GREEN PURCHASING: A REVIEW OF INFLUENTIAL FACTORS AND INTERVENTIONS

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Abstract. Purchasing green products and services is a significant concern in green consumer behaviors that are expected to reduce environmental impacts while satisfying needs. This paper extends the discourse to changing meanings, influential factors, and interventions on green purchasing. We integratively reviewed literature between 2012 and 2022, presented evidence, identified gaps, and discussed managerial implications. We highlighted six groups of significant and insignificant factors: sociodemographic, psychological determinants, knowledge and consciousness, habits and intention, latent classes, product/service characteristics, and producer/retailer. Potential interventions were analyzed in green marketing and green producers/retailers driving green purchasing. Also, we proposed a framework for identifying areas for green purchasing intervention regarding green education. This paper is conceptual and exploratory, but the findings have implications for policymakers and practitioners.

Keywords. Green purchasing, green/eco-labeled products, green education, green marketing, green producer/retailer.

1 INTRODUCTION

In recent years, environmental issues which are visible and directly impact human life have received noticeable concerns from the global community. Consumers are likely to consume sustainably because of pollutant supply shocks [1] and coronavirus disease [2]. Green purchasing (GP) is expected to reduce environmental impacts while satisfying needs, and understanding this term is necessary. The research questions are what GP is, which impacts GP, and how agents can intervene in GP.

Following that, we reviewed 68 empirical articles and organizational documents from recent years (2012 to 2022). Six critical theoretical papers [4][6][19][21][23][24] were also addressed. We applied crucial search criteria, including keywords, reliable sources, and appropriate publication time. The keywords include "green purchasing," "green consumer behavior," "purchasing green products/services," "green products," "green services," "eco-labeled products," "eco-labeled services," "green education," "green marketing," and "green producers." We searched Google Scholar and two Scopus and Web of Science databases to seek necessary papers. We also used the literature mapping tool of Connected Papers [3] to track similar documents by maps of co-citations and bibliometric couplings. Figure 1 shows an example of an extracted map from a critical paper. The approach helps avoid omitting necessary studies and covers and groups various analyzed factors. The documents were rechecked to be from reliable sources before being reviewed. We present evidence, point out gaps, and discuss managerial implications based on the literature.

We note that green products/services have been considered on two levels: (a) available products/services which are considered "green," such as public transport, organic food, and eco-tourism, and (b) eco-labeled products/services that are labeled as evidence such as carbon labels, energy savings labels, and green products.

The originality and value of this paper lie in its theoretical contribution. It extends the research work of Joshi and Rahman [1] of reviewing studies on influential factors on GP between 2000 and 2014. It presents significant and insignificant factors in recent studies (see Section 3). Also, it is one of the first studies reviewing research studies exploring existing patterns of GP and combined assessments in green marketing, green producers/marketers, and green education. Additionally, this study proposes a framework for

identifying areas for GP intervention. The paper is helpful to policymakers and practitioners in boosting GP and to researchers in broadening future studies.

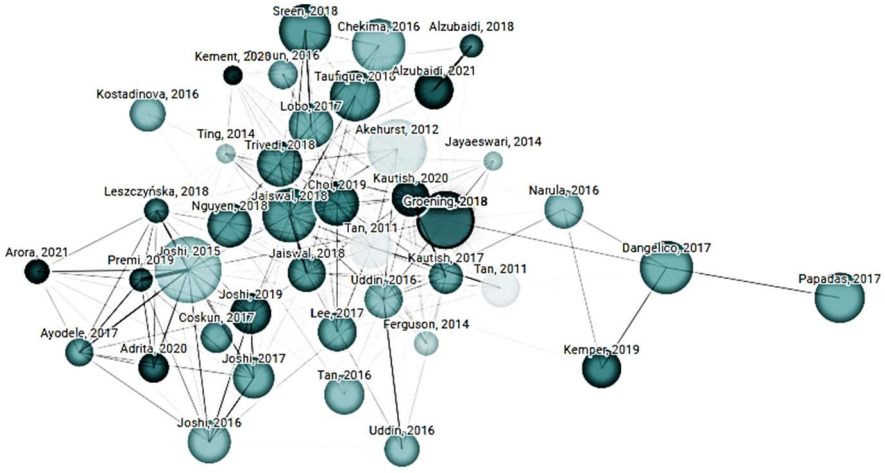

Figure 1: An extracted map from Connected Papers [3]

2 THE EXISTING PATTERNS OF GP

GP could be seen as a green consumer behavior (GCB) that has many interchangeable terms, including consumer ecological behavior [4], sustainable consumer behavior [5], and environmentally-friendly consumer behavior [6]. The term "green" implies that adverse environmental impacts are minimized. However, GCB is seen as a broader concept than GP. GCB is conceived as all environmentally friendly reactions to products/services throughout their life cycle. The responses include choices, consumption, conservation, use habits, and disposal [5]. In services, GCB is understood as consumers' environmentally responsible behavior [7]. This way, GCB is understood to be pushed by an environmental goal. GP could be seen as a specific GCB type focusing on individuals' usage choices and consumption patterns.

Many theories have been developed to explain the GCB. Table 1 summarizes popular theoretical frameworks of GCB and relates to the GP patterns. Based on the frameworks, GP can be viewed as based on rational thought and habit. Individuals decide with causes, which might be without logic but based on experience, emotions, and perception of tricky situations. Studies have applied the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to explain behavioral intention, assuming a solid relationship between the intention and the actual behavior. Researchers have integrated new environmental concerns or context variables using these theories. Empirical studies have investigated purchasing multi types of products [8] and services such as tourism and hospitality [9], museums [7], airlines [10], and public transport [11]. Quantitative techniques seem popular in analyzing the GP with structural equation modeling (SEM). Besides, we found many studies using contingent valuation methods to evaluate willingness to pay for green products [12][13][14], choice experiments to assess the probabilities of individual alternatives, including green products [15][16], and cluster analysis for grouping individuals in their behavioral tendencies [17]. Another study used the revealed preference–stated preference model [18] to overcome bias because of the stated choice. That is, actual behavior has been included to predict the intention for future behavior.

The studies show an improvement in explaining GP's intention and actual behavior when considering context effects and using different techniques. Gaps between intention and actual behavior have raised questions on the validity of addressed solutions. Factors do impact the actual behavior not only independently but also structurally. Specifically, context and attitudes can simultaneously affect behavioral intention and actual behavior in the relationship between behavioral intention and actual behavior.

The development of GCB thought has raised contextual issues that increase or hinder the growth of GP. The theoretical frameworks of GCB have been developed and applied in developed countries rather than developing countries. We find that a particular framework, model, or theory from the theoretical frameworks cannot describe GP completely. The views and frameworks that would work in developed

economies on explaining GP may not be influential in developing or emerging economies. In developing countries, experimental research in GP has been more common in Africa and Asia [26][27]. However, the number of studies considering the difference in context is modest. We found a review in Africa that impressed the role of culture [28] and some studies in Asia considering contextual effects [29][18].

Table 1: Popular theoretical frameworks of GCB and relates to the GP patterns

Theories	Development of theories	Applications in GP studies
Theory of Reasoned Action (TRA) [19]	The intention is the primary motivation to control performing behavior.	The intention predicts GP in many areas, such as sustainable consumption in tourism and hospitality [9]. Some studies have integrated the theory with additional personal and marketing variables [20] to increase the intention estimation.
Theory of Planned Behavior (TPB) [21]	Perceived behavioral control is added, impacting the intention and the actual behavior.	TPB is the most employed theory to explain pro-environmental behavior and is superior to TRA. Some authors have extended the idea by adding variables of environmental concern to predict GP [22].
Norm-Activation Model (NAM) [23]	The model includes prosocial and pro-environmental behaviors. The model addresses the role of consequence awareness, responsibility ascription, and moral norms.	Studies have applied the model to explain the environmental concern in consumers' behavior in museums [7] and airlines [10]. The studies have extended NAM with additional variables of a green image, green value, and social norm.
Theory of Interpersonal Behavior (TIB) [24]	The theory considers internal and external factors that impact behavior, and intentions are an immediate antecedent to behavior and habits.	The theory has been applied to understand the intention to buy rhino horns in Vietnam [25].
Attitude-Behavior-Context Theory (ABC) [6]	Personal-sphere attitudinal variables and contextual factors are investigated to impact behavior.	Institutional context, financial constraints, and social influences have been included in contextual effects. The GP is supposed to be predicted by a pro-environmental attitude incorporating religiosity [8].
Comprehensive Action Determination Model (CADM) [4]	The model integrates assumptions of TPB, NAM, and habit	Intention, norms, context, and pattern have been incorporated to explain travel mode choice [4] and airport public transport access mode choice [11].

3 FACTORS IMPACTING GP

Sixty-eight studies have fulfilled the knowledge of factors impacting GP in the past decade. We group factors with a priority on their details, including sociodemographic, psychological determinants, knowledge and consciousness, habits and intention, latent classes, product/service characteristics, and producer/retailer. Table 2 lists significant and insignificant factors throughout previous research in different contexts. Three-factor groups of social-demographic, psychological determinants, and knowledge and consciousness were more considered than the others.

Regarding social-demographic factors, the significance of standard terms, including gender, age, and education, has been inconsistent among studies. Significant new terms include religiosity, nationality, urban/rural, work status, and social interaction (see Table 2).

Psychological determinants have been found to impact most GP differently. Attitude, environmental concern, identity, and belief are standard significant terms. Individuals also consider health when purchasing food and their satisfaction or experience value when purchasing services. There is a conflict in findings regarding the impact of attitude and subjective norms in buying organic food. Some studies found it significant [13][30][31], while others did not [32][33]. The reason might be contextual differences. Also, interaction impacts might need to be considered when purchasing organic food. To purchase services, a passion for non-green choices is not necessarily influential in choosing a greener option in the case of sustainable mobility. This determines that the green choice can compete with the other alternatives if the green choice can persuade consumers in different aspects, such as public transport, with an insignificant impact from car passion [18].

Findings in knowledge and consciousness factors raise arguments about the role of environmental knowledge or awareness for their consistent role. Also, health consciousness is significant in purchasing foods. Several studies investigated the role of habit and intention and showed their considerable impact on GP. Besides, confirming the solid intention-actual behaviors relationship, information seeking, and past/current habits significantly impact individual choices.

Latent classes and impacts of producer/retailer have received minor considerations. Modest research shows that latent classes considerably influence purchasing eco-labeled rice and sustainable mobility. The availability of informational products is a notable point that needs to be considered by producers or retailers. Moreover, a green brand image impacts the GP to eco-labeled products/services. Individuals tend to think price, functional, and health values are significant to consumers. Environmental attributes of eco-labeled vehicles are considered less important than other factors. Interestingly, lower costs and taxes because of eco-labeled vehicles were noted as a reason for consumers' choice. On the contrary, eco-labeling products were meant for consumers with high environmental motivation [12].

While distinguishing behavioral intention and actual behavior, factors show exciting conflicts. A strong relationship exists between attitude and intention but a gap between attitude and actual behavior. Individuals show their interest in GP but do not necessarily purchase it. The attitude–actual behavior and intention–actual behavior gaps have become notable topics for exploration. The gap between behavioral intention and actual behavior is broader in developing countries than developed countries [29][34]. Because of this gap, the studies investigating factors impacting the behavior intention rather than actual behavior still need more work in applying their results.

Admitting that the intention-behavior gap in GP exists, recent studies showed that some moderators could adjust the gap. The moderators can be the availability of green products [17] and perceived consumer effectiveness (i.e., consumers' perception of their actions' impact on the environment or their confidence) [29]. Intention and actual behavior will become more consistent when the moderators' levels are high. Also, gender moderates the relationship between attitudes and GP behavior [36]. Additionally, the intention-actual behavior gap could be overcome by non-economic green purchase influencers and instantiates [47].

Considering the moderating role of factors implies that the impacts of intention on actual behaviors differ for distinct levels of the factors or that interactions have an effect. In this way, we argue that there is still an interaction between products' green attributes and intention on the actual behaviors. The green attributes impact how an individual chooses the product. Also, a green lifestyle or intention is critical to developing a green offering. Moreover, other moderating impacts might be on other relationships, such as between attitude and intention and between attitude and actual behavior.

Table 2: Significant and insignificant factors to the GP behavior

Products/ services	Factor types						
	Sociodemographic	Psychological determinants	Knowledge and consciousness	Habits and intention	Latent classes	Product/service characteristics	Producer /Retailer
Environmental-friendly products/services	Education, income [35], gender [36], Religiosity [8] [1](Age [35])	Green trust [35] [17], attitude[36] [8], environmental concern [36] [8] [37], concern for self-image [37], brand loyalty, apathy, quality unsure, trust in companies' motivation [17]	Green awareness [35] [37] [1](Perceived effectiveness of environmental behavior [37])	Green purchasing intention [20]		Price, quality [17]	Informational product cues, availability/ convenience [17]
Eco-labeled products/ services	Education, Age, income [12] [38], gender [12] [1](Gender [38])	Green trust, satisfaction [38], environmental motivation [39]	[1](Green awareness to environmental slogans/labels [38])				Green brand image[38]
Organic food	Gender, urban/rural [13], family/household size, income, age, education, nationality [14] [1](Gender [40], education [13])	Attitude [30][13], [31], environmental concern [30] [32], subjective norm, health concern [30] [13], belief in product [40], perceived benefits, self-efficacy [13], moral norm, self-identity [33], corporate ability [31] [1](Emotion value, social value [15], attitude [32], subjective norm, perceived behavioral control [33])	Environmental awareness, environmental knowledge, health consciousness [30], environmental perceived responsibility [40], perceived barriers [13] [1](Environmental awareness and knowledge [40] [31], perceived severity [13], perceived susceptibility [13] [31])	Intention [40][32] [31], information seeking [31]		Price, transparency [40], health value, conditional value, epistemic value, and functional value [15] [1](Environmental value [15])	[1](Cue to action [13])
Eco-labeled vehicles		Health and environmental concerns [41]				Price, safety, and performance [41]	
Eco-labeled seafood	[1](Gender, education [42])	Environmental concerns, identity (self-identification or membership relating to the environment) [42],	Recognition and understanding of ecolabels perceived consumer effectiveness[42]				

Eco-labeled rice		Environmental concerns [16]	Health benefits [16] [1](Knowledge of eco-labels for different standards [16])		Latent classes of individuals [16]		
Sustainable mobility (public transport)	Social interaction, distance to the workplace, private vehicle ownership, convenient task, and being a student [18] [1](Gender, education, income, household size, number of children[18])	Attitude, perceived behavior control [43], conformity, dissatisfaction with the product, agreement to production [44] [1](Car passion [18])	[1](Awareness of environmental and health problems by private vehicles [18])	Habits [43], current preference [18]	Collectivistic and individualistic [18]	comfort, access/egress time, and trip cost [44] [1](Number of transfers [18])	
Green tourism		Beliefs, downward comparison [45], experience value [46], financial or time limitations, denial of control by external pressures, and denial of responsibility [45]	Cognitive dissonance [45] [1](Environmental knowledge [46])	Exception handling of vacations [45]		Compensation for harm [45]	

[1] denotes insignificant factors

4 INTERVENTIONS ON GP

Generally, government regulations and policies relating to production, packaging, consumption systems, and resource utilization are expected to ensure environmental sustainability. However, they are not always practical. Take the example of enforcing plastic bag bans; some governments do it effectively, while others reverse the course with time or delay implementation [48]. This issue can be explained by the comparative business power of plastic industries and the need to bolster green credentials or environmental competitiveness. The motives behind environmental interventions by governments are varied but not necessarily sustainable. In another aspect, cross-functional teams and partnerships (consisting of retailers, producers, and consumers) are required to build multiple sustainable approaches to the green consumer lifestyle and enhanced GP. Market-based solutions are more popular than government interventions or policies regarding GP.

4.1 Interventions in green marketing

The marketer's societal role is to educate consumers about the available goods and services to improve their quality of life. Moreover, this role can be tenable if marketers' communication approaches and techniques help inform, educate, and channel the needs of current and potential consumers toward sustainable production and consumption [49]. Adequate education and promotion of green products /services are desired at the retail level to create awareness and move consumers from awareness and interest (intention) to buying (actual behavior). However, marketing activities are cautioned to fuel excessive consumption, undermining the needed transition to sustainability [50] because of their market-driven consumption-oriented practices [51]. The call for marketers is to provide interventions that foster consumers' cognitive and motivational competencies to lead to mindful and sustainable consumption [50]. We address examples of marketing intervention strategies marketers towards sustainability below.

First, marketers provide consumers with helpful information about green products and have created connection platforms between consumers and producers; and between consumers and consumers [52]. This strategy is challenging in many cases: (i) inadequate information, (ii) information presentations, and (iii) marketing tools. The inadequate information on the green and social performance of eco-labeled products or services has hindered green consumption, for example, consumers' failing to use electric cars in Kenya [60] and India [53]. Besides, information presentations are effective in fostering GP if they are emotional and experiential [52]. Marketers could target consumers prone to addictive and compulsive behaviors with messages or interventions that mitigate those adverse tendencies [50]. Messages that emphasize the environmental consequences of excessive consumption and compulsive buying at individual and societal levels, now and in the future, are more effective in advancing GP. Experiential marketing tools create connections between consumers and producers and consumers, allowing further sharing of information and experiences [52]. They can take the form of physical and online connection platforms, including business events, festivals, award ceremonies, trade shows, and demonstrations. Additionally, marketers could use consumers' digital footprints to identify and psychologically target those consumers that are mindful of sustainable consumption while taking care of consumers' privacy and data protection [50].

Second, marketers redesign and formulate eco-labeled products/services whereby firms are concerned with every product's/service eco-balance [54]. Related to this are process efficiency improvements [55]. The aim is to minimize environmental risks and impacts throughout the product/service life cycle while considering the resources required to make and dispose of it [51]. This strategy means that firms increase the eco-quality of their production, decrease the amount of production in their operations, and encourage people to consume better and less (extended eco-sufficiency) [56]. However, the big question is whether such intervention strategies can give firms the needed profits and/or return on their investments in the short and long run. In other words, do green innovations pay off? Research implies that in an organization with a green culture, environmentally friendly values guide managers to be conscious of resource utilization, waste production, and energy consumption, thereby improving green labels. Such is lacking in many developing countries. Therefore, research on the categories of eco-labeled products/services could offer consumers more structured information and lower consumer search costs.

Though deriving specific green products/services categories would be daunting, such findings would indicate whether the use (or lack of use) of green products/services in a particular class is associated with

availability and accessibility [1]. An attempt to categorize the increasing demand based on the type of green products sheds some light on which green products are more available, accessible, and affordable. Moreover, classifying these green products in different geographical markets highlights the sustainability of green products across other geographical regions. The sustainability of supply might imply sustainable demand [57].

Research indicates that consumers desire to purchase green products/services. However, that desire is not always fulfilled due to the scarcity of green products/ services [58]. The question of categorization resurfaces: which green products are not available? While green consumers may buy energy-saving bulbs because they are available in retail outlets, they may fail to purchase organically-grown lettuce because they are not available in retail outlets. Moreover, even where green products are available, consumers could perceive the environmental claims of those products as not genuine [59]. There is a need to avail the eco-labeled products and the Ecolabel Catalog.

We look at the sustainability of demand for green products from the producer (supplier) and consumer perspectives. From the supplier, we find that green producers/ retailers have an essential role in providing credible and sustainable information to green consumers concerning products' green features, availability, and pricing. A key concern for green consumers is overpriced green products [59], and the price significantly affects green products' purchasing [58], a firm's green performance.

Similarly, empirical evidence supports that green innovations and promotion would lead to sustainable interventions. Green innovations can significantly reduce financial constraints [60] and positively affect a firm's performance [61]. Those companies, producing and promoting products for re-consumption and convincing consumers of re-consumption benefits, have competitive advantages because consumers become conscious of sustainability [51]. Innovation of green products and services with related returns on investment is another area that needs research. Research has shown that green innovations could enhance corporate financing in Chinese non-financial private enterprises [60]. With a conviction that green innovations could pay off, more corporations could engage in innovative green products/services.

Third, marketers enlighten consumers about the consequences of unconscious consumption and overconsumption. We find advocates for consumption socially and ecologically less harmful [62]. Others support dematerialization, green politics, and policies that support digital media and influence sustainable actions. They could moderate polluted, congested, and over-touristed city centers [63]. Media campaigns for conscious consumption focus on individual consumers as the unit of change around green consumption [55] despite the warnings that dematerialization could slow economic growth [64].

Fourth, companies deliver their eco-concepts in their marketing policies by re-branding (i.e., with various types of the green seal of approval or green-digital innovation re-branding of cities) [63], re-packaging (i.e., emphasizes refillable, starch-based, biodegradable), reformulating (i.e., improved nutritional quality with less environmental footprint) [65], re-labeling (i.e., ecolabels, energy labels, and organic labels), and repositioning (i.e., to emphasize green claims) [61]. However, companies are cautious that consumers are not always convinced that the eco-concepts are the reasons to buy or even pay more for the product or service [55]. Although widely recognized and accepted, green marketing practices' credibility and validity are somewhat controversial [66]. Benefits are contentious due to false environmental claims, puffery, and ambiguous information [67]. Given this situation, marketers repurpose their marketing programs to provide credible sustainability programs [51]. They aspire to be sustainability fluent while understanding sustainability scores and their implications for consumers and investors [68].

A combination of GP and increased spending provides evidence of market opportunities in which green marketers may benefit. While considering efforts to motivate consumers' behaviors toward green consumption and sustainability, it is noted that consumers' thoughts about different types of green products are varied [55]. The marketers' task is to provide much-needed green information about as many products and services as possible.

4.2 Interventions in green producers/retailers with their products

Green producers and retailers operate in a green economy that includes six key sectors: agriculture, fisheries, forests, manufacturing, renewable energy, and tourism [69], and other sectors of renewable energy, green buildings, sustainable transportation, water management, waste management, and land management [70]. The nature of green producers and product categories determines the products'

availability and buying opportunities. Guided by the Eco-labeling Programs and standards to identify the green product/service categories, we find that many eco-labelings are region or country specific. The first example is the European Union (EU) Ecolabel of a product catalog. It covers many product groups, including personal care products, gardening, cleaning, paper, lubricants, electronic equipment, and household items. The list is non-exhaustive because the license holders are responsible for registering their products on the EU Ecolabel Catalog. This public database allows stakeholders to efficiently find EU Ecolabel products and services [88]. The second example is the Eco-mark issued by the Bureau of Indian Standards (BIS) as a certification mark for ecologically safe products conforming to the standards prescribed by the BIS. The mark is issued in sixteen product categories, including food, medicines, chemicals, electronic goods, lubricating oils, and packing materials. The third example is the US Environmental Protection Agency's recommendations for Specifications, Standards, and Ecolabels. It falls within broad categories: cafeteria, construction, custodial, electronics, grounds/landscaping, machine shop operations, and office/ furniture [71] [72]. Developed countries such as the US have created guides to behavior, implying that green producers and retailers should pay close attention to green pricing [55].

From the consumer, we argue that green consumers' GP might determine the green content, amount, directions, and costs of the flows of green products and services within supply chains. Given this situation, retailers have a multifaceted role in creating awareness, interest, desire, and action toward sustainable choice or consumption. Retailers encourage consumers to become influencers, encouraging other consumers to change their consumption behaviors. They engage consumers with a wide range of green product assortments, green merchandising techniques, green information at the point of sales, and other green educational programs [73].

5 MANAGERIAL IMPLICATIONS

We addressed GP drivers in marketing, producers/retailers, and education based on the consumer-producer/retailer relationships regarding the factors impacting individual consumers, as shown in Figure 2. First, it is hard for consumers to convince them that the products consumed cause environmental damage and that they should stop buying them. There is a reaction to powerful messages to GP, whereby consumers think environmental issues are less critical. Generally, they will consider their needs and how the products/services satisfy them, including the price, where to buy, and promotion. Several studies show that consumers are unwilling to pay more for green products [47]. Ecolabelling is expensive, and eco-labeled products/services are expensive. It becomes hard to persuade consumers to buy eco-labeled products at a premium price.

We argue that persuading individuals to buy green products is not necessary as the only point of “green” characteristics. Green characteristics could be considered essential requirements in products/services, and if products/services lacked such features, they would be regarded as unacceptable and/or substandard. With clear laws and policies, mandatory green requirements can work, boost the standards of products, and motivate producers/retailers to provide greener products/services. Ecolabels could be used as a standard. That is, consumers’ choices could be based on superior characteristics of products, including “greener” characteristics.

Second, exploring the intention–behavior gap in GP for interventions in education makes researchers argue if consumer education is necessary [29]. Instead, they stressed the products’ availability and performance (i.e., in both environmentally friendly and functional aspects). Packaging is encouraged with more details about the product's greenness [17], and such efforts boost awareness and push consumers’ intentions to actual behaviors. However, while consumers are expected to understand their environmental impacts when purchasing green products/services, we wonder how they can understand environmental implications for products/services with brief information on the package.

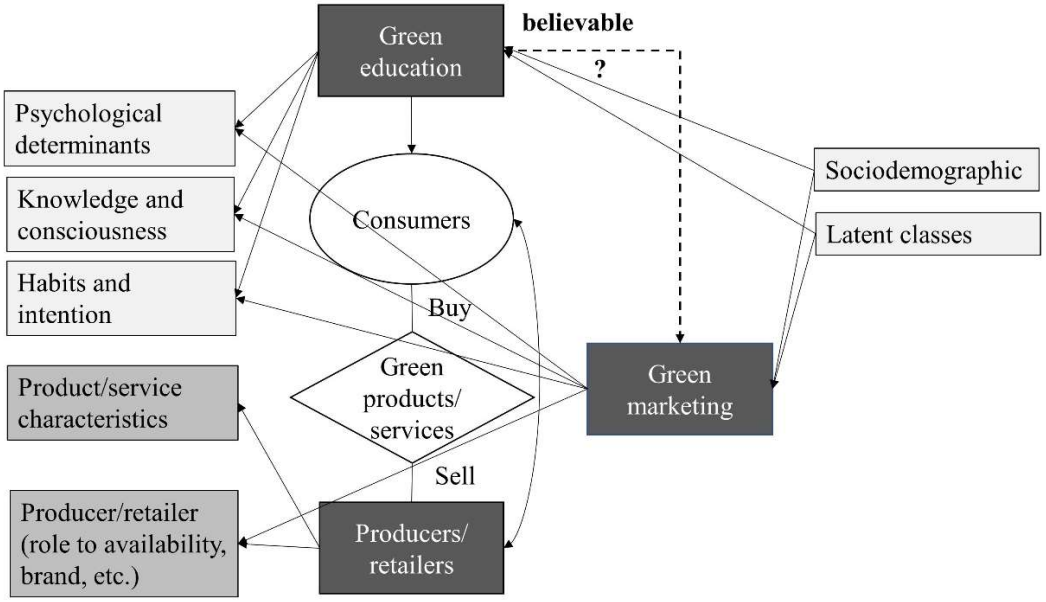

Figure 2: GP intervention factor identification framework

Moreover, the information provided by the producer might result in consumers' weak belief about the validity of green products/services. We suppose that education is essential where third prestige parties can provide ecolabels and their catalogs, relevant information to increase consumers' awareness and confidence about the environmental impacts of their consumption. Tourists with high levels of sustainable intelligence in Spain were willing to pay more for sustainable offers [74].

Third, regarding interventions in marketing, using suggestive messages (i.e., compared with assertive ones associated with a must) introduced by Trudel [5] is encouraged. For example, "using public transport will reduce air pollution" instead of "you must use public transport to reduce air pollution" to avoid reactance. Following that, a visible link between purchases and environmental impacts based on the ecolabels should be put in promotion strategies.

This paper argues that producers/retailers must increase the availability of green products/services. Green education and marketing intervention programs should focus on increasing consumers' positive awareness and attitudes toward purchasing eco-labeled products and services that affect their trust. Playing these roles well will drive consumers to actual green purchase behavior.

6 CONCLUSIONS

The development of GCB thought has raised contextual issues regarding the existing patterns of GP. Comparative studies are recommended between developed and emerging economies where norms and social values that motivate consumers and increase their involvement in purchase situations differ.

The findings highlighted many significant factors impacting GP, varied among different contexts, as basics to the intervention capacity of marketing agents, producers/retailers, and education. The findings raise the need to explore intervention models in the framework. Additionally, research shows modest analyses and intervention efforts in developing countries, with problems of inadequate awareness of eco-labeling, credible information, high prices, and unavailability. This means the need for research in this area. Improving their issues will increase consumers' intentions and actual buying of eco-labeled products/services.

Future research could focus on exploring the factors that bring about inconsistencies in the GP and factors with negative influence. Additionally, we recommend incorporating qualitative research with quantitative analysis. Deep interactions in qualitative research will help reveal GP's underlying reasons and deeper intentions while raising awareness of consumption's environmental and ethical aspects. Focus group discussions would allow sharing of experiences that help educate the group members and provide data. They could explore the ability of consumers to access eco-labeled products/ services and their trust in

different contexts. The research on producers could address sustainable supplies (availability), accessibility (convenience), and pricing issues. Research on the categories of eco-labeled products/services could also be explored because it may offer consumers more structured information.

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TIÊU DÙNG XANH: TỔNG QUAN CÁC YẾU TỐ ẢNH HƯỞNG VÀ KHẢ NĂNG CAN THIỆP

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Tóm tắt. Mua các sản phẩm và dịch vụ xanh là một phần quan trọng trong nhóm hành vi tiêu thụ xanh, được mong đợi sẽ giúp giảm tác động đến môi trường từ hoạt động tiêu dùng trong khi vẫn đáp ứng nhu cầu. Bài viết mở rộng đàm luận về các thay đổi về khái niệm, các yếu tố ảnh hưởng và các biện pháp can thiệp đối với tiêu dùng xanh. Chúng tôi đã xem xét tổng hợp các tài liệu từ năm 2012 đến năm 2022, dẫn chứng, xác định các khoảng trống nghiên cứu cũng như ứng dụng thực tiễn, và thảo luận về các hàm ý cho hoạt động quản lý. Chúng tôi nhấn mạnh sáu nhóm để xem xét các yếu tố ảnh hưởng quan trọng và không quan trọng bao gồm: các yếu tố nhân khẩu, xã hội; các yếu tố tâm lý; kiến thức và nhận thức, thói quen và ý định; các phân lớp tiềm ẩn; đặc điểm sản phẩm/dịch vụ; và nhà sản xuất/nhà bán lẻ. Các biện pháp can thiệp tiềm năng được phân tích trong khả năng thúc đẩy tiêu dùng các sản phẩm và dịch vụ xanh từ hoạt động marketing (tiếp thị) xanh và vai trò của các nhà sản xuất/ nhà bán lẻ. Ngoài ra, chúng tôi đề xuất một khung xác định các điểm cần can thiệp tới hành vi tiêu dùng xanh, xem xét đến vai trò của giáo dục. Bài viết mang tính khái niệm và khám phá, nhưng đồng thời cung cấp các hàm ý đối với công tác hoạch định chính sách và thực thi.

Từ khóa. Tiêu dùng xanh, các sản phẩm xanh/dán nhãn sinh thái, giáo dục xanh, marketing xanh, nhà sản xuất/nhà bán lẻ xanh.

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