the level of social interaction, offline and online interaction forms drive green consumption behavior from different perspectives. In offline scenarios, the information support provided by others has a positive impact on consumers' relatedness needs, while emotional support can simultaneously satisfy consumers' needs for autonomy, competence, and relatedness. These forms of support, by satisfying individuals' psychological needs, jointly drive the formation of

green consumption intentions[38]. In online scenarios, as a new interactive platform, social media's sharing function can significantly enhance young consumers' green purchase intentions through information dissemination and group identity effects, reflecting the "contagion effect" of online social networks on consumption behavior[39]. In addition, both information and economic incentives have a significant positive impact on people's waste recycling behavior. Overall, the influence of information incentives is more effective than that of economic incentives[42]. Social institutions and norms, as the external framework for green consumption behavior, play a role in both constraint and incentive aspects. Subjective norms, as representatives of informal institutions, significantly increase the probability of green consumption behavior when consumers perceive that their actions are consistent with social norms[40]. At the level of formal institutions, the national "dual - carbon" policy reshapes consumption scenarios through carbon constraints and incentive mechanisms, promoting consumers to transition from the intention stage of green consumption to the planning and action stages[45]. In government regulatory systems, subsidy policies are more effective than punishment policies in promoting residents' green consumption behavior, and the combination of the two can further strengthen this promotion[20]. In addition, green publicity and education, as an intermediary between institutions and behavior, indirectly has a significant positive impact on green consumption behavior by improving consumers' green literacy and green consumption attitudes[44].

Notably, although the natural environment does not belong directly to the category of social factors, as an important situational variable, it indirectly moderates green consumption behavior by influencing consumers' perception of social norms. A good community greening environment can not only directly enhance residents' willingness to engage in green consumption behavior but also indirectly promote such behavior by strengthening residents' awareness of subjective norms[40]. Information about environmental damage, such as haze pollution and environmental pollution disclosed by enterprises, can trigger consumers' green consumption intentions by activating their awareness of environmental threats. In essence, environmental threats from the natural environment strengthen the social consensus on environmental protection, thereby prompting individuals to adjust their consumption behavior[21,41].

## 5. Summary and Prospects for Future Research

Green consumption behavior is a complex decision - making process that is comprehensively influenced by multiple factors. Internal factors, such as consumers' environmental responsibility, environmental attitudes, and values, play a fundamental role. These factors directly affect consumers' willingness to engage in green consumption. External factors, including the price, quality, and advertising information of green products, significantly impact consumers' actual purchasing behavior, especially during the specific decision - making process when consumers are faced with choices. Social factors also play an important role, encompassing cultural background, social norms, and policy support. They create a broader social environment for green consumption behavior and indirectly promote its occurrence by influencing consumers' cognition and behavioral norms.

Based on a marketing perspective, this paper summarizes and organizes the definition, related concepts, and influencing factors of green consumption behavior, aiming to assist future researchers and enterprises in better promoting consumers' green consumption behavior. This paper suggests that future research on green consumption behavior can be carried out from the following aspects:

(1) Research on the interaction of various factors

The internal, external, and social factors summarized in this paper interact with each other to shape consumers' green consumption behavior. However, existing scholars' discussions on influencing factors often focus on single variables, overlooking the interaction among internal, external, and social factors. For example, the mechanism by which rational and emotional factors jointly influence green consumption decisions remains unclear. Therefore, future research can deepen the study of factor interactions, construct a coupling model of cross - dimensional variables, and analyze how different types of factors jointly shape green consumption behavior.

(2) Research on the boundary conditions and mechanisms of factors influencing green consumption behavior

There are contradictions in the conclusions regarding the effects of some key factors. For instance, a few scholars claim that environmental concern has an insignificant impact on green consumption behavior, while others point out through research that environmental concern directly affects green consumption behavior. Some studies suggest that traditional culture has a negative impact on green consumption behavior, while others conclude that Chinese traditional culture has a positive impact. What exactly is the impact? Why do opposite conclusions emerge? What are the conditions under which these impacts occur? Future scholars need to further explore these issues and clarify the boundary conditions and moderating variables that lead to the differences in conclusions. Future research can focus on the boundary conditions and mechanisms of contradictory conclusions, and through multi - scenario empirical designs, determine the pre - conditions and moderating paths for factors such as environmental concern and traditional culture to take effect.

(3) Research on the influencing factors of emerging technologies

With the rapid development of technology, emerging technologies such as artificial intelligence, big data, and blockchain are increasingly being applied in the field of green consumption. These technologies not only change the way consumers access information but also have a profound impact on green consumption behavior. For example, online AI recommendation systems can accurately recommend products that align with consumers' green consumption concepts by analyzing their browsing history, purchasing behavior, and preference data. This personalized recommendation not only enhances consumers' awareness of green products but also strengthens their purchasing intention. The application of these emerging technologies provides new perspectives and methods for the study of green consumption behavior. However, current research on the impact of emerging technologies on green consumption behavior lags behind. Therefore, future scholars can strengthen research on the impact of emerging technologies, explore the influencing mechanisms of technologies such as AI recommendation and blockchain traceability on consumers' green cognition and purchasing intention, and enrich the theory of green consumption behavior driven by technology.

(4) Research on the dynamic changes of green consumption behavior

Green consumption behavior is not only a short - term purchasing decision but also a long - term and dynamic process. This behavior pattern continuously adjusts and changes as consumers' personal values evolve, the external environment changes, and the social and cultural background develops. Therefore, future research can adopt a longitudinal research design to track consumers' green consumption behavior at different stages over a long period, deeply analyze the change process and trends, and reveal the mechanism and dynamic changes of influencing factors over the long - term process. This will provide a solid theoretical foundation for formulating more effective green marketing strategies and policies.

## References

- [1] Zhao Ping. A Study on the Concept of Sustainable Consumption [J]. Commercial Times, 2013, (15): 4-7.(In Chinese with English abstract)
- [2] Yu Wei. Analysis of the Formation Mechanism of Consumers' Green Consumption Behavior: A Perspective Based on Group Pressure and Environmental Awareness [J]. Consumer Economics, 2009, 25 (04): 75-77+96. (In Chinese with English abstract)
- [3] Fang Xiancang, Yang Xia. A New Consumption Model: Sustainable Consumption [J]. Inquiry into Economic Issues,1998, (02): 39-41. (In Chinese with English abstract)
- [4] Yu Haishan. An Evaluation of the Definitions of Sustainable Consumption [J]. Zhejiang Social Sciences,2001, (05): 45-49. (In Chinese with English abstract)
- [5] Moraes C, Carrigan M, Szmigin I. The coherence of inconsistencies: attitude–behaviour gaps and new consumption communities[J]. Journal of Marketing Management, 2012, 28(1-2): 103-128.
- [6] Barbarossa C, De Pelsmacker P. Positive and negative antecedents of purchasing eco-friendly products: a comparison between green and non-green consumers[J]. Journal of Business Ethics, 2016, 134(2): 229-247.
- [7] Liu Min, Liu Huanxin. Research on Countermeasures for Promoting Low - carbon Consumption in Hunan [J]. Hunan Social Sciences, 2010, (04): 100-104. (In Chinese with English abstract)
- [8] Huang Suping, Pan Yang, Chen Liping. A Review of Research on Low - carbon Consumption Behavior [J]. Academic Forum, 2016, (03): 174-182. (In Chinese with English abstract)
- [9] White K, Habib R, Hardisty D J. How to SHIFT consumer behaviors to be more sustainable: a literature review and guiding framework[J]. Journal of Marketing, 2019, 83(3): 22-49.
- [10] Luchs M G, Brower J, Chitturi R. Product choice and the importance of aesthetic design given the emotion-laden trade-off between sustainability and functional performance[J]. Journal of Product Innovation Management, 2012, 29(6): 903-916.
- [11] White K, Simpson B, Argo J J. The motivating role of dissociative out-groups in encouraging positive consumer behaviors[J]. Journal of Marketing Research, 2014, 51(4): 433-447.
- [12] Du Jianguo, Xu Yuhuan. A Study on the Influence of Environmental Guilt on Green Product Consumption [J]. Journal of Xi'an Jiaotong University (Social Sciences), 2022, 42 (04): 86-96. (In Chinese with English abstract)
- [13] Du Jianguo, Duan Shengli. The Influence of Environmental Responsibility on Consumers' Green Purchase Behavior: A Chain Multiple Mediation Effect of Green Self - Efficacy and Green Perceived Value [J]. Journal of Nanjing Tech University (Social Science Edition) , 2022, 21 (03): 48-60+115-116. (In Chinese with English abstract)
- [14] Shin M, Werner A K, Strosnider H, et al. Public perceptions of environmental public health risks in the United States[J]. International Journal of Environmental Research and Public Health, 2019, 16(6): 1045.
- [15] Davis J L, Green J D, Reed A. Interdependence with the environment: commitment, interconnectedness, and environmental behavior[J]. Journal of Environmental Psychology, 2009, 29(2): 173-180.
- [16] Sheng Guanghua, Yue Beibei, Xie Fang. A Study on the Driving Mechanism of Chinese Residents' Green Consumption Behavior from the Perspective of Environmental Co - governance [J]. Statistics & Information Forum, 2019, 34 (01): 109-116. (In Chinese with English abstract)
- [17] Yue B, Sheng G, She S, et al. Impact of consumer environmental responsibility on green consumption behavior in China: the role of environmental concern and price sensitivity[J]. Sustainability, 2020, 12(5): 2074.
- [18] Mu Yupeng, Qi Xiaoyan, Ding Zhihua. Green Consumption Behavior from the Perspective of Group Empathy: The Moderating Effect of Self-Other Overlap [J]. Management Review, 2024, 36 (01): 149-160. (In Chinese with English abstract)

- [19] Meng Lu, Liu Fengjun, Chen Siyun, et al. The Influence of Consumers' Thinking and Decision - Making Styles on Their Willingness to Continuously Participate in Green Behaviors [J]. *Psychological Science*, 2020, 43 (06): 1405-1410. (In Chinese with English abstract)
- [20] Yang M, Chen H, Long R, et al. How does government regulation shape residents' green consumption behavior? A multi-agent simulation considering environmental values and social interaction[J]. *Journal of Environmental Management*, 2023, 331: 117231.
- [21] Zhang H, Ding Z, Sun W, et al. To be green is to live forever: the impact of environmental information types on green consumption behavior[J]. *Journal of Consumer Behaviour*, 2025, 24(2): 717-733.
- [22] He Aizhong, Liu Menglin. The Chain Mediating Effect of Ecological Values on Sustainable Consumption Behavior [J]. *Journal of Xi'an Jiaotong University (Social Sciences)*, 2021, 41 (01): 61-68. (In Chinese with English abstract)
- [23] Wang Jianhua, Tou Lulu. A Research on the Influence of Environmental Literacy on Consumers' Green Consumption Behavior [J]. *Journal of Huazhong Agricultural University (Social Sciences Edition)*, 2021, (03): 39-50+184-185. (In Chinese with English abstract)
- [24] Ren Shengnan, Cai Jianfeng. An Empirical Study on the Influence of Consumers' Gender Roles on Green Consumption Behavior [J]. *Journal of Management*, 2020, 33 (06): 61-71. (In Chinese with English abstract)
- [25] Sun Jin, Miao Pan, Yang Jingshu. "Self - love" or "Pro - social behavior": The Influence of Green Consumption Benefit Appeals on Green Purchase Intention [J]. *Nankai Business Review*, 2024, 27 (02): 83-95. (In Chinese with English abstract)
- [26] Xia De, Zhang Yundong, Zhang Yishi. Evolutionary Path of Green Consumption Behavior in the Context of Targeted Green Advertising [J]. *Systems Engineering - Theory & Practice*, 2024, 44 (04): 1282-1303. (In Chinese with English abstract)
- [27] Wang Jianming, Peng Wei, Gao Jian, et al. The Dimensional Structure of Customized Information for Promoting Green Consumption Behavior: An Exploratory Study Based on Grounded Theory [J]. *Journal of Nanjing Tech University (Social Science Edition)*, 2019, 18 (06): 63-73+112. (In Chinese with English abstract)
- [28] Wang X, Ming M, Zhang Y. Are "people" or "animals" more attractive? Anthropomorphic images in green-product advertising[J]. *Journal of Cleaner Production*, 2020, 276: 122719.
- [29] Wang Zhaohua, Lu Bin, Wang Bo, et al. An Empirical Analysis of the Influence of Energy - Saving Information Exposure on Green Consumption Behavior: Evidence from Massive Text Data on an E - commerce Data Platform [J]. *Chinese Journal of Management Science*, 2022, 30 (01): 241-251. (In Chinese with English abstract)
- [30] Rustam A, Wang Y, Zameer H. Environmental awareness, firm sustainability exposure and green consumption behaviors[J]. *Journal of Cleaner Production*, 2020, 268: 122016.
- [31] Chen Kai. An Analysis of the Influence of Information Intervention on Green Consumption Behavior [J]. *Studies on Socialism with Chinese Characteristics*, 2020, (Z1): 126-131+161. (In Chinese with English abstract)
- [32] Guo Yanghong, Xu Xing'an. Leveraging Small Influences for Greater Impact: How Default Options in Hotels Promote Customers' Willingness for Green Consumption [J]. *Tourism Tribune*, 2023, 38 (02): 106-119. (In Chinese with English abstract)
- [33] Tseng C H. The effect of price discounts on green consumerism behavioral intentions[J]. *Journal of Consumer Behaviour*, 2016, 15(4): 325-334.
- [34] Luchs M G, Naylor R W, Irwin J R, et al. The sustainability liability: Potential negative effects of ethicality on product preference[J]. *Journal of marketing*, 2010, 74(5): 18-31.
- [35] Choi D, Johnson K K P. Influences of environmental and hedonic motivations on intention to purchase green products: an extension of the theory of planned behavior[J]. *Sustainable Production and Consumption*, 2019, 18: 145-155.
- [36] Du Songhua, Xu Jiahong, Zhang Depeng, et al. How Gamification Drives Green Consumption Behavior of E-commerce Users: An Online Ethnographic Study Based on Ant Forest [J]. *Nankai Business Review*, 2022, 25 (02): 191-204. (In Chinese with English abstract)

- [37] Gong Siyu, Sheng Guanghua, Wang Litong. A Study on the Mechanism of Intergenerational Inheritance's Influence on Green Consumption Behavior in the Context of Chinese Culture [J]. Journal of Nanjing Tech University (Social Science Edition), 2020, 19 (04): 102-114+116. (In Chinese with English abstract)
- [38] Sheng Guanghua, Lin Zhengnan. A Study on the Driving Mechanism of Consumers' Intention towards Green Innovation Consumption Behavior [J]. Journal of Nanjing Tech University (Social Science Edition), 2019, 18 (04): 51-60+111-112. (In Chinese with English abstract)
- [39] Xie S, Madni G R. Impact of social media on young generation's green consumption behavior through subjective norms and perceived green value[J]. Sustainability, 2023, 15(4): 3739.
- [40] Ding Zhihua, Jiang Yanling, Wang Yawei. A Study on the Influence of Community Environment on Residents' Willingness for Green Consumption Behavior [J]. Journal of China University of Mining and Technology (Social Sciences), 2021, 23 (06): 107-120. (In Chinese with English abstract)
- [41] Zhang M, Guo S, Bai C, et al. Study on the impact of haze pollution on residents' green consumption behavior: the case of shandong province[J]. Journal of Cleaner Production, 2019, 219: 11-19.
- [42] Batista M, Goyannes Gusmão Caiado R, Gonçalves Quelhas O L, et al. A framework for sustainable and integrated municipal solid waste management: barriers and critical factors to developing countries[J]. Journal of Cleaner Production, 2021, 312: 127516.
- [43] Sun Shijin, Kong Yunzhong. An Empirical Study on the Influence of Childhood Environment and Values on Green Consumption Behavior from the Perspective of Evolutionary Psychology [J]. Exploration of Psychology, 2020, 40 (06): 552-561. (In Chinese with English abstract)
- [44] Zhang Yiwei, Xu Aiping. Green Education and Green Consumption Intention: The Chain Mediating Role of Green Literacy and Green Consumption Attitude [J]. Education and Economy, 2022, 38 (05): 11-20+57. (In Chinese with English abstract)
- [45] Ren Rong. Research on the Influence of the "Dual Carbon" Policy on China's Sustainable Consumption Behavior and Transformation Strategies [J]. Dongyue Tribune, 2022, 43 (12): 145-150. (In Chinese with English abstract)