

Attitude-Behavior Gap in Green Consumption Behavior: A Review

Abstract

Although consumers are willing to purchase green products to prevent or alleviate environmental degradation, their positive attitude towards green products does not always translate into action. This phenomenon is termed the attitude-behavior gap/consistency in green consumption. However, the existing research has not given a full and systematic explanation for how the phenomenon occurs, nor has a comprehensive summary of the various factors that lead to the phenomenon and how they affect the purchase behavior of environmental protection. This paper reviews the empirical studies in green consumption at the individual level in the past decade from two aspects: 1) the formation and change of consumers' need for green products and 2) the change of consumer behavior in the process of green need being satisfied, and integrates them with the relevant researches in the fields of marketing and social norms. This paper also proposes some future research opportunities, such as the scope of behavior subject, attitudinal ambivalence, cross-cultural issues, uncertainty factors, and measurement methods.

Keywords: attitude-behavior gap, attitude-behavior consistency, purchase intention, purchase behavior, green consumption, consumer.

1 Introduction

Existing research shows that consumers have a positive attitude towards environmental protection (Liu et al., 2012), and express the demand for green products (Schmeltz, 2012). However, there is not enough evidence to prove the number of people buying green products has increased significantly in the past, and the market share of green products is still limited to 1% - 3% of the whole market (Bray et al., 2011). This phenomenon means although consumers are willing to purchase green products to prevent or alleviate environmental degradation, their positive attitude towards green products does not always translate into action.

In terms of the occurrence of the above phenomenon, the existing research has not yet given a full and systematic explanation, nor has a comprehensive investigation been made on the various factors leading to the phenomenon and how they affect the purchase behavior of environmental protection. Although the researchers have carried out empirical studies on green consumption from many aspects, there is still a lack of comprehensive review on the consumer attitude-behavior gap (ABG) in green consumption. This paper has a review of the contributions and gaps of the extant research in the past decade and proposes future research directions.

2 Consumers' Need for Green Products

ABG is a widely concerned topic in the field of social psychology. So far, the understanding of the topic focuses on three aspects. First, the factors of the attitude itself, including attitude strength (Brannon et al., 2007; Petrocelli et al., 2007), accessibility of attitude (Glasman and Albarracín, 2006), and attitudinal ambivalence (Jonas et al., 1997; Armitage and Conner, 2000). Second,

individual factors, such as emotion (Seitz et al., 2007), individual evaluation need (Huskinson and Haddock, 2004), personality characteristics of self-monitoring (Ziegler et al., 2005). The third is the interaction between individual subjective experience and context (Hampson et al., 2006).

2.1 Emotion

Previous studies have suggested consumers' affections on the ecological environment will positively affect green purchase intention (Kanchanapibul et al., 2014). Further research found that environmental concern and responsibility have a positive impact on ecological knowledge, purchase intention, and actual purchase behavior (Li et al., 2021; Mazhar et al., 2022). Negative emotions also have an impact on green consumption behavior. For example, guilt (Young et al., 2010) and intergenerational care (Do Paço et al., 2013) have a significant positive impact on promoting green purchase behavior. Therefore, consumers' emotional needs, especially their awe of the environment, have a positive impact on their green purchase intention and behavior. However, previous studies only focus on the analysis of a single emotional element, there is no relevant research on whether ABG will emerge when consumers have different or even contradictory emotions towards the environment and green products.

2.2 Individual Need

Previous studies found diversity seeking and self-indulgence affect the purchase of organic food (Chen and Lobo, 2012). Some scholars believe ABG towards the environment in some individuals is a manifestation of their lack of self-control to maintain consistency in their life (Redondo and Puellas, 2017). It is believed that the environmental ABG does not emerge in isolation, but is related to other individual related inconsistencies. This view has an important contribution to the interpretation of environmental ABG, revealing the significant relationship between individuals, environment, and health. Thus, green consumption is not only to meet the functional needs of consumers but also to meet the psychological and symbolic needs. The difference in the importance of these needs can be manifested through ABG.

2.3 Product Availability

The expression of consumers' need for green products in attitude and behavior may be affected by external factors. This is because consumers' need for green products depends on marketing activities. When enterprises use marketing activities to show the limited availability of products, it may harm consumers' green purchase intention and behavior (Young et al., 2010). In this case, a certain degree of inconsistency will emerge between consumers' positive attitudes towards green products and their behaviors (Nguyen et al., 2019). Some studies have found limited availability and difficulty in acquiring green products will become the major barrier to purchase environmental protection products (Young et al., 2010). This kind of limited availability is partly due to the limited production conditions, but also a considerable part of it is created by marketing activities to pursue high profits. Consumers generally don't like to spend much time searching for green products (Young et al., 2010). The availability and convenience of products incur transaction costs, which may constitute a barrier for consumers to purchase green products, thus expanding the gap between positive attitude and actual purchase behavior.

2.4 Product Attribute and Benefit

The attributes and benefits of green products are conducive to the formation of a positive evaluation of green products, thus narrowing ABG. Most researchers believe the attributes of green products

have a positive impact on the purchase behavior towards them (Young et al., 2010; Chen and Lobo, 2012). Functional attributes outweigh ethical attributes in consumers' preference for the product (Chen and Lobo, 2012). The taste, quality, and healthiness of products are important attributes in the process of consumers' purchase of green food (Cerjak et al., 2010). Among these factors, quality attracts more attention, whether it is objective quality or subjective quality perception. For example, product quality significantly affects consumers' green purchase intention and behavior (Smith and Paladino, 2010). The high-quality perception of green products has a positive impact (Aertsens, 2011), while low-quality perception hurts consumers' green purchase intention and behavior (Smith and Paladino, 2010). Although consumers' needs and purchase desire are aroused by the attributes and benefits of green products, they may retreat due to enterprises' availability manipulation strategy. This may harm the welfare of consumers and the growth of corporate profits, but so far, this negative impact has not attracted enough research attention.

2.5 Brand Attribute

Whether brand attribute has different influence with product attribute on ABG has not been confirmed by research. Some indirect support can be obtained through literature. For instance, consumers' trust in green brands positively affects their behavior in purchasing green products (Rahbar and Abdul, 2011; Ranjan and Kushwaha, 2017). Brand awareness and brand perceived value also have a significant positive impact on consumers' intention to buy green products (Ha, 2020). Researchers have confirmed the same relationship between green brand awareness and consumers' behavior of purchasing green products and their corresponding satisfaction (Zubair Tariq, 2014). Similarly, the success of eco branded products depends on the positive public image they establish in consumers' minds (Ranjan and Kushwaha, 2017).

Thus, high-quality brand attributes are conducive to narrow or even close ABG by evoking purchase enthusiasm. Because the essence of a brand is the commitment and guarantee made by enterprises to consumers about the benefits of products they provide, in the case of information asymmetry between enterprises and consumers, it is necessary for brands to play a role in commitment and guarantee, to eliminate consumers' hesitation in action. In this case, the degree of consumer trust in brand commitment will determine the level of ABG to some extent. It can be further inferred that consumers are less likely to have ABG on green products with a stronger brand. However, these views still need to be confirmed through follow-up research.

2.6 Marketing Communication

Ecological labels or ecological certification provide consumers with information about the green characteristics of products and urge them to buy green products (Young et al., 2010). However, if the information is not designed properly in terms of content, format, channel, etc., communication activities would fail to persuade the target consumers, or even incur the opposite results. It is generally acknowledged that consumers' lack of trust and confidence in green claims and green product characteristics is an important barrier to purchase green products (Tung et al., 2012). For those consumers who have a certain knowledge of green products, they will be skeptical of the environmental claims proposed by enterprises, especially the manufacturing, labeling, and certification procedures of various products, which need to be evaluated based on more information before they put into purchase action (Nittala, 2014). Therefore, only by providing clear, objective, and detailed information about the green characteristics in a friendly way, can marketing communication activities such as product ecological labels and environmental ads narrow ABG by enhancing the trust of consumers.

3 Consumer Behavior in the Process of Green Need being Satisfied

Researchers believe the attitude, intention, and actual purchase behavior of consumers towards green products follow the theory of reasoned action (TRA) (Smith and Paladino, 2010), i.e., the behavior of consumers is the result of deliberate planning. However, TRA cannot effectively explain some consumption behaviors involving moral elements in specific contexts. As some researchers have contended, TRA ignores the external effects of situational factors on consumers' purchase behavior (Carrington et al., 2010). These factors act as the boundary conditions of the transformation of consumer attitude into actual purchase behavior, and the existence of these conditions is often an important reason for ABG in green consumption.

3.1 Learning

The use of green products means that consumers gradually shape a new consumption attitude and behavior pattern by learning green product knowledge, green consumption pattern, and concept. However, influenced by internal and external factors and learning methods, changes in consumer attitudes and behaviors are often not consistent or synchronized, especially the transition costs and conceptual conflicts between the old and new behavior patterns often hinder the transition of consumption patterns. For instance, adolescence is an important stage for individuals to form consumption habits and preferences, which will have an important impact on sustainable consumption behavior in adulthood. The research shows adolescents will care about these topics by learning about the environment, personal welfare, and social sustainability (Francis and Davis, 2015). This means learning how to bear consumer responsibility is an important socialization content for children. Learning can help them establish a positive focus on sustainability issues, but for adolescents, factors such as cost, convenience, peer pressure, hedonic preference are the determinants that lead them not to have sustainable consumption (Francis and Davis, 2015), The phenomenon of ABG also happens to them.

Grauerholz et al. (2015) asked students to participate in an experiential exercise project of "no purchase". They hope through experiential learning, college students can change their consumption habits, inhibit their tendency to buy unnecessary goods, thus enhancing their social responsibility, and improving the sustainability of consumption. They found students' consumption habits had changed as expected, and this exercise stimulated students' motivation to reduce consumption. More importantly, compared with the traditional learning methods of environmental protection knowledge, experiential learning embodies the characteristics of active expansion and close to reality in terms of the education concept, which is more conducive to college students to connect their life with social responsibility. Francis and Davis (2015) and Grauerholz et al. (2015) show learning and the learning style is of great significance in the development of individual good consumption habits, which provides an important way to bridge ABG.

3.2 Status Quo Bias and Reference Point Effect

When investigating the energy-saving behavior of households, some researchers found that even though they had some knowledge of the energy-saving characteristics of intelligent electrical equipment, a considerable proportion of households did not use or continue to use the equipment at all, but chose to maintain the status quo (Murtagh et al., 2014). The reason for this phenomenon is that consumers choose the current situation as the reference point when evaluating the decision-making scheme because the status quo bias usually reflects consumers' psychology of avoiding the inconvenience of life caused by replacing the equipment through the current situation reference and ignores the potential cost savings caused by using the equipment.

Therefore, by changing the reference point of consumers, enterprises can narrow or even close ABG caused by status quo bias. This has been confirmed to some extent by research, for example, enterprises can effectively reduce users' energy consumption by informing them of both their own and their neighbors' power consumption through e-mail (Allcott, 2011). Similarly, household electricity consumption can also be effectively reduced by timely informing participating households of both their own and other households' electricity consumption (Schwartz et al., 2013). The change of consumers' household electricity consumption is related to the transfer of reference points from their current situation to other households. The reasonable choice of reference point helps consumers make favorable adjustments in behavior, thus narrowing ABG.

3.3 Knowledge and Information

Consumers need to acquire relevant knowledge and information in the learning process of adapting their attitude and behavior patterns to new things. Many studies on consumers' knowledge about environmental protection confirm knowledge has a positive impact on consumers' purchase intention and actual purchase behavior of green products (Eze and Ndubisi, 2013). In terms of how knowledge affects ABG, some scholars believe knowledge can moderate the relation between consumer orientation and ABG in green consumption (Hidalgo-Baz et al., 2017). Besides, green perception (such as sensory contact with green products and green behaviors) also has a certain impact on ABG. Some unfavorable green perceptions held by consumers will lead to their unwillingness to participate in green consumption activities (Johnstone and Tan, 2015). Perception is an important process of obtaining relevant information closely related to consumer learning activities. The content and format of individual perception will directly affect the subsequent learning effect.

Although the policies on energy-saving consumption publicized by the government affect audiences' knowledge, attitude, consciousness, and values to some extent, it is often unable to significantly and substantially change the behavior pattern of household energy consumption (Hori et al., 2013; Belaïd and Joumni, 2020). The research also proves the demand side response of traditional information presentation is not fully effective (Prothero et al., 2011; Frederiks et al., 2015). Marketing communication of green consumption is not only affected by the information content but also may lead to ABG due to the framing effect of information presentation (Rucker et al., 2008). Thus, in the marketing communication related to green consumption, the coordination among the characteristics of information such as authority, accuracy, and intuitiveness determines the persuasion effect of information and affects the learning, evaluation, and impression formation of consumers on the green product knowledge.

3.4 Social Norms and Reference Groups

In addition to understanding green products through their cognition, consumers will observe the surrounding green consumption behavior through social learning, which also has an impact on their attitude and behavior. In this process, relevant social norms and reference groups usually play an important exemplary role. Many studies have proved subjective or social norms and reference groups have a positive impact on the purchase intention and actual purchase behavior of green products (Liu et al., 2012; Eze and Ndubisi, 2013), but some studies show a negative correlation between social norms and purchase intention and actual purchase behavior (Connell, 2010; Lee, 2010). The results further indicate social reference groups, especially peers and other people close to consumers, have a stronger influence on the decision-making process of green purchase behavior (Lee, 2010; Salazar et al., 2013; Tsarenko et al., 2013).

Moser (2015) found that personal norms have a significant positive impact on the actual occurrence of consumers' green product purchase behavior, besides, the willingness to pay closely related to price has a similar effect, while the impact of attitude is not significant. He shows attitude can only indicate an individual's preference for green products. As for whether this preference can be realized, it is also subject to various factors such as price and external norms, which cause the individual's ABG in purchasing green products. In a word, no matter whether the influence of subjective/social norms and reference groups on green purchase behavior is positive or negative, as one of the sources of consumer learning, they will enhance or weaken the individual attitude, resulting in the separation or convergence of the relationship between consumers' attitude and behavior.

4 Discussion and Conclusion

The review shows abundant academic resources have been accumulated on ABG in green consumption. Although there are still some conflicts among research viewpoints, it does not hinder the formation of a research system around this issue. Under the circumstance that the government, enterprises, and consumers are attaching greater importance to sustainable development, there is no doubt about the economic and social significance and academic value of the research on ABG. Because the factors impeding ABG can be attributed to the individual, situational, and methodological, researchers can further explore under this basic framework in the future.

Firstly, most of the behavioral subjects concerned in the previous studies are individuals, a few of which are from the perspective of group/organization. However, given the diversity of group/organization types, especially the complexity of organizational behavior and the difficulty of data acquisition, it is still a challenge to understand the ABG of such subjects. As far as the individual subject is concerned, there is still a certain research space. For example, it is not clear how attitudinal ambivalence will affect consumers' ABG in green consumption, and no relevant literature has been found, which needs to be verified by future research.

Secondly, the current research on the relationship between situational factors and ABG focuses on the rational aspects, while the formation of ABG is not necessarily the result of rational judgment, and the research has proved mood has a situational moderator effect on ABG (Elen et al., 2013). This means there is some theoretical support for the study from the perspective of irrationality. Future research needs to pay more attention to the specific social-cultural context and highlight the functions such as symbolic expression and signal transmission behind the phenomenon. If researchers focus on the value of social-cultural factors, cross-cultural research will be an unavoidable topic. Also, the uncertainty factors caused by time, interpersonal, etc. can become another important direction in future research.

Finally, the current controversy on the measurement of ABG affects the likelihood of using the research conclusions by researchers in other fields. Many of the previous ABG scales measure future intention and do not ask questions related to actual behaviors (Andorfer and Liebe, 2012). Consequently, respondents may conceal, exaggerate, or mistakenly recall their actual behaviors, while those who focus on intention and attitude tend to overestimate their purchase possibilities due to social expectations (Salonen, 2021). Therefore, how to avoid the disadvantages of self-reported data collection methods is a problem that future research needs to face.

5 Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

6 References

- Aertsens, J. (2011). *Organic food as an emerging market: Personal determinants of consumption, supply governance and retail strategies*. Faculty of Bioscience Engineering, Ghent University: Ghent, Belgium.
- Allcott, H. (2011). Social norms and energy conservation. *Journal of Public Economics*, 95, 1082-1095.
- Andorfer, V.A., & Liebe, U. (2012). Research on fair trade consumption—a review. *Journal of Business Ethics*, 106, 415-435.
- Armitage, C.J., & Conner, M. (2000). Attitudinal ambivalence: A test of three key hypotheses. *Personality and Social Psychology Bulletin*, 26, 1421-1432.
- Belaid, F., & Joumni, H. (2020). Behavioral attitudes towards energy saving: Empirical evidence from France. *Energy Policy*, 140, 111406.
- Brannon, L.A., Tagler, M.J., & Eagly, A.H. (2007). The moderating role of attitude strength in selective exposure to information. *Journal of Experimental Social Psychology*, 43, 611-617.
- Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics*, 98, 597-608.
- Carrington, M.J., Neville, B.A., & Whitwell, G.J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97, 139-158.
- Cerjak, M., Mesić, Ž., Kopic, M., Kovačić, D., & Markovina, J. (2010). What motivates consumers to buy organic food: Comparison of Croatia, Bosnia Herzegovina, and Slovenia. *Journal of Food Products Marketing*, 16, 278-292.
- Chen, J., & Lobo, A. (2012). Organic food products in China: Determinants of consumers' purchase intentions. *The International Review of Retail, Distribution and Consumer Research*, 22, 293-314.
- Connell, K.Y.H. (2010). Internal and external barriers to eco-conscious apparel acquisition. *International Journal of Consumer Studies*, 34, 279-286.
- Do Paço, A., Alves, H., Shiel, C., & Filho, W.L. (2013). Development of a green consumer behaviour model. *International Journal of Consumer Studies*, 37, 414-421.
- Eze, U.C., & Ndubisi, N.O. (2013). Green buyer behavior: Evidence from Asia consumers. *Journal of Asian and African Studies*, 48, 413-426.
- Francis, J.E., & Davis, T. (2015). Adolescents' sustainability concerns and reasons for not consuming sustainably. *International Journal of Consumer Studies*, 39, 43-50.
- Frederiks, E.R., Stenner, K., & Hobman, E.V. (2015). Household energy use: Applying behavioural economics to understand consumer decision-making and behaviour. *Renewable and Sustainable Energy Reviews*, 41, 1385-1394.
- Glasman, L.R., & Albarracín, D. (2006). Forming attitudes that predict future behavior: A meta-analysis of the attitude-behavior relation. *Psychological Bulletin*, 132, 778-822.
- Grauerholz, L., Bubriski-McKenzie, A., & Jacques, J.R. (2015). Teaching about consumption and sustainability. *Transformative Dialogues: Teaching & Learning Journal*, 8, 1-15.
- Ha, M. (2020). Investigating green brand equity and its driving forces. *Management Science Letters*, 10(10), 2385-2394.
- Hampson, S.E., Andrews, J.A., Barckley, M., & Severson, H.H. (2006). Personality predictors of the development of elementary school children's intentions to drink alcohol: The mediating effects of attitudes and subjective norms. *Psychology of Addictive Behaviors*, 20, 288-297.
- Hidalgo-Baz, M., Martos-Partal, M., & González-Benito, Ó. (2017). Attitudes vs. Purchase behaviors as experienced dissonance: The roles of knowledge and consumer orientations in organic market. *Frontiers in Psychology*, 8, 248.
- Hori, S., Kondo, K., Nogata, D., & Ben, H. (2013). The determinants of household energy-saving behavior: Survey and comparison in five major Asian cities. *Energy Policy*, 52, 354-362.
- Huskinson, T.L., & Haddock, G. (2004). Individual differences in attitude structure: Variance in the chronic reliance on affective and cognitive information. *Journal of Experimental Social Psychology*, 40, 82-90.
- Johnstone, M., & Tan, L.P. (2015). Exploring the gap between consumers' green rhetoric and purchasing behaviour. *Journal of Business Ethics*, 132, 311-328.
- Jonas, K., Diehl, M., & Brömer, P. (1997). Effects of attitudinal ambivalence on information processing and attitude-intention consistency. *Journal of Experimental Social Psychology*, 33, 190-210.
- Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H.K. (2014). An empirical investigation of green purchase behaviour among the young generation. *Journal of Cleaner Production*, 66, 528-536.
- Lee, K. (2010). The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23, 21-44.
- Li, X., Zhang, D., Zhang, T., Ji, Q., & Lucey, B. (2021). Awareness, energy consumption and pro-environmental choices of Chinese households. *Journal of Cleaner Production*, 279, 123734.
- Liu, X., Wang, C., Shishime, T., & Fujitsuka, T. (2012). Sustainable consumption: Green purchasing behaviours of urban

- residents in China. *Sustainable Development*, 20, 293-308.
- Mazhar, W., Jalees, T., Asim, M., Alam, S.H., & Zaman, S.I. (2022). Psychological consumer behavior and sustainable green food purchase. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2350-2369.
- Moser, A.K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32, 167-175.
- Murtagh, N., Gatersleben, B., & Uzzell, D. (2014). A qualitative study of perspectives on household and societal impacts of demand response. *Technology Analysis & Strategic Management*, 26, 1131-1143.
- Nguyen, H.V., Nguyen, C.H., & Hoang, T.T.B. (2019). Green consumption: Closing the intention-behavior gap. *Sustainable Development*, 27, 118-129.
- Nittala, R. (2014). Green consumer behavior of the educated segment in India. *Journal of International Consumer Marketing*, 26, 138-152.
- Petrocelli, J.V., Tormala, Z.L., & Rucker, D.D. (2007). Unpacking attitude certainty: Attitude clarity and attitude correctness. *Journal of Personality and Social Psychology*, 92, 30-41.
- Prothero, A., Dobscha, S., Freund, J., Kilbourne, W.E., & Luchs, M.G., et al. (2011). Sustainable consumption: Opportunities for consumer research and public policy. *Journal of Public Policy & Marketing*, 30, 31-38.
- Rahbar, E., & Abdul, W.N. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12, 73-83.
- Ranjan, R.K., & Kushwaha, R. (2017). Impact of green marketing strategies on consumer purchase behaviour. *Review of Management*, 7, 9-22.
- Redondo, I., & Puelles, M. (2017). The connection between environmental attitude-behavior gap and other individual inconsistencies: A call for strengthening self-control. *International Research in Geographical and Environmental Education*, 26, 107-120.
- Rucker, D.D., Petty, R.E., & Briñol, P. (2008). What's in a frame anyway?: A meta-cognitive analysis of the impact of one versus two sided message framing on attitude certainty. *Journal of Consumer Psychology*, 18, 137-149.
- Salazar, H.A., Oerlemans, L., & van Stroe Biezen, S. (2013). Social influence on sustainable consumption: Evidence from a behavioural experiment. *International Journal of Consumer Studies*, 37, 172-180.
- Salonen, A. S. (2021). 'If I could afford an avocado every day': Income differences and ethical food consumption in a world of abundance. *Journal of Consumer Culture*, 14695405211051033.
- Schmeltz, L. (2012). Consumer-oriented CSR communication: Focusing on ability or morality? *Corporate Communications: An International Journal*, 17, 29-49.
- Schwartz, D., Fischhoff, B., Krishnamurti, T., & Sowell, F. (2013). The Hawthorne effect and energy awareness. *Proceedings of the National Academy of Sciences*, 110, 15242-15246.
- Seitz, S.J., Lord, C.G., & Taylor, C.A. (2007). Beyond pleasure: Emotion activity affects the relationship between attitudes and behavior. *Personality and Social Psychology Bulletin*, 33, 933-947.
- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal (AMJ)*, 18, 93-104.
- Tsarenko, Y., Ferraro, C., Sands, S., & McLeod, C. (2013). Environmentally conscious consumption: The role of retailers and peers as external influences. *Journal of Retailing and Consumer Services*, 20, 302-310.
- Tung, S.J., Shih, C.C., Wei, S., & Chen, Y.H. (2012). Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior: An illustration of Taiwan consumers. *British Food Journal*, 114, 997-1015.
- Young, W., Hwang, K., McDonald, S., & Oates, C.J. (2010). Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable Development*, 18, 20-31.
- Ziegler, R., von Schwichow, A., & Diehl, M. (2005). Matching the message source to attitude functions: Implications for biased processing. *Journal of Experimental Social Psychology*, 41, 645-653.
- Zubair Tariq, M. (2014). Impact of green advertisement and green brand awareness on green satisfaction with mediating effect of buying behavior. *Journal of Managerial Sciences*, 8, 274-289.