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GREEN CONSUMPTION BEHAVIOR AMONG HIGHER EDUCATION FACULTY: A COMPREHENSIVE SYNTHESIS OF MOTIVATORS, BARRIERS, AND THE ATTITUDE-BEHAVIOR GAP

Sharada R[1, 2*] & Dr. Shobha[3]

[1,] Research Scholar, School of Commerce, Finance & Accountancy St. Aloysius (Deemed to be University), Mangalore-575003, India.

[2] Assistant Professor, Department of Commerce Government First Grade College, PG & Research Centre Hoskote, Bangalore Rural-562114, India.

[3]Associate Professor, School of Commerce, Finance & Accountancy St. Aloysius (Deemed to be University), Mangalore-575003, India

* Corresponding Author: sharada_phd@staloysius.edu.in

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Keywords	***Abstract***
green consumption, sustainable behavior, attitude-behavior gap, environmental awareness, higher education, faculty, barriers, motivators, demographic moderators,	Green consumption—the intentional purchase and use of environmentally sustainable products represents a critical behavioral phenomenon in addressing global environmental degradation. Despite widespread environmental awareness and increasingly positive environmental attitudes, a persistent paradox persists: individuals expressing strong environmental concerns frequently fail to translate these attitudes into actual purchasing behavior. This comprehensive literature synthesis examines 56 recent empirical studies investigating motivators, barriers, and the attitude-behavior gap in green consumption, with particular emphasis on how demographic

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institutional context, developing economies	characteristics and contextual factors reshape behavioral relationships. The analysis reveals that environmental attitudes, internal moral norms, and health-related benefits serve as primary motivators for green consumption, while economic barriers, product availability limitations, consumer skepticism, and psychological constraints actively suppress behavior translation. Critically, demographic characteristics including age, gender, education, and professional discipline significantly moderate these relationships, creating population- specific behavioral patterns. The synthesis identifies higher education faculty as an understudied yet strategically important population whose consumption choices influence students, institutional cultures, and broader community sustainability. The review documents significant research gaps regarding faculty-specific green consumption patterns in developing economy contexts and provides empirical foundations for institutional sustainability initiatives. Integration of Theory of Planned Behavior, Values-Beliefs-Norms theory, and Innovation Resistance Theory offers comprehensive framework capturing both motivational drivers and practical obstacles shaping green consumption adoption.

1. INTRODUCTION

1.1 The Global Environmental Crisis and Sustainable Consumption Imperative

Humanity confronts an unprecedented environmental crisis characterized by resource depletion, biodiversity loss, and climate change. Approximately 7 million annual deaths result from air pollution, widespread water scarcity affects billions, and ecosystem degradation accelerates globally. Sustainable consumption meeting human needs while minimizing environmental impact has emerged as a critical pathway toward environmental sustainability and achievement of United Nations Sustainable Development Goals, particularly SDG 12 on responsible consumption and production. Environmental degradation emerges not merely from technological deficiencies or policy failures, but fundamentally from patterns of consumption across developed and developing economies. Individual and household consumption decisions products selected, quantities purchased, and disposal patterns collectively generate environmental impacts through resource extraction, manufacturing emissions, transportation, and waste generation. Addressing environmental crises therefore requires transformation of consumption behaviors at individual, household, and community levels, positioning consumer behavior researchers, educators, and policymakers at the forefront of environmental solutions.

1.2 The Environmental Crisis in India and Karnataka Context

India confronts global environmental challenges with particular urgency and severity. Ranked among nations most vulnerable to climate-related impacts, India experiences serious environmental crises spanning air pollution, water scarcity, and biodiversity loss. India's vehicle

count expanded dramatically from 128 million to 326 million vehicles between 2010 and 2020, substantially contributing to ambient air pollution through vehicular emissions. Over 29 of the world's 30 most polluted cities globally are located in South Asia, with particulate matter concentrations remaining dangerously elevated across major Indian urban centers. Beyond air pollution, India confronts severe water scarcity affecting agricultural productivity and urban water security, with groundwater degradation limiting drinking water access across regions. Karnataka, a major South Indian state, exemplifies these interconnected environmental pressures, with rapid urbanization and economic development intensifying environmental challenges through vehicle emissions, industrial activities, and groundwater quality degradation.

These environmental challenges occur within the context of India's expanding higher education sector and growing environmental awareness among educated populations. India's higher education institutions increasingly recognize sustainability as a core institutional mission, implementing campus sustainability programs and environmental education frameworks. Faculty occupies strategic positions within these institutions as educators transmitting environmental values to students, as institutional leaders whose personal behavior signals institutional sustainability commitment, and as community influencers whose consumption choices demonstrate professional environmental responsibility. Despite this strategic importance, empirical research specifically examining green consumption behavior among higher education faculty remains remarkably limited, particularly in Indian contexts where rapid environmental degradation intersects with expanding higher education systems.

1.3 The Attitude-Behavior Paradox

A fundamental paradox characterizes environmental behavior research: despite widespread environmental awareness and increasingly positive environmental attitudes, actual green consumption remains limited and inconsistent. Research documents that 60-70% of consumers express high environmental concern and positive attitudes toward green products, yet actual green purchasing comprises only 10-15% of total consumer spending. This persistent attitude-behavior gap—the inconsistency between stated environmental concerns and actual purchasing behavior—represents a fundamental challenge to environmental behavior change efforts and sustainability promotion strategies. The gap proves particularly pronounced among educated populations, including higher education faculty who theoretically possess greater environmental knowledge and stronger environmental values. Understanding the nature of this gap, identifying factors amplifying or diminishing it, and developing contexts where attitudes more reliably predict behavior represents essential research and practical challenge for institutions committed to promoting sustainable consumption.

1.4 Higher Education Faculty as Strategic but Understudied Population

Higher education faculty occupies multiple strategic positions extending influence beyond individual consumption choices. Faculty serve as educators transmitting environmental values and sustainability concepts to students, as institutional leaders whose personal behavior signals institutional sustainability commitment, and as community influencers whose

consumption choices demonstrate professional environmental responsibility. Despite this strategic importance, empirical research specifically examining green consumption behavior among higher education faculty remains remarkably limited, particularly in Indian contexts. Research on faculty sustainability typically emphasizes environmental awareness or institutional policy rather than personal household consumption decisions, with studies directly examining faculty-specific motivations, barriers, and demographic variations in green consumption adoption essentially absent from peer-reviewed literature. Yet faculty's unique positions as educators and role models create multiplicative effects whereby faculty green consumption choices influence student values, institutional culture, and broader community sustainability practices.

1.5 Research Objectives and Scope

This literature synthesis accomplishes three interconnected objectives. First, it comprehensively synthesizes current knowledge about motivators and barriers to green consumption, identifying consistent patterns, theoretical frameworks, and empirical findings across 56 recent peer-reviewed studies. Second, it critically examines the attitude-behavior gap, analyzing how demographic, psychological, and contextual factors moderate relationships between environmental attitudes and actual behavior. Third, it positions higher education faculty as understudied yet strategically important population for green consumption research, identifying gaps where empirical investigation could advance both theory and practice. The synthesis draws on studies published primarily between 2009- 2025, with particular emphasis on 2021-2025 research reflecting current knowledge. While examined studies originate from diverse geographic contexts, particular attention focuses on insights relevant to developing economy contexts and educational settings, recognizing that green consumption dynamics differ substantially across economic development levels and institutional environments.

2. Theoretical Frameworks for Understanding Green Consumption

2.1 Theory of Planned Behavior (TPB)

Theory of Planned Behavior provides foundational framework explaining how attitudes, subjective norms, and perceived behavioral control shape behavioral intentions and actual behavior. Within green consumption context, TPB proposes that individuals holding positive attitudes toward environmental sustainability, observing social support for green consumption, and perceiving confidence in their ability to identify and purchase green products demonstrate stronger intentions toward green purchasing. The theory acknowledges that intention alone proves insufficient for behavior; rather, behavioral control—perceived capacity to actually engage in the behavior—significantly mediates intention-behavior relationships.

TPB research on green consumption demonstrates that environmental attitudes significantly influence purchasing intentions through multiple pathways, though relationship strength varies substantially across demographic groups. Younger, more educated, and urban populations show stronger attitude- behavior alignment compared to older, less educated, and rural populations.

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Subjective norms— perceptions about what relevant others expect—demonstrate significant influence on green consumption, particularly among individuals valuing social acceptance or community standing. Perceived behavioral control—confidence in ability to identify and access green products—significantly moderates whether consumers translate intentions into actual purchasing. Recent empirical validation in university student contexts confirms TPB framework efficacy, with customer attitude, awareness, and perceptions emerging as fundamental components significantly contributing to green purchase behavior. Extension of TPB with environmental knowledge and environmental sensitivity variables demonstrates that both traditional and newly-added variables significantly influence green purchase intention.

2.2 Values-Beliefs-Norms Theory (VBN)

Values-Beliefs-Norms theory provides complementary perspective emphasizing moral obligation and value-driven motivation operating independently of rational benefit calculation. VBN proposes that personal environmental values activate beliefs about environmental consequences and personal responsibility, which trigger moral norms motivating pro-environmental action. The theory distinguishes between value orientations: altruistic and biospheric values emphasizing concern for others and the natural world most strongly motivate green consumption, while egoistic values (personal health and safety benefits) demonstrate weaker but significant effects.

VBN research reveals that moral obligation—individuals' internalized sense of responsibility for environmental outcomes—demonstrates significant direct effects on sustainable consumption engagement independent of measured attitudes or external incentives. Internal factors such as attitudes, values, personal norms, and perceived responsibility show significant positive direct effects on sustainable consumption behavior, with moral obligation independently motivating behavior beyond attitudes or external incentives. This insight suggests that green consumption motivation operates through multiple psychological pathways: not only through attitudes (what people think about environmental issues) and social influences (what others expect), but also through internalized moral standards and felt responsibility for environmental outcomes. Meta-analytic integration of TPB and VBN models demonstrates their complementarity in predicting green consumption, with both theories contributing independent and significant effects. Interventions cultivating internalized environmental responsibility may prove particularly effective at generating stable, intrinsically motivated behavior change.

2.3 Innovation Resistance Theory (IRT)

Innovation Resistance Theory addresses the persistent puzzle of why individuals with strong motivation and favorable intentions sometimes fail to adopt beneficial innovations. IRT identifies functional barriers (cost, complexity, risk perception) and psychological barriers (tradition, image concerns, knowledge limitations) that impede adoption despite strong motivation. Applied to green consumption, IRT recognizes that barriers operate independently of motivational variables in suppressing behavior.

Recent research confirms that barriers including perceived unnecessary change, conflicting goals, interpersonal relationship concerns, knowledge gaps, and tokenism demonstrate significant moderating effects on attitude-behavior relationships. Individuals holding positive attitudes toward green consumption but possessing substantial skepticism about product necessity, worrying about social judgment, or lacking knowledge about implementation show substantially reduced purchasing compared to similarly motivated individuals facing fewer barriers. Psychological barriers to sustainable consumption adoption include perceived sacrifice and lifestyle constraints that suppress behavior adoption independent of attitude strength.

2.4 Integrated Framework

Rather than viewing these frameworks as competing explanations, recent research demonstrates their complementarities. Theory of Planned Behavior captures rational decision-making processes based on attitudes, social expectations, and perceived feasibility. Values-Beliefs-Norms theory captures value- driven moral motivation operating through internalized responsibility and conscience. Innovation Resistance Theory captures practical and psychological barriers preventing motivation translation into behavior. Together, these frameworks address both the question "Why should individuals engage in green consumption?" (addressed by TPB and VBN motivators) and "What obstacles prevent individuals from engaging in green consumption despite strong motivation?" (addressed by IRT barriers).

3. Motivators of Green Consumption Behavior

3.1 Environmental Attitudes and Environmental Values

Environmental attitudes—individuals' evaluative dispositions toward environmental issues—emerge as foundational motivators of green consumption behavior. Research examining large-scale eco-label adoption across 26,630 EU respondents demonstrates that positive environmental attitudes significantly influence purchasing behavior through multiple direct and indirect pathways. However, demographic characteristics substantially moderate attitude-behavior strength: younger, more educated, and urban populations show markedly stronger attitude-behavior alignment compared to older, less educated, and rural populations. Female consumers, individuals with higher education, and urban populations show stronger alignment between environmental attitudes and actions, with larger proportions of attitude-consistent behavior compared to rural and lower-education groups.

Environmental values—more deeply held beliefs about what is important and worthwhile—demonstrate significant influence on consumption behavior. Altruistic values emphasizing concern for others and biospheric values emphasizing concern for the natural world more strongly predict green consumption than egoistic values emphasizing personal benefits. However, even egoistic values (personal health benefits, safety concerns) significantly predict behavior when appropriately framed and promoted. Research on altruistic and biospheric value

orientations reveals that individuals prioritizing these values demonstrate substantially greater engagement with green consumption across multiple product categories, suggesting that value-based motivation operates consistently across diverse consumption contexts. In developing economy contexts, pro-environmental attitude acts as a critical mediating element translating ethnocentric values into actual green purchasing behavior, with consumers holding strong ethnocentric values often aligning with environmentally friendly supportive beliefs that enhance sustainability aims.

3.2 Environmental Knowledge and Awareness

Environmental knowledge—individuals' understanding of environmental issues, awareness of green product attributes, and knowledge of sustainability-related information—consistently emerges as significant motivator of green consumption. Research examining green product barriers in developing economy contexts demonstrates that green product knowledge serves not only as direct motivator but also as crucial moderating factor enabling consumers to overcome structural and psychological barriers. Consumers with high green product awareness successfully overcome habitual constraints, skepticism, and availability barriers substantially more effectively than those with limited knowledge. Environmental knowledge, environmental sensitivity, and attitude together emerge as key factors influencing green purchase intention.

However, contradictory findings from India contexts suggest that green product literacy is not always significantly associated with positive purchase attitudes, indicating that knowledge alone does not guarantee positive attitudes in all cultural contexts. Similarly, research on green product knowledge's effect on purchase intention reveals that while general environmental awareness is important, green product knowledge did not have considerable impact on purchase intention in some contexts, suggesting that knowledge of specific green products may require complementary psychological factors. This finding carries important implications for educational interventions and faculty sustainability programs: if knowledge levels significantly influence whether individuals translate environmental concern into purchasing behavior, educational initiatives increasing sustainability awareness may generate cascading effects on behavioral change, though knowledge must be combined with other motivational factors.

3.3 Social Norms and Peer Influence

Environmental behavior operates within social contexts where peer behavior, social expectations, and community consumption patterns significantly influence individual choices. Consumption values with significant social dimensions—social status, identity expression, peer recognition—substantially influence green purchasing decisions, with environmental concern serving as critical mediating mechanism translating social values and status concerns into actual purchasing behavior. Notably, research documents dual dynamics in social norm effects: positive social norms—observing that relevant others engage in green consumption—significantly encourage purchasing, while negative social norms—observing that most community members do not purchase green products—actively suppress purchasing even among motivated

individuals. This suggests that scaling green consumption may require not only individual attitude change and motivation enhancement, but also shifting population-level perceptions about consumption patterns, particularly in contexts where green consumption remains culturally uncommon or perceived as unusual. Negative social norms and others' inaction substantially suppress adoption despite individual commitment.

3.4 Internal Motivation and Personal Norms

Beyond external social influences, internal psychological processes strongly motivate green consumption. Personal norms and perceived responsibility—individuals' internalized sense of moral obligation to behave sustainably—demonstrate significant direct effects on sustainable consumption engagement and behavior, operating independently of measured attitudes or external influences. This insight suggests that green consumption motivation operates through multiple psychological pathways: not only through attitudes and social influences, but also through internalized moral standards and felt responsibility for environmental outcomes. Interventions that cultivate internalized environmental responsibility may prove particularly effective at generating stable, intrinsically motivated behavior change.

3.5 Health Benefits and Quality-of-Life Motivations

Not all motivations for green consumption derive from environmental concern. Research examining sustainable food consumption decisions reveals that health, convenience, and trust emerge as dominant purchasing drivers, with environmental and ethical considerations serving as secondary motivators. Health concerns, labeling of origin, and certification substantially influence consumer attitudes toward organic food products, with trust in green products emerging as the most important predictor of consumer attitude, where consumers are ready to pay premium prices for original green products. This finding challenges assumptions that environmental concern primarily drives green consumption; instead, perceived personal benefits (health improvements, quality assurance and safety) often prove more motivating than environmental benefits, particularly among consumers prioritizing personal utility.

This insight carries important implications for promoting green consumption among diverse populations: marketing and communication strategies emphasizing health benefits, product quality, and personal well-being may prove more effective than exclusive emphasis on environmental benefits, particularly among consumers whose primary motivations involve personal utility rather than environmental altruism. Faculty sustainability initiatives incorporating health and wellness messaging alongside environmental benefits may achieve greater engagement among populations motivated by personal benefit considerations.

3.6 Emotional Responses and Affective Engagement

Emotion and affect significantly influence adoption and maintenance of sustainable behaviors, independent of rational environmental impact assessment. Research demonstrates that individuals preferentially adopt and maintain sustainable behaviors evoking positive emotions, regardless of behaviors' objective environmental mitigation potential. Conversely, behaviors with greater

environmental impact but less pleasant emotional associations are adopted less frequently. This finding reveals that emotional experience significantly influences behavior adoption parallel to rational assessment of environmental impact, suggesting that emotional and affective dimensions deserve greater attention in green consumption research and intervention design.

4. Barriers and Constraints to Green Consumption

4.1 Economic Barriers and Price Sensitivity

Price operates as a conditional barrier whose suppression effects depend substantially on value alignment and economic context. Developed economies show direct cost perception mechanisms— consumers weigh green premiums against perceived personal benefits (health, quality), with environmental values remaining secondary. In sharp contrast, developing economies operate through value-mediation processes—environmental concern alone fails to justify price premiums; only when eco-labeled products align with quality-value frames will cost-sensitive consumers accept premiums. This mechanistic difference means pricing interventions must be context-sensitive: personal-benefit framing in developed economies versus quality-value mediation in developing economies.

Research examining consumer behavior in sustainable product markets reveals that essential product values (health benefits, quality and durability) forecast purchasing more strongly than environmental values, suggesting consumers prioritize personal benefits over environmental benefits. Meta-analysis examining consumer motivation to purchase green food demonstrates that price awareness shows significant positive correlations with green food purchase behavior, though effect strength substantially varies by economic development level, with developing economies showing stronger price effects. In developing economy contexts, affordability emerges as a critical barrier that actively suppresses behavior adoption among motivated individuals, with willingness to pay premium for eco- label products substantially mediated by quality-value perceptions rather than environmental concern alone.

4.2 Product Availability and Structural Barriers

Structural barriers—limited product availability, confusing labeling, lack of information about where to purchase—substantially suppress behavior translation despite consumer awareness and motivation. Large-scale green product purchasing research reveals that despite increased consumer awareness of green products, substantial barriers remain in actual green product purchasing, with consumers' awareness of green product prices and expectations about sustainable consumption positively impacting behavior, yet structural barriers limiting product availability substantially suppress behavior. Research examining barriers to green product purchasing documents that shelf space availability makes consumers more likely to buy green products, yet lack of product availability and non-availability restrict consumers from purchasing green products.

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For zero-waste product purchasing specifically, barriers include limited product availability, higher costs compared to conventional alternatives, inconvenience requiring behavior change, and difficulty in identifying genuine zero-waste alternatives, creating intention-behavior gaps even among consumers exclusively committed to zero-waste consumption. Digital divide and technology access barriers represent emerging structural constraints to sustainable product purchasing, with limited technology access substantially restricting individuals' capacity to access information about green products and make informed sustainable consumption decisions

4.3 Consumer Skepticism and Certification Confusion

Consumer skepticism regarding green claims and green product authenticity emerges as significant and continuing barrier to sustainable consumption. Research examining green purchase behavior among Indian households documents that consumer skepticism does not directly affect purchase intentions but operates indirectly through environmental knowledge and concern pathways, with skepticism exhibiting important indirect influence suppressing behavior. Skepticism toward green claims continues as fundamental barrier: consumers expressing uncertainty about green product authenticity, environmental benefit claims, and value jstification show substantially reduced purchasing regardless of environmental concern.

Certification confusion substantially suppresses purchasing despite consumer knowledge, with consumers struggling to interpret multiple competing green certifications and eco-labels, limiting their efforts toward green purchasing. Lack of trust in green certification could hinder positive attitudes of consumers and block purchase intention, with certification confusion emerging as powerful moderator suppressing behavior translation despite knowledge and concern. Research on green cosmetics purchasing reveals that label confusion represents significant consumer constraint, with individuals finding it difficult to identify what is actually green and experiencing confusion regarding eco-labels that limit their green consumption efforts.

4.4 Psychological Barriers and Perceived Sacrifice

Psychological barriers to green consumption adoption include perceived necessity of change, conflicting goals, interpersonal relationship concerns, knowledge gaps, and tokenism. Individuals holding positive attitudes toward green consumption but possessing substantial skepticism about product necessity, worrying about social judgment, or lacking knowledge about implementation show substantially reduced purchasing compared to similarly motivated individuals facing fewer barriers. Perceived sacrifice and lifestyle constraints—psychological perceptions that green consumption requires unacceptable compromise—substantially suppress adoption despite strong environmental motivation. Barriers including perceived unnecessary change, conflicting goals, and tokenism demonstrate significant moderating effects on attitude-behavior relationships.

Dispositional mindfulness—individuals' habitual capacity for self-regulation and attention-maintenance—significantly moderates the attitude-behavior relationship, with individuals high in mindfulness revealing substantially stronger attitude-behavior alignment than those low in

mindfulness. This finding suggests that self-regulatory capacity and attention-maintenance ability enable better translation of environmental attitudes into consistent behavioral action

4.5 Habit Strength and Behavioral Inertia

Habit strength emerges as significant predictor of green consumption consistency, with habitual constraints substantially suppressing green product purchasing behavior. Habit strength significantly predicts behavior consistency, with breaking routines requiring deliberate intervention and behavioral change efforts. Research on barriers to green products reveals that habits, skepticism, and product availability significantly suppress green product purchasing behavior, with these factors operating independently as suppression mechanisms. Difficulty in changing established consumption habits represents significant barrier, with consumers reporting that overcoming routine purchasing patterns constitutes primary obstacle to green consumption adoption.

5. The Attitude-Behavior Gap: Mechanisms and Moderators

5.1 Documentation of the Attitude-Behavior Gap

Research consistently documents substantial gaps between stated environmental attitudes and actual green purchasing behavior across diverse populations and contexts. Large-scale examination of EU eco- label adoption across 26,630 respondents demonstrates significant attitude-behavior gap, with environmental knowledge, trust in eco-labels, environmental concern, and attitudes all significantly influencing purchasing behavior through multiple pathways, yet with gap remaining across demographic groups. Research examining demographic influences on environmental attitudes and actions across 1,014 respondents reveals that same levels of environmental concern produce different behavioral outcomes depending on demographic context, with rural populations and lower-education groups showing substantially larger attitude-behavior gaps than urban, higher-education populations.

The gap proves particularly pronounced in higher educational settings: despite awareness development and positive attitude formation through marketing initiatives, actual purchasing behavior substantially lags in student populations. Even among consumers exclusively committed to zero-waste consumption, gaps emerge between intention and behavior, with structural and psychological barriers suppressing behavior translation despite commitment. Prospective teachers showing high awareness of their ecological footprint demonstrate slightly low sustainable consumption habits, documenting awareness- behavior gap among educated populations preparing to teach sustainability.

5.2 Demographic Moderation of Attitude-Behavior Relationships

Demographic characteristics significantly moderate the strength and nature of attitude-behavior relationships. Age substantially moderates these relationships, with younger populations showing stronger attitude-behavior alignment compared to older populations. Gender fundamentally reshapes which psychological factors most strongly influence behavior, with women prioritizing

environmental concerns while men prioritize perceived feasibility and social support in green purchasing decisions. Education level substantially moderates attitude-behavior strength, with higher education associated with stronger alignment, though contradictory findings in India contexts suggest that education's effect operates through indirect pathways involving knowledge and concern.

Settlement type (urban versus rural) substantially moderates attitude-behavior strength, with urban populations showing markedly stronger attitude-behavior alignment, larger proportions of attitude- consistent behavior, and stronger relationships between attitudes and actions compared to rural populations. Income and economic status moderate these relationships, with lower income individuals showing substantially weaker attitude-behavior alignment and larger gaps even among environmentally concerned populations. These demographic variations suggest that one-size-fits-all sustainability interventions inadequately address population-specific behavioral dynamics and require context-sensitive approaches recognizing how demographic characteristics reshape psychological pathways.

5.3 Psychological Barriers as Moderators

Beyond demographic characteristics, psychological barriers demonstrate significant moderating effects on attitude-behavior relationships. Barriers including perceived unnecessary change, conflicting goals, interpersonal pressures, knowledge gaps, and tokenism all demonstrate significant moderating effects, with individuals possessing positive attitudes but substantial psychological barriers showing markedly reduced purchasing. Perceived sacrifice—individuals' psychological perception that green consumption requires unacceptable life compromise—significantly moderates attitude-behavior relationships, with individuals perceiving high sacrifice showing substantially weaker behavior translation despite positive attitudes.

Reasons for adopting green consumption can only indirectly affect intention but do not facilitate conversion to actual behavior, with factors like lack of trust in green labels, premium price concerns, and expectations about green product performance proving much more powerful in negatively influencing consumers. Lack of trust in green product effectiveness and authenticity substantially suppresses purchasing despite positive environmental attitudes and knowledge, with trust emerging as critical moderating factor determining attitude-behavior translation.

5.4 Contextual and Institutional Moderators

Institutional and organizational contexts substantially moderate green consumption behavior through multiple mechanisms. Higher education institutional contexts show significant effects, with institutional sustainability initiatives and green campus programs affecting faculty and student behavior adoption, though intention-behavior gaps persist despite initiatives. Institutional sustainability communication, green marketing effectiveness, and campus sustainability program quality substantially influence whether educational contexts generate lasting behavioral change or produce intention-behavior gaps.

Social context and community consumption patterns substantially moderate individual attitude-behavior relationships, with negative social norms—observing that most community members do

not purchase green products—actively suppressing purchasing even among motivated individuals. Economic development level substantially moderates motivational factor effects, with developing economies showing different effect sizes and mechanisms compared to developed economies, suggesting that behavioral interventions require economic-context sensitivity. Product type and behavior type (intention versus actual behavior) significantly moderate effect sizes, with some product categories showing stronger attitude-behavior alignment than others.

6. Developing Economy Contexts and India-Specific Research

6.1 Green Consumption in Developing Economy Contexts

Research on green consumption in developing economies reveals patterns distinctly different from developed economy contexts. Emerging market consumers demonstrate that consumption values with significant social dimensions substantially influence green purchasing decisions, with environmental concern serving as mediating mechanism translating values to purchasing behavior. However, economic factors operate more powerfully as constraints in developing economies, with affordability considerations substantially suppressing behavior despite motivation.

Quality-value mediation emerges as distinct mechanism in developing economies, where environmental concern alone fails to motivate green purchasing; rather, eco-labeled products must align with quality-value perceptions where consumers perceive genuine quality improvement to justify premium prices. This mechanistic difference from developed economies—where personal health benefits mediate price premium acceptance—suggests that developing economy green consumption requires different marketing and policy approaches emphasizing quality assurance and perceived value rather than environmental benefits alone. Price awareness shows substantially stronger effects on green food purchase behavior in developing economies, with behavioral control and price concerns operating as dominant constraints suppressing behavior.

6.1 India-Specific Research Findings

Research specifically examining green consumption in India reveals important insights regarding motivation, barriers, and demographic patterns. Green purchase behavior among Indian households documents that consumer skepticism operates indirectly through knowledge and concern pathways, with skepticism exhibiting important indirect influence suppressing behavior. Environmental knowledge and concern demonstrate strong and direct positive effects on green purchase intentions in Indian contexts, with skepticism emerging as important indirect barrier suppressing behavior.

However, contradictory findings suggest that green product literacy is not significantly associated with positive purchase attitudes in Indian contexts, indicating that knowledge alone does not guarantee positive attitudes, challenging Western assumptions about knowledge-attitude-

behavior relationships. Similarly, environmental concern and environmental knowledge did not have considerable impact on attitude toward green cosmetics in India, suggesting that in specific product categories and cultural contexts, traditional psychological variables may operate differently or require complementary factors.

Green consumption and sustainable lifestyle research from India involving 422 respondents reveals that green product literacy is not associated with positive purchase attitudes, suggesting that being knowledgeable about green products does not necessarily lead individuals to prioritize them or hold positive purchase attitudes in this context, contradicting prior literature. This finding highlights the importance of empirically examining assumptions from Western contexts within Indian cultural and economic frameworks.

Research from Bangalore examining consumption patterns among school teachers (a population comparable to faculty) documents that eco-motivation and shelf space make consumers more likely to buy green products, yet price, lack of trust, and non-availability restrict purchasing. This teacher- specific research reveals that even among educated professionals in educational settings, structural barriers (availability, cost) and psychological barriers (trust) suppress green consumption.

6.2 Suth Asia Regional Context

Research in other South Asian contexts provides insights applicable to India. Bangladesh research examining young girls' green consumption intentions documents significant effects of subjective norms, perceived behavioral control, environmental responsibility, and self-efficacy on purchase intentions. This female student population research suggests that young women's green consumption intentions operate through TPB variables and internal responsibility factors.

Nepal-specific research examining consumer ethnocentrism and green purchase intention reveals that pro-environmental attitude acts as critical mediating element translating ethnocentric values into actual green purchasing behavior, with domestically produced items often aligned with environmentally friendly supportive beliefs enhancing sustainability aims. Kosovo transition economy research on organic food attitudes reveals that trust in green products emerges as strongest predictor of positive attitudes, followed by health concerns, with lack of trust in certification substantially hindering positive attitude formation.

7. Higher Education Context and Faculty-Specific Research

7.1 Sustainability in Higher Education Institutions

Higher education institutions occupy strategic positions for promoting green consumption through multiple mechanisms. Green HRM practices and sustainability pedagogy jointly foster student and institutional sustainability development, with faculty awareness and commitment combined with embedded sustainability throughout curricula essential for cultivating environmentally responsible students. Faculty serve as role models whose personal

environmental practices communicate sustainability commitment to students and institutional communities, with faculty consumption choices demonstrating professional environmental responsibility.

Research examining implementation of sustainable green marketing initiatives among higher education students reveals despite awareness development and positive attitude formation through marketing, actual purchasing behavior substantially lags, revealing substantial intention-behavior gaps in higher educational settings despite institutional efforts. Higher education institutional contexts show that environmental awareness positively influences green commitment, highlighting the crucial role of higher education institutions in fostering environments conducive to sustainable entrepreneurial initiatives through curriculum reorientation toward sustainable development goals.

7.2 Faculty-Specific Research Findings

Remarkably limited empirical research specifically examines green consumption behavior among higher education faculty, representing significant research gap. Conceptual research on green HRM and teaching sustainability in higher education institutions documents that increasing awareness among faculty members and commitment to sustainability, combined with embedding sustainability throughout curricula and supporting faculty through green HRM practices, proves essential for cultivating environmentally responsible students. Green campus initiatives significantly affect faculty adoption of sustainable behaviors, suggesting that institutional policies and campus sustainability programs create contexts enabling faculty behavior change.

Prospective teacher research examining sustainable environmental behaviors and consumption habits reveals that despite high awareness of ecological footprint, sustainable consumption habits remain slightly low, documenting awareness-behavior gap among educated professionals preparing to teach sustainability. This finding proves particularly significant: even among populations trained to teach environmental sustainability (teacher education students), substantial gaps exist between awareness and consumption behavior, suggesting that knowledge and awareness alone prove insufficient for behavior translation without addressing barriers and motivation factors.

Research among school teachers in Bangalore—a population comparable to faculty—documents that eco-motivation and shelf space encourage purchasing, yet price, lack of trust, and product non- availability restrict purchasing. This teacher-specific research reveals that even among educated professionals in educational settings, economic barriers (price, availability) and psychological barriers (trust) substantially suppress green consumption despite environmental concern and professional roles modeling sustainability.

7.3 Research Gaps in Faculty-Specific Green Consumption

Systematic literature reviews examining green purchase intention research identify significant methodological gaps concerning demographic moderators and adoption barriers, suggesting these areas require future research attention. PRISMA-based systematic review of green purchase

intention factors documents rapid growth in green purchase intention research in India, China, and Malaysia, identifies TPB as leading theoretical framework, and explicitly identifies significant gaps in comparative research between developed and developing countries with rising issues including barriers remaining understudied.

Research specifically examining how institutional sustainability initiatives translate into actual faculty behavioral change remains essentially absent. Empirical investigation of faculty-specific motivations for green consumption, barriers they experience, demographic variations in adoption patterns, and institutional contexts enabling behavior change represents critical gap where research could advance both theory and practice. Understanding whether faculty role as educators and role models creates multiplicative effects whereby their consumption choices influence student values and institutional culture requires empirical investigation currently absent from literature.

8. Theoretical Integration and Synthesis

8.1 Complementarity of Theoretical Frameworks

Rather than viewing Theory of Planned Behavior, Values-Beliefs-Norms theory, and Innovation Resistance Theory as competing explanations, recent research demonstrates their complementarities in comprehensive framework. Meta-analytic integration of TPB and VBN models demonstrates that both theories contribute independent and significant effects, with TPB capturing rational decision- making while VBN captures value-driven moral motivation. Both theories show significant effects on green consumption intentions and behavior, with effect sizes varying across demographic groups and contexts.

Innovation Resistance Theory's focus on functional and psychological barriers complements TPB's emphasis on motivation and perceived control, recognizing that barriers operate independently of motivational variables in suppressing behavior translation. Integrated models combining multiple theoretical perspectives prove more effective at explaining variance in green consumption than single-theory approaches, with systematic reviews identifying multiple theoretical frameworks contributing unique explanatory value.

8.2 Effect Sizes and Meta-Analytic Evidence

Meta-analytic synthesis of motivator effects on green consumption reveals substantial effect size variation across contexts and demographic groups. Environmental awareness, health awareness, attitude, knowledge, subjective norms, price awareness, perceived behavioral control, and perceived usefulness all show significant positive correlations with green food purchase behavior. However, effect sizes substantially vary by economic development level, product type, and behavior type, with developing economies showing stronger price effects while developed economies show stronger environmental value effects.

Meta-analysis examining mechanisms of green consumption across 100+ studies reveals that knowledge and attitudes serve as strongest internal influencers of green consumption, with effect

sizes ranging from small to large depending on measurement characteristics and population sampled. Barriers demonstrate significant suppression effects on attitude-behavior relationships, with effect sizes for barrier moderation comparable in magnitude to motivator effects, suggesting barriers deserve equal research attention.

8.3 Mechanisms Underlying Green Consumption Adoption

Multiple psychological mechanisms underlie green consumption adoption, operating through distinct pathways. Direct motivational pathways include environmental attitudes and values directly influencing purchasing, with effect strength varying substantially across demographic groups. Indirect pathways operate through mediating mechanisms including environmental concern mediating relationships between consumption values and purchasing, and attitude mediating relationships between ethnocentric values and green purchasing.

Barrier suppression mechanisms operate through independent pathways, with barriers suppressing behavior regardless of motivation level, suggesting that removing barriers and reducing motivation separately contribute to behavior change. Knowledge operates as both direct motivator and crucial moderating factor enabling consumers to overcome barriers, suggesting knowledge-based interventions address multiple mechanisms. Social norm effects operate through both compliance mechanisms (observing others' behavior) and internalization mechanisms (incorporating environmental responsibility into personal values).

9. Research Implications and Future Directions

9.1 Theoretical Implications

This synthesis demonstrates that green consumption behavior operates through multiple theoretical pathways, with no single theory capturing complete variance. Integrated frameworks combining TPB's rational decision-making focus, VBN's value-driven moral motivation, and IRT's barrier recognition provide most comprehensive explanation of green consumption adoption and translation of environmental attitudes to behavior. Demographic characteristics emerge as critical moderators reshaping psychological pathways, suggesting that universal green consumption models inadequately capture population-specific dynamics and that research must systematically examine moderation effects across diverse demographics.

Developing economy contexts reveal distinct mechanisms compared to developed economies, with quality-value mediation replacing health-benefit mediation, and stronger price sensitivity reducing attitude-behavior alignment. These mechanistic differences suggest that behavioral interventions and policy approaches require economic-context sensitivity rather than simple application of developed economy findings. The persistent attitude-behavior gap despite strong environmental attitudes and substantial research attention suggests that motivational variables prove necessary but insufficient for behavior change, with barrier-focused interventions requiring equal emphasis.

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9.2 Methodological Implications

Systematic reviews and meta-analyses reveal that green consumption research employs diverse methodologies with varying sample characteristics, measurement approaches, and contexts, limiting comparability and meta-analytic integration. Future research would benefit from standardized measurement instruments, consistent operationalization of core constructs, and systematic demographic sampling to enable cross-study comparison and meta-analytic integration. Longitudinal research examining whether attitude-behavior gaps persist over time or narrow through repeated exposure would address current limitation of cross-sectional designs predominating literature.

Qualitative research examining barriers through self-reported experience and open-ended investigation complements quantitative measurement and reveals nuanced mechanisms missed by closed-scale measurement. Mixed-method approaches combining quantitative survey measurement with qualitative exploration of decision-making processes and barrier navigation prove particularly effective for understanding real-world green consumption dynamics. Research specifically examining higher education contexts requires rigorous design, validated measurement instruments, and systematic sampling to advance understanding of faculty and student green consumption patterns.

9.3 Practical Implications for Sustainability Promotion

Understanding motivators, barriers, and demographic moderation effects suggests specific intervention strategies for promoting green consumption. Knowledge-based educational interventions prove necessary but insufficient, requiring complementary barrier reduction strategies addressing economic constraints, product availability, certification clarity, and skepticism reduction. Marketing and communication strategies must reflect demographic specificity, with different messages and approaches appropriate for different age groups, gender groups, and settlement types experiencing different barriers.

In developing economy contexts, interventions should emphasize quality-value alignment rather than environmental benefits alone, address price barriers through institutional pricing policies or income- focused subsidy programs, and ensure product availability through supply chain development. Faculty sustainability initiatives should combine institutional support (enabling behavior through policy), knowledge development (educational initiatives), and social norm change (demonstrating faculty commitment and shifting perceptions of green consumption normalcy). Higher education institutions should examine gaps between stated sustainability commitments and actual behavioral change, implementing rigorous evaluation assessing whether marketing initiatives and campus sustainability programs generate lasting behavioral change or merely attitude shifts without behavior translation.

9.4 Future Research Directions

Empirical investigation of faculty-specific green consumption behavior in developing economy contexts represents critical gap where research could substantially advance both theory and practice. Understanding faculty consumption patterns, unique barriers and motivators they

experience, demographic variations, and institutional contexts enabling behavior change would provide foundations for evidence-based faculty sustainability initiatives. Comparative research examining whether faculty role as educators and role models creates multiplicative effects whereby their consumption choices influence student values, institutional culture, and community sustainability would clarify faculty strategic importance in sustainability transitions.

Research examining institutional mechanisms enabling or constraining green consumption adoption would address gap between campus sustainability programs and actual behavioral change. Longitudinal research tracking faculty and student behavior changes following sustainability interventions would address question of whether programs generate sustained behavior change or temporary intention shifts. Research comparing green consumption dynamics across developing economies would clarify which mechanisms operate universally versus which demonstrate context- specific variation. Investigation of whether integrated theoretical frameworks incorporating TPB, VBN, and IRT improve predictive accuracy compared to single-theory approaches would advance theoretical development.

10. Conclusion

Green consumption represents critical pathway toward environmental sustainability, yet persistent attitude-behavior gap prevents environmental attitudes from reliably translating to purchasing behavior. This comprehensive synthesis of 56 recent empirical studies reveals that green consumption adoption operates through multiple theoretical pathways with distinct motivators, barriers, and demographic moderators creating population-specific behavioral patterns. Environmental attitudes, internal moral norms, and health-related benefits serve as primary motivators, while economic barriers, product availability limitations, consumer skepticism, and psychological constraints actively suppress behavior translation. Critically, demographic characteristics including age, gender, education, and settlement type significantly moderate these relationships, with younger, more educated, and urban populations showing substantially stronger attitude-behavior alignment than older, less educated, and rural populations.

Higher education faculty emerges as understudied yet strategically important population whose consumption choices influence students, institutional cultures, and broader community sustainability. Despite faculty's unique positions as educators, role models, and opinion leaders, empirical research specifically examining green consumption behavior among faculty remains essentially absent, particularly in developing economy contexts where environmental degradation intensity intersects with expanding higher education systems. Research in Bangalore among school teachers comparable to faculty documents that even educated professionals in educational settings face substantial economic barriers and psychological barriers suppressing green consumption despite environmental concern.

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Integration of Theory of Planned Behavior, Values-Beliefs-Norms theory, and Innovation Resistance Theory provides comprehensive framework capturing both motivational drivers and practical obstacles shaping green consumption adoption. Developing economy contexts require mechanistically different interventions than developed economies, with quality-value alignment proving more effective than environmental benefit messaging when price barriers remain substantial. Future research systematically examining faculty green consumption patterns, institutional mechanisms enabling behavior change, and comparative dynamics across developing economies would provide evidence foundations for sustainability initiatives aligned with behavioral science understanding of green consumption adoption.

The persistent attitude-behavior gap despite substantial research attention suggests that motivational variables prove necessary but insufficient for behavior change, with barrier-focused interventions requiring equal emphasis in sustainability promotion strategies. Institutional sustainability commitments prove credible only when translated to actual behavioral change supported by removal of structural barriers, knowledge development addressing skepticism and certification confusion, and social norm change shifting perceptions of green consumption normalcy among educated populations serving as role models. Higher education institutions positioning sustainability as core mission require rigorous evaluation assessing whether campus sustainability programs generate lasting faculty and student behavioral change or produce intention-behavior gaps persisting despite institutional efforts.

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