

GREEN CONSUMERISM IN THE 2000S THROUGH THE LENS OF TCCM: A COMPREHENSIVE REVIEW OF THEORETICAL AND METHODOLOGICAL INSIGHTS

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ABSTRACT

Green consumerism has become a critical research focus over the past two decades as environmental concerns and sustainable living trends have gained prominence. Despite rising awareness and favourable attitudes, a persistent intention–behaviour gap remains, with actual purchases of eco-friendly products falling short of expectations. Understanding this gap requires evaluating the theoretical and methodological foundations of existing studies. This review applies the Theory–Context–Characteristics–Methodology (TCCM) and PRISMA frameworks to analyse prior research, ensuring systematic transparency and comprehensive coverage.

Findings reveal that single-use theories, particularly the Theory of Planned Behaviour, dominate the literature, offering partial insights but often overlooking the complex interplay of social, cultural, and psychological factors. In contrast, combined theoretical approaches provide richer perspectives but remain underutilised due to integration challenges. Methodologically, surveys are prevalent, while qualitative techniques, such as interviews and thematic analysis, are less common, although vital for capturing socio-cultural nuances. Regional disparities are also evident, with certain countries and contexts overrepresented while others remain neglected.

The study advocates for the integration of interdisciplinary theories, broader demographic coverage, and mixed-method designs to advance research. By mapping gaps and highlighting underexplored areas, this review offers a roadmap for narrowing the green intention–behaviour gap and promoting sustainable consumer behaviour.

Keywords: *Green consumption; sustainable behaviour; eco-friendly products; purchase intention; consumer behaviour.*

1. INTRODUCTION

Marketing has continuously evolved in both commercial and academic ways. Sustainable behaviour is a decision to benefit the environment or minimise its adverse effects. There are many other names, like pro-environment behaviour, environment-friendly behaviour, green behaviour, sustainable behaviour, responsible behaviour, and conservation behaviour. Sustainable behaviour includes energy conservation, waste reduction, recycling, green purchasing, sustainable transportation, and water conservation. The concept of sustainable development promoted various CSR strategies.

(The Marketing Book, n.d.) Green marketing is responding to socio-environmental concerns in the marketing environment and producing products with superior eco-performance to meet customers' needs and generate a competitive advantage.

(Yadav & Pathak, 2016) proposed framework for measuring the consumer purchase intention toward green products and inferred that young consumers are concerned about the current environmental problems.

Objective:

The study's objective is to systematically examine the use of consumer behaviour theories individually and in integration with other theories in addressing the action gap in green purchasing from 2000 to 2024. By employing the TCCM framework, the research aims to evaluate the theoretical foundations, contextual diversity, and methodological approaches utilised in existing studies, identifying gaps and proposing strategies for advancing sustainable consumer behaviour research.

151 articles were used to analyse the buying behaviour of green consumers from 2000 to 2024 using the TCCM framework. Specifically, the review focuses on the purchase behaviour of green products and seeks to answer the following question:

Research Questions

- How have single-use and combined consumer behaviour theories been applied to explain the gap between intention and action in green purchasing, and what are their relative strengths and limitations?
- What multidisciplinary methods and crucial methodological advancements are required to address green purchasing behaviour's psychological and sociocultural difficulties in various contexts?

METHODS OF RESEARCH:

This study uses a multi-method approach to examine green buying habits from various theoretical angles. The methodology integrates a narrative review and systematic data collection processes to identify, analyse, and address gaps. A narrative review was conducted to establish connections between the theoretical constructs of green marketing and green purchasing behaviour, identify key attributes, and uncover knowledge gaps. A comprehensive search was conducted using keywords such as “green consumption,” “sustainable consumption,”

and “eco-friendly products.” The search focused on English-language, peer-reviewed articles published between 2000 and 2024.

Inclusion criteria encompassed studies analysing green purchasing intention and behaviour, emphasising theoretical and methodological rigour. Duplicate records were removed, and irrelevant studies were excluded after a thorough screening. One hundred fifty-one studies were analysed, categorising findings based on theoretical frameworks, geographic contexts and methodologies. The TCCM framework allowed for systematically mapping gaps and developing a conceptual model to address the green intention-behaviour gap.

Data Collection:

An extensive literature search was performed using Google Scholar to capture studies published between 2000 and 2024. Search queries employed targeted keywords, including “green purchase intention,” “green purchase behaviours,” “green consumption,” “sustainable consumption,” “eco-friendly product,” and “green consume*.” These keywords were applied across the business and management categories' title, abstract, and keyword fields.

This study's inclusion criteria included:

- Peer-reviewed scholarly journal papers.
- English-language publications.
- Research that was released from 2000 until 2024.

Selection and Screening

To ensure the quality and reliability of the data, the search results were carefully filtered to include only peer-reviewed articles. Priority was given to studies that examined green purchasing from an empirical or theoretical standpoint.

Methodological Scope:

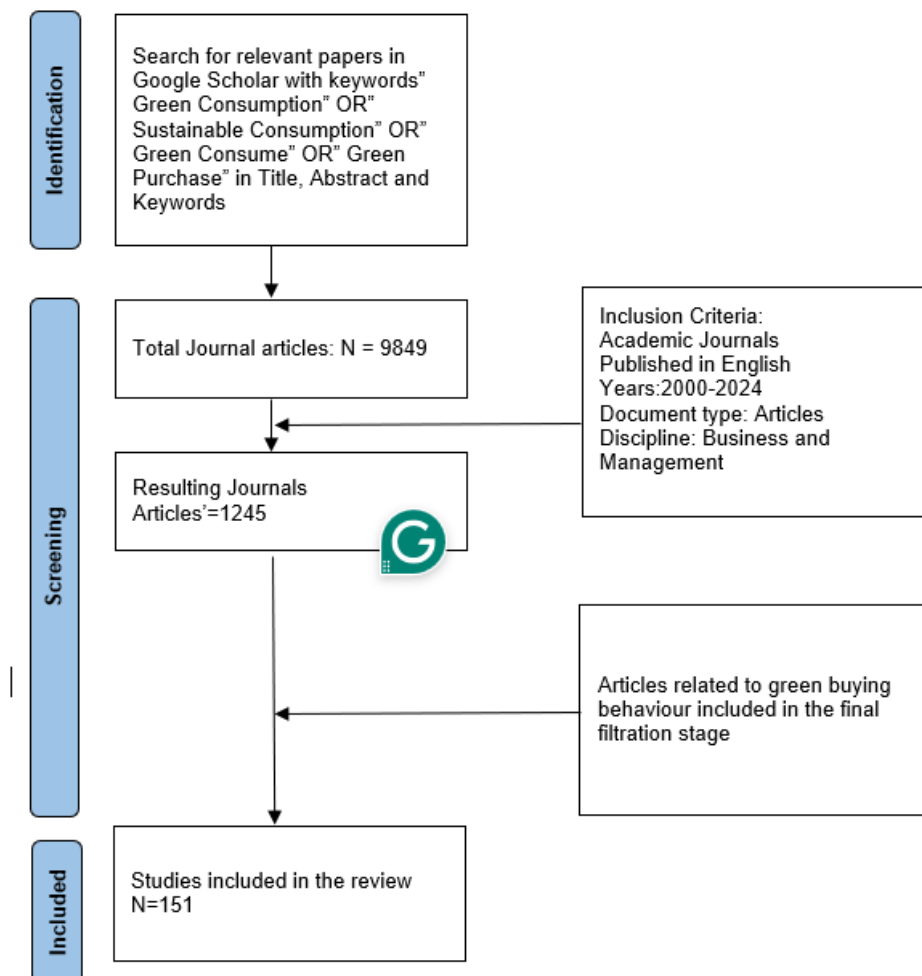
The study methodology aligns with the TCCM framework. It emphasises integrating theoretical insights, contextual relevance, and diverse methodological approaches, enabling a comprehensive understanding of the intention-action gap in green purchasing behaviour. This approach ensures the findings help future research and practical applications in sustainable consumer behaviour.

Analysis Using the TCCM Framework:

The study analysed 151 articles using the TCCM framework to evaluate the use of individual or combined theories in the contexts of developing to developed countries and various methodologies employed in the existing literature.

FINDINGS AND CONTRIBUTIONS:

This methodology facilitated the identification of gaps in the literature, which are discussed with the TCCM framework. The study concludes by presenting different theories' contributions and addressing their limitations. This structured approach ensures robustness and offers practical insights for advancing sustainable consumer behaviour research.



Analysis of the existing literature based on the theory-context-characteristics-methods framework

TCCM “Theory”: Green consumption has played a significant role in developing strategies for companies. Various theoretical perspectives have been considered in studying the role of consumers in green consumption. Theoretical frameworks help to uncover the diverse factors that drive individuals towards green decisions. This paper explores the extensively studied theories employed in green consumption literature. The data distinguishing the Combination of Theories (22 studies) and Single Use Theory (129 studies) reflects significant trends in research, offering valuable insights for TCCM (Theory, Context, Characteristics, and Methodology) purposes. From a TCCM context, single-theory studies often target well-defined scenarios, such as specific industries or consumer markets, delivering deep insights. However, combined theories are more suited for complex or dynamic contexts, such as global or cross-cultural studies, offering richer, systemic understanding. This imbalance indicates the need for broader adoption of combined approaches to enhance research depth and contextual relevance.

In order to capture complexity, integrated theories necessitate more complex procedures, such as mixed methods or comparative analyses. In contrast, single-theory research relies on simple techniques like surveys or experiments. Future studies should support multidisciplinary collaboration, encourage a balance between single and combined theories, broaden methodological diversity, address evolving problems, and improve theoretical and contextual knowledge to fortify the TCCM framework. The preponderance of single-use theory in 129 research suggests a need for focused theoretical application, which aligns with the need for accuracy when assessing and validating certain concepts.

By tackling new issues and advancing theoretical and contextual knowledge, these studies usually aim to bolster particular viewpoints. Single-use theory's preponderance in 129 studies points to a desire for targeted theoretical application, consistent with the requirement for precision when evaluating and validating specific ideas. These investigations frequently seek to establish certain hypotheses inside predetermined frameworks, aiding their development and broader adoption. On the other hand, the 22 studies that use a combination of theories show efforts to address complex issues by combining opposing viewpoints. Although this multidisciplinary method has the potential to yield novel discoveries, its lower frequency suggests that integrating various frameworks may present difficulties.

The theory of planned behaviour is the most used theoretical framework for comprehending green consumer behaviour (37 research), which incorporates perceived behavioural control. TPB proposes attitude as the first determinant of intention, which measures how positively or negatively one views a behaviour. The second is the subjective norm, the perceived social pressure. PBC is used to predict behavioural achievement in conjunction with behavioural intention directly. The TPB and TRA have been used in various studies on green consumption behaviour, including extension, exclusive use, and integration with other theories.

Table 1. Theories used in green consumption studies

Theory	No_of_Studies	Sources
Theory of Planned Behaviour (TPB)	37	Gupta & Singh (2020), Marvi, Minbashrazgah, Zarei & Baghini (2020), Rustam, Wang & Zameer (2020), Kautish, Paul & Sharma (2019), Ajzen (1991), Aulina & Yuliaty (2017), Vasasiri, Siripipatthanakul, & Phayaphrom (2022), Sharma & Foropon (2019), Lavuri (2021), Kautish & Sharma (2019), Bagaskara & Salim (2023), Chiou (1998), Pancic, Serdaru & iÄ†, & Ä†uÄ• iÄ† (2023), Aziz, Md Rami, Zaremohzzabieh, & Ahrari (2021), Jabeen, Khan, Zain, & Atlas (2023), Kaur, Gangwar, & Dash (2022), Dutta & Hwang (2021), Xie, Wang, & Gong (2022), Ansu-Mensah (2021), Maichum et al. (2017), Tryphena & Aram (2023), Islam & Khan (2024), Lavuri & Susandy (2020), Sinha & Annamdevula (2022), Kaur et al. (2022), Jaiswal & Singh (2018), Huang et al. (2024), Lestari et al. (2021), Chikosha & Potwana (2021), Witek & Kuzł• niar (2024), El-Hussain & Arapoglu (2024), Maheshwari (2014)
Green Marketing Theory	8	Dhanachezhyan & Thanikaivel (2023), Ghodeswar & Kumar (2014), Nurapni, Ibrahim, Pratiwi, & Munawar (2024), Rajeswari &

		Suganya (2023),Gupta et al. (2022),Ghodeswar& Kumar (2014),Nielsen (2011)
Stimulus-Organism-Response (S-O-R)	7	Rusyani, Lavuri&Gunardi (2021), Alghamdi & Agag (2024), <u>Vergura, Zerbini, &Luceri (2020)</u> , <u>Xu et al. (2020)</u> ,Harjadi&Gunardi (2022), Vania &Ruslim (2023),Alghamdi& Agag (2024)
Extended Theory of Planned Behaviour	6	Shukla (2019), Dangelico et al. (2021), Yadav & Pathak (2016), Varah, Mahongnao, Pani, &Khamrang (2020), Kamalanon et al. (2022), Witek &KuÅ°niar (2024)
Theory of Reasoned Action	6	Jaiswal & Kant (2018), Prakash & Pathak (2016), Nasution, Tawil, &Gumerung (2024), Majeed, Aslam, Murtaza, &MolnÃ;r (2022), Dâ€™Souza, Taghian, & Khosla (2007),De Silva et al. (2020)
Value-Belief-Norm Theory	5	Akintunde (2017), Lin & Niu (2018), Majeed et al. (2022),Lee, Kim, Kim & Choi (2014)
Capability Approach	4	Seckler & Volkert (2021), LeÃŸmann&Rauschmayer (2012), Robeyns (2005), Rauschmayer& Lessmann (2013)
Consumer Behaviour Theory	4	Sharma & Trivedi (2018). Kumar &Ghodeswar (2015), Mkik&Mkik (2020),Sharma et al. (2024)
SustainableDevelopment Theory	4	Voruganti (2014), Garg & Sharma (2017), Kinoti (2011), DavidaviÄ• ienÄ—, Fayad, &Gergess (2024)
Construal Level Theory	2	Guan, Lei, Liu, & Ma (2024)
Resource-Based View	2	Alzghoul et al. (2024), Demessie & Shukla (2023)
Social Influence Theory	2	Clark, Haytko, Hermans, & Simmers (2019), Panopoulos et al. (2023)
Societal Marketing	2	Rastogi & Dutta (2023), Saxena & Khandelwal

Concept		(2008)
Attitude-Behaviour Model	1	Sharma, A. P. (2021)
Belief-Attitude-Behaviour	1	Heo & Muralidharan (2017)
Brand Trust Theory	1	Seshadri (2023)
Carroll's CSR Pyramid	1	Singh & Sharma (2023)
CircularBioeconomy	1	Otto et al. (2021)
Circular Economy Theory	1	Hegab et al. (2023)
Co-creation Theory	1	Palakshappa& Dodds (2020)
Communication Theory	1	Ottman (2011)
Consumer Socialization	1	Muralidharan et al. (2015)
Consumer-based Brand Equity	1	Davari & Strutton (2014)
Corporate Shared Value (CSV) Theory	1	Ardhan& Affandi (2022)
Corporate Social Responsibility (CSR) Theory	1	Caruana & Crane (2008)
Corporate Strategy	1	Singh & Pandey (2012)
Discrete Choice Theory	1	Wainwright (2019)
Dynamic Capabilities Theory	1	Mukonza& Swarts (2019)
ESG Impact Analysis	1	Frey et al. (2023)
Environmental Attitude Theory	1	Maichum, Parichatnon, & Peng (2017)
Environmental Citizenship Theory	1	Hadjichambis et al. (2020)

Environmental Kuznets Curve (EKC) Hypothesis	1	Villanthenkodath, Gupta, Saini, & Sahoo (2021)
Environmental Marketing Theory	1	Singal, Garg, & Singla (2013)
Knowledge-Based View	1	Sahoo et al. (2023)
Gender-Based Socialization Theory	1	Mostafa (2007)
Green Consumer Theory	1	Singh (2017)
Green Gap Theory	1	Essiz, Yurteri, Mandrik & Senyuz (2023)
Green Labelling Theory	1	D'Souza, Taghian, & Lamb (2006)
Knowledge-Attitude-Behaviour Model	1	Sayal & Pant (2023)
Green Product Development Theory	1	Dangelico (2017)
Life-Cycle Assessment (LCA)	1	Ottman (2011)
Pro-Environmental Reasoned Action (PERA) Model	1	Chin et al. (2018)
Psycho-economic Model	1	Reina Paz & Vargas (2023)
Relationship Marketing Theory	1	Gummesson (2002)
Service-Dominant Logic	1	Lim (2015)
Social Responsibility Theory	1	Al-Dmour, Hadad, & Al-Dmour (2023)
Socio-Behavioural Theory	1	Khan et al. (2020)
Socio-Demographic Segmentation Theory	1	Jain & Kaur (2006)

Sustainable Consumption Theory	1	NÃ±ez et al. (2024)
Sustainable Marketing Theory	1	Hota (2024)
Theory of Attitude-Behaviour Consistency	1	Kim, Oh, Yoon & Shin (2016)
Theory-Context-Characteristics-Methodology	1	Megha (2024)
Value-Attitude-Behaviour (VAB) Model	1	Cheung & To (2019)
Total	129	

Table 2. A combination of theories in green consumption studies

Name of Theories	No_of_Studies	Sources
Brand Equity Theory, Marketing Mix Theory	1	Buil, de Chernatony, & MartÃ±ez (2013)
Communication Theory, Green Marketing Theory	1	Correia, Sousa, Viseu & Larguinho (2023)
Consumer Awareness Theory, Socio-Demographic Theory	1	VÃ±quez et al. (2023)
Extended TPB, S-O-R Framework	1	Gil & Jacob (2018)

Grand Challenge Theory, SDG Framework	1	Christ & Burritt (2019)
Green Branding Theory, Impulse Buying Theory	1	Lakchan& Samaraweera (2023)
Green Marketing and Sustainable Development Theories	1	Rao (2017)
Institutional Theory, Stakeholder Theory	1	Braga et al. (2024)
Societal Marketing Concept, Green Marketing	1	McDaniel & Rylander (1993)
Societal Marketing, Sustainability Marketing	1	Vaid (2023)
Stakeholder Theory, CSR Theory	1	Shabbir & Wisdom (2020)
Stakeholder Theory, NRBV Theory	1	Braik, Saleh & Jaaron (2023)
TPB, ABC	1	Zhuang, Luo, & Riaz (2021)
Extended TPB	1	Ghose & Chandra (2019)
TPB, NormActivation	2	Fischer (2017),Szaban (2023)

Theory		
TPB, Environmental Marketing Theory	1	Juwaheer, Pudaruth, &Noyaux (2012)
TPB, Social Influence Theory	1	Kumar &Ghodeswar (2015)
Service-Dominant Logic, Triple Bottom Line	1	Pomering (2017)
Signaling Theory, TPB	1	Gautam & Pokhrel (2023)
NAT, Value-Belief-Norm (VBN)	1	Kostadinova (2016)
TRA, Uses and Gratifications Theory (UGT)	1	Jalali & Khalid (2019)
Total	22	
Category		Total_Studies
Combination of Theories		22
Single Use Theory		129

TCCM: “Context”

Countries: The dataset from Table 4 reveals the global distribution of studies, reflecting an imbalance in research focus. China (28 studies) significantly contributes, emphasising its growing role in sustainability and business research. Global studies (26) follow, providing broad insights across regions, vital for theory development and cross-context applicability. India (17 studies) emerges as a critical player, underlining its importance as a research

hub in its growing economy and diverse demographics. Similarly, the UK (13) and the USA (11) demonstrate their traditional dominance in academic research through advanced infrastructure and significant funding. Europe (9 studies) reflects a collective effort from multiple countries, while Pakistan (8) highlights the increasing focus on emerging economies. Germany and Indonesia (7 studies each) contribute significantly, representing developed and Southeast Asian contexts, respectively. Meanwhile, Australia (6 studies) focuses on environmental sustainability, and Italy (3 studies) reflects specific European trends like luxury goods and cultural heritage. These regions offer valuable perspectives but remain underexplored compared to leading nations.

Jordan, South Korea, Malaysia, Poland, and Turkey (2 studies each) and Portugal, Mauritius, Spain, Nepal, and Sri Lanka (1 study each) are underrepresented and highlight potential gaps in global research. These regions offer unique contexts that can enrich existing theories and provide fresh insights into sustainability, cultural practices, and market dynamics. Expanding research in these areas can address imbalances and uncover new opportunities for theoretical and methodological advancements. The dataset highlights a distinct research mindset of different regions. Developed nations like the UK, USA, and Australia focus on refining theories and advancing sustainability practices, leveraging robust academic infrastructure and funding. In contrast, developing countries like India, Pakistan, and Indonesia prioritise practical applications, addressing pressing local challenges such as market growth, resource efficiency, and consumer behaviour, reflecting their dynamic and evolving economic contexts.

Table 3. The global distribution of studies

Country	No. of Studies
China	28
Global	26
India	17
UK	13
U.S.A.	11
Europe	9
Pakistan	8
Germany	7
Indonesia	7
Australia	6

Italy	3
Jordan, South Korea, Malaysia, Poland, Turkey	2 studies each
Portugal, Mauritius, Spain, Nepal, Sri Lanka	1 study each

TCCM: “methods”

Methodologies: To address green gaps in consumer behaviour, different methodologies are used. 151 Green purchasing studies reveal critical insights into their alignment with theoretical frameworks, research contexts, and the characteristics of sustainable consumer behaviour. Surveys dominate the landscape, with over 70 studies leveraging their structured design to quantify consumer attitudes, intentions, and behaviours. Qualitative methods, including Interviews (14 studies) and Thematic Analysis (5 studies), provide in-depth insights into consumer motivations and contextual barriers. These methods align with the Characteristics and Context components of the TCCM framework, offering a richer understanding of nuanced factors contributing to green gaps. For example, thematic analysis uncovers consumer preferences and perception patterns, as seen in “Towards Sustainable Bharat@2047” (Rastogi & Dutta, 2023).

Experiments (15 studies) are instrumental for testing causal relationships and evaluating the effectiveness of interventions, such as eco-labels or financial incentives. They directly address the behaviour component of green gaps, providing actionable insights for converting intentions into actions. Additionally, emerging methods like Online Surveys (3) and Field Surveys (2) reflect an evolving focus on digital contexts and real-time consumer behaviours.

A mixed-methods approach, integrating quantitative methods like surveys with qualitative techniques and experimental designs, is ideal for bridging green gaps. This strategy supports theoretical integration and enhances contextual relevance and methodological rigour, addressing the complexity of sustainable consumer behaviour within the TCCM framework.

Table 4. Different methodologies used in the Literature

Method	No. of Studies	Description	Examples
Interviews	14	One-on-one or group conversations are conducted to gather in-depth	Common in sustainability studies, often for exploratory insights into

		insights into attitudes, motivations, or experiences.	green marketing.
Case Study	7	Detailed examination of a particular instance or context to explore complex issues in-depth.	"Exploring the Impact of Sustainable Marketing Strategies" (Hota, 2024)
Thematic Analysis	5	The qualitative method is used to interpret patterns or themes within data.	"Towards Sustainable Bharat@2047: Consumer Perceptions & Preferences on Green Marketing" (Rastogi & Dutta, 2023)
Experiments	15	A combination of qualitative and quantitative approaches is needed for a comprehensive understanding.	Used in surveys combining surveys with qualitative insights, e.g., consumer behaviour research.
Survey	70+	A structured method collects quantitative data from respondents, often through questionnaires.	"Awareness of Green Marketing" (Maheshwari, 2014), "Various Green Marketing Variables" (Sharma & Trivedi, 2018)
Structured Survey	5	A highly controlled survey with a defined structure and standardised questions.	"Exploring the Value-Action Gap" (Essiz et al., 2023)
Questionnaire-based Survey	1	A survey is designed explicitly as a questionnaire, often for large sample sizes.	"Green Marketing Practices and Organizational Sustainable Performance" (Braik et al., 2023)
Online Survey	3	A digital version of the survey method was conducted over the Internet.	"Consumers' Attitude and Purchase Intention" (Vergura et al., 2020)
Field Survey	2	Surveys conducted directly in the field to capture real-time and in-context responses.	"Green Purchase Behaviour Gap" (Witek & Kuźniar, 2024)

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