

Green Consumerism: A Review of Extant Literature

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Abstract

The main aim of the study was to explore the characteristics of the research on green consumerism and to prepare future research agenda. A total of two hundred research papers relevant to the study were accessed using appropriate keywords from various sources. Only seventy papers were found relevant to objectives of this study. Among the research papers, most of the studies were based on USA consumers with students as respondents. The findings of the present study showed that the most used statistical techniques were Regression Analysis and Structural Equation Modelling. Based on the findings of the present study, several environmental and non-environmental predictors of green consumerism have been identified. The present study has also provided directions for future research on green consumerism.

Keywords: Review, Research, Green Consumerism

Introduction

Due to the worsening conditions of the environment, there is an upsurge in the demands of the products which are environment friendly, commonly known as 'green products' (Elkington and Makower, 1988; Wasik, 1996; Chen and Chai, 2010). There is a constant pressure on the marketers from governments, media, and environmental activists to care for environment and inculcate in their products the features which are beneficial to the environment or mitigate those features which are harmful to the environment (Jain and Kaur, 2004). Hence, it has become imperative for the marketers to produce and promote green products in the best possible manner.

Green products are the products characterized by energy efficiency, recyclability, eco-friendly packaging, non-toxic material, biodegradability, etc. (Mangun and Thurston, 2002; Bearnse et al., 2009; Chen & Chang, 2013). These products are expected to be designed and manufactured embracing procedures and processes that are energy efficient and less physical resource intensive during their entire life cycle (Dangelico and Pontrandolfo, 2010; Massawe and Geiser, 2012). As of now, green products are expensive due to lack of economies of scale and slow adoption of cutting edge green technology. Hence, there is a pressing need to identify factors which can influence consumers' decision to pay a premium for the purchase of green products.

The researchers, around the world, have explored the topic from various perspectives. From 1970s (when the term environmental marketing used first time) till today a number of studies have been conducted and explored the relationship of demographics (mainly gender, age, education and income), environmental variables (environmental concern, eco-literacy, perceive environmental responsibility, etc) and non-environmental (interpersonal influence, religiosity, collectivism and individualism) (Laroche et al., 2001; Rice, 2006; Lee, 2008; Lee, 2009, Cheah and Phau, 2011; Awad, 2011). The attempts have been made by the researchers to identify the antecedents of the green attitude (Laroche et al., 2001; Cheah and Phau, 2011). Some researchers also explore the influence of green marketing strategies such as green labelling, green packaging, green brand, green advertising, etc. on the consumer attitude towards green products (Juwaheer et al., 2012; Rahbar and Wahid, 2011; Mourad, 2012; Raska and Shaw, 2012; Nath et al, 2013).

The present study is an attempt to analyze the research done so far on green consumerism. Therefore, main aim of the study was to explore the characteristics of the research on green consumerism and to prepare future research agenda. The researchers, in this study, have focussed on what work has done so far and how, where and by whom it has been carried out. The important predictors of green consumerism are also identified. The study will help in better understanding of the current situation and hence, will allow to determine what still needs to be done in terms of research in this area. This paper will be of great help to the academicians and researchers who are undertaking research in this field.

Literature Review

Although the concept of marketing of green products (popularly known as green marketing) began to be discussed in the 1960s, it was only in the late 1980s and early 1990s that the concept started to be formalized and generalized (Akehurst et al., 2012). In the workshop held by American Marketing Association in 1974, green marketing was defined as the study of positive and negative aspects of pollution and depletion of energy sources (Akehurst et al., 2012). As per another definition, green marketing consists of all planned activities to generate and facilitate exchanges in order to satisfy human needs and desires with the least possible impact on the environment (Polonsky, 1994). Peattie and Charter (2003) defined green marketing as the holistic management process responsible for identifying, anticipating and satisfying customer needs in a profitable and sustainable manner. This definition emphasizes the holistic approach towards green marketing. It means green marketing involves green strategies from new product development to modifications in the marketing mix and

from packaging to advertising. Peattie (2001) stated that green marketing has evolved through three stages. First stage emerged since 1980s when green marketing was newly initiated in the industry. The second stage occurred in 1990s when marketers experienced backlash for green marketing. Marketers apprehended that consumers' concern for environment and green products did not translate into purchasing behavior. The third stage began since the year 2000. During this phase, green marketing got a new momentum with the implementation of more advanced technology, stricter regulations by governments and enhancement of global environmental awareness level. Based on these three stages, the research preferences of the researchers changed from time to time. From the 1970s the researchers began to develop marketing with an environmental perspective (Chamorro et al., 2009). A majority of those early works centered on the study of the relations between environmental concern and behavior (mainly consumers' participation in recycling systems) and on the characterization of the green consumer (Chamorro et al., 2009). Research on green marketing had mirrored the various waves of social concern about the environment. Up till the early nineties, the research on green marketing remained largely descriptive and lacked academic perspective and rigour (Jain & Kaur, 2004). During this period, research had a 'managerial perspective' focusing primarily on issues of 'green' consumer behaviour, advertising and market segmentation (Peattie, 1999). From the mid-1990s onwards, a new research agenda emerged which focused on broader and more conceptual issues regarding the physical sustainability of marketing (Peattie, 1999). In this new period, researchers focused on a range of issues wider than those considered previously (Chamorro et al, 2009). Since nineties, the researchers have started academically analysing consumers' green attitudes and behaviour, thus providing managerial insights to green marketers to market their green ideas and products more effectively. Chamorro et al (2009) reviewed the main characteristics of research papers on green marketing during the period 1993-2003. The study concluded that a total of around 26 percent of the research papers under analysis were theoretical in content, while around 74 percent were empirical studies; the most commonly used data collection technique was the survey; a majority of the empirical studies were based on national level or lower; the empirical studies made use of very diverse statistical techniques with regression analysis and structural equation models were most widely used followed by descriptive analyses; the topics of interest of most of the researchers were 'green consumer' and 'green communication'.

Methodology

The present study was divided into three stages. During the first stage, around 200 research papers relevant to the

present study were identified for review. These research papers were accessed from various sources such as Google Scholar, Wiley Online Library, Emerald Publications, Elsevier, Taylor and Francis and SAGE publications. The keywords used while searching the articles were green attitude, green consumers, green products, green marketing, environmental marketing, and ecological marketing. During the second stage, screening of the accessed research papers was done to check the relevance of the papers with the topic of study. In that process, only 70 papers were found relevant to the topic of the research and hence were selected for the further study. During the third stage, in depth analysis of the selected papers was carried in the context of journals of publication, respondents of the study, country of the study, statistical techniques used for analysis, predictors of green consumerism and findings of the studies.

Analysis and Results

Out of the 200 research papers downloaded, only 70 were

found to be relevant to the topic of the present study. It means that only 35% of the research papers were based on consumers' attitude towards green products. The other research papers were based on understanding concept of green marketing (Ottman et al., 2006; Polonsky, 2011), and industry perspective of green marketing (Roarty, 1997; Pujari et al., 2003). The maximum number of research papers have been published in Journal of Consumer Marketing (JoCM, 6 studies) followed by Management Intelligence and Planning (MIP, 5 studies) and Journal of Business Research (JoBR, 4 studies). Two studies are published each in Advances in Consumer Research (ACR) and Management Decisions (MD). Journal of Marketing (JoM), Journal of Marketing Management (JoMM) and Journal of Advertising (JoA) published one research paper each green consumerism.

The comprehensive review of the researches on green consumerism is done in Table 1.

Table 1: Comprehensive Review of Existing Studies

S. No	Author	Year	Sample Element (Sample Size)	Country	Statistical Analysis
1.	Akchurst <i>et al</i>	2012	Cross- section background	Portugal	Structural Equation Modelling
2.	Akter	2012	Cross- section background	Bangladesh	Percentage and Factor Analysis
3.	Albayrak <i>et al</i>	2011	Students (191)	Turkey	Structural Equation Modelling
4.	Awad	2011	Students (249)	Bahrain	Correlation & Regression Analysis
5.	Baker & Ozaki	2008	Women with children who shop at supermarkets (52)	UK	Regression Analysis
6.	Bamberg	2003	Students (380)	Germany	Structural Equation Modelling
7.	Baynte <i>et al</i>	2010	Women who were buying green Products (105)	Lithuania	Percentage Analysis
8.	Borin <i>et al.</i>	2013	Students (416)	USA	MANOVA
9.	Carrete <i>et al</i>	2012	Family (15)	Mexico	Thematic Analysis
10.	Chan	2001	Household (300)	China	Structural Equation Modelling
11.	Cheah & Phau	2011	Students (256)	Australia	Regression Analysis
12.	Chen	2010	Experienced Consumers	Taiwan	Structural Equation Modelling
13.	Chen & Chai	2010	Students (184)	Malaysia	Regression Analysis
14.	Chen & Chang	2012	Experienced Consumers	Taiwan	Structural Equation Modelling
15.	Cherian and Jacob	2012	Conceptual Study	Conceptual Study	Conceptual Study
16.	Cho <i>et al</i>	2012	Students (726)	South Korea & USA	Structural Equation Modelling
17.	D' Souza <i>et al</i>	2007	Telephone users	Australia	ANOVA
18.	do Paco	2010	Cross- section background (887)	Portugal	Cluster Analysis & Discriminant Analysis
19.	Dolnicar & Grun	2009	Internet Panel (798)	Australia	BIC
20.	Erdogan <i>et al</i>	2012	Students (307)	Turkey	MANOVA
21.	Essoussi & Linton	2010	Students (49)	Canada	Paired Sample t- test
22.	Eze & Ndubisi	2013	Young Adults (256)	Malacca (Malaysia)	Correlation & Regression Analysis
23.	Follows and Jobber	2000	Mothers (1000)	Canada	Structural Equation Modelling
24.	Gan	2008	Household (600)	New Zealand	Structural Equation Modelling
25.	Gilg <i>et al</i>	2005	Household (1600)	UK	Cluster Analysis
26.	Grimmer & Bingham	2013	Cross- section background (698)	Australia	ANOVA
27.	Grimmer & Wooley	2012	Students (171)	Australia	Two Way ANOVA

28.	Gupta & Ogden	2009	Online respondents (321)	USA	Correlation & Discriminant Analysis
29.	Hamid <i>et al</i>	2012	Employees of govt and MNCs	Pakistan	t- test, ANOVA, correlation & Regression Analysis
30.	Hasan <i>et al</i>	2012	Cross- section background (207)	Pakistan	Regression Analysis
31.	Hsieh	2011	Experts	Taiwan	Pairwise Comparison Matrix
32.	Hur <i>et al.</i>	2013	Online consumers	USA	Structural Equation Modelling
33.	Iravani <i>et al</i>	2012	Students (310)	Malaysia	Correlation & Regression Analysis
34.	Jain and Kaur	2004	Cross- section background (887)	India	Percentage and reliability Analysis
35.	Juwaheer <i>et al</i>	2012	Shoppers at supermarkets (150)	Mauritius	Correlation Analysis
36.	Kalamas <i>et al</i>	2013	Cross- section background (263)	Canada	Structural Equation Modelling
37.	Kang & Hur	2012	Household (400)	South Korea	Structural Equation Modelling
38.	Khare	2014	Mall Shoppers (501)	India	Regression Analysis
39.	Kilbourne and Pickett	2008	Telephone users (337)	USA	Structural Equation Modelling
40.	Kim and Choi	2005	Students (305)	USA	Structural Equation Modelling
41.	Kumar	2013	Shoppers and Shopkeepers (498)	Malaysia	Regression Analysis
42.	Laroche <i>et al</i>	2001	Households (907)	USA	Discriminate Analysis
43.	Lee	2008	High school Students (6010)	Hong Kong	Regression Analysis
44.	Lee	2009	High school Students (6010)	Hong Kong	t- test and Regression Analysis
45.	Leonidas <i>et al</i>	2010	Consumers aged 15 and above	Cyprus	Structural Equation Modelling
46.	Lin & Chang	2012	Students and Shoppers	Not mention	Regression Analysis
47.	Lorenzen	2012	Experts (40)	USA	Open ended questions
48.	Luzio & Lemke	2013	Ecologists	Portugal	Open ended Interview
49.	Mostafa	2007	Students (1093)	Egypt	MANOVA
50.	Mourad	2012	Cross- section background (887)	Egypt	Correlation & Regression Analysis
51.	Nath <i>et al</i>	2013	Expert Panel (16)	India	ISM
52.	Okada & Mais	2010	Students (153)	USA	Regression Analysis
53.	Olson	2013	Online consumers	Norway	Conjoint Analysis
54.	Rahbar & Wahid	2011	Consumers of age above 18 (250)	Malaysia	Regression Analysis
55.	Raksha & Majidazar	2011	Cross- section background (345)	Iran	t- test
56.	Raska & Shaw	2012	Students (122)	USA	Experiment
57.	Rice	2006	Students & Teachers (330)	Egypt	t- test and ANOVA
58.	Schlegelmilch	1996	Students and General Public (273)	UK	Correlation Analysis
59.	Shamdasani <i>et al</i>	1993	Cross- section background (207)	Singapore	Discriminate Analysis
60.	Shrum <i>et al</i>	1995	Heads of household (3690)	USA	Regression Analysis
61.	Smith	2010	Students between age of 18 & 23 year	USA	ANOVA
62.	Smith & Brower	2012	Students between age of 18 & 23 year	USA	t- test and ANOVA
63.	Stone	2008	Cross- section background (345)	Five Nations	Correlation Analysis
64.	Straughan & Roberts	1999	Students (235)	USA	Correlation & Regression Analysis
65.	Suplico & Salle	2009	Students (216)	Philippines	Mann-Whitney U test
66.	Tan & Lau	2011	Students (201)	Malaysia	Correlation & Regression Analysis
67.	Tang & Chan	1998	Shoppers at Shopping centre (552)	Hong Kong	Paired t- test, Correlation & Cluster Analysis
68.	Tang <i>et al.</i>	2013	Students (408)	China	Mediation Analysis
69.	Tilikidou & Delistavrou	2014	Household (510)	Greece	Regression Analysis
70.	Verma	2012	Not Mentioned	India	Scatter Plot

(Source: Prepared by the Researcher)

Table 1 demonstrates that the research on green consumerism has been conducted all around the world. This area of research, however, is more popular among the researchers of the western countries especially United States of America (USA). Among the research studies covered under the present study, 14 were carried on consumers of USA. The other western countries where the green consumerism is common as a topic of research are Australia (5 studies), Hong Kong (3 studies), Portugal (3 studies) and United Kingdom (3 studies). Among the Asian countries, Malaysia accounted for maximum number of studies (i.e. 5) followed by India (4 studies) and Egypt (3 studies). The other countries such as China, Taiwan and Pakistan have two studies each.

As far as sampling element is concerned, university students are found to be favourite of the researchers around the world. As many as twenty two studies have been conducted on the university students as the respondents. Two studies (Lee, 2008 and Lee, 2009) were conducted on high school students. A significant number of researchers have been found to prefer cross sectional background and collected data from the consumers of different genders, age groups, income groups and having different educational qualifications. Research is also conducted on head of the households, women with children, online consumers, mall shoppers, etc (Table 1).

The researchers used various types of statistical techniques depending upon the objectives of their study. Regression Analysis is most commonly used technique (20 studies) for analysis followed by Structural Equation Modelling (SEM,

15 studies). In studies where objective was to analyse influence of independent variable on the dependent variable, regression analysis was used while in studies where proposed model was to be tested Structural Equation Modelling (SEM) was preferred by the researchers. Although in some studies such as Awad (2011) the proposed model is tested by regression analysis only. Correlation analysis is also a popular technique especially to establish relationship between the independent and dependent variables. In studies where objective was to relate demographics with green attitude, t- test (5 studies) and ANOVA (6 studies) are also most commonly used techniques. Some researchers also used MANOVA to study impact of demographics on consumer attitude towards green products. Researchers used combination of cluster analysis and discriminate analysis when their objective was to group the respondents into clusters. ISM, Two Way ANOVA, Paired sample t- test, etc are less commonly used techniques (Table 1).

Predictors of Consumers' Attitude towards Green Products

The researchers have identified several predictors of green consumerism (Table 2). The influence of demographics (gender, age, income, and education), psychological variables (social influence, collectivism, religiosity, etc) and environmental variables (environmental concern, eco-literacy, perceived consumer effectiveness, etc) are studied by different researchers. Some of the important predictors emerged from extant literature are shown in Table 2.

Table 2: Predictors of Attitude towards Green Products

S.No	Predictor of Green Attitude	Number of Studies (Percentage)
1.	Environmental Concern	16 (23%)
2.	Perceived Consumer Effectiveness (PCE)	15(21%)
3.	Environmental Attitude	11(16%)
4.	Eco- literacy	10(14%)
5.	Social Influence	7(10%)
6.	Collectivism	7(10%)
7.	Religiosity	2(3%)
8.	Perceived Environmental Responsibility	2(3%)
9.	Perceived Seriousness of Environmental Problems	3(4%)
10.	Green marketing strategies	17(24%)
11.	Demographics	13(18.5%)

(Source: Prepared by the Researchers)

As can be observed in Table 2, the most researched predictor of green consumerism is environmental concern (23 percent) followed by perceived consumer effectiveness (21 percent), environmental attitude (16 percent) and eco-literacy (14 percent). Among the non-environmental variables, social influence and collectivism are most researched (10 percent each). Religiosity as a predictor is discussed only in two of the researcher papers participated in the present study. The influence of green marketing

strategies (such as green labelling, green packaging, green advertising, etc) and demographics on consumers' attitude towards green products are also widely discussed by the researchers.

Study Findings

The different researchers in different parts of the world have reached different conclusions. The important results are discussed in Table 3.

Table 3: Findings (Environmental Variables and Non-Environmental Variables)

S.No	Predictors	Positive Relation	Negative Relation	No Relation
1.	Environmental Concern	Straughan and Roberts (1999), Kilbourne and Picket (2008), Bamberg (2003), Tang and Lu (2014), Gan (2008), Kim and Choi (2005), Hasan <i>et al.</i> (2012), Awad (2011), Jain and Kaur (2004), Lee (2008)	Tang and Chan (1998)	Akehurst <i>et al</i> (2012)
2.	Perceived Consumer Effectiveness (PCE)	Straughan and Roberts (1999), Albayrak (2011), Kim and Choi (2005), Straughan and Robert (1999), Tan and Lau (2011), Tang and Lu (2014), Akehurst <i>et al</i> (2012), Nath <i>et al</i> (2013), Awad (2011),	Cho <i>et al</i> (2013)	Jain and Kaur (2004),
3.	Eco-literacy or Environmental Knowledge	Eze and Ndubisi (2013), Chan (2001), Cheah and Phau (2011).	do Paco <i>et al</i> (2010)	Hasan <i>et al.</i> (2012), Laroche <i>et al</i> (2001), Hamid <i>et al</i> (2012),
4.	Environmental Attitude	Iravani <i>et al</i> (2012), Leonidou <i>et al</i> (2010), Chen and Chai (2010), Chan (2010), Cho <i>et al</i> (2013), Iravani <i>et al</i> (2012)		Tan and Lau (2011)
4.	Social Influence	Eze and Ndubisi (2013), Iravani <i>et al</i> (2012), Cheah and Phau (2011), Khare (2014), Lee (2008), Hasan <i>et al.</i> (2012).		
5.	Collectivism	Laroche <i>et al</i> (2001), Leonidou <i>et al</i> (2010), Kim and Choi (2005), Chan (2001), Cheah and Phau (2011), Cho <i>et al</i> (2013), Chen (2010)		
6.	Religiosity	Rice (2006), Kalamas <i>et al</i> (2014)		
7.	Green Marketing Strategies	Juwaheer <i>et al</i> (2012), Mourad (2012), Nath <i>et al</i> (2013), Okada and Mais (2010), Rahbar and Wahid (2011), Raksha and Majidzazar (2011), Smith and Brower (2012), Supplico and Salle (2009), Smith (2010)		Borin <i>et al.</i> (2013), Grimmer and Woolley (2012), Raska and Shaw (2012)

(Source: Prepared by the Researchers)

Environmental concern, perceived consumer effectiveness and environmental attitude are established as important predictors of the consumers' attitude towards the green products as both are positively related to the attitude towards green products in almost all the studies. There are a few exceptions also. On the one hand, Tang and Chan (1998) found negative relation of environmental concern with consumers' attitude towards the green products. On the other hand, Akehurst *et al* (2012) found no relation between the two. Similarly, in case of perceived consumer effectiveness, Jain and Kaur found no relation while Cho *et al* (2013) found negative relation of perceived consumer effectiveness with attitude towards the green products.

As far as influence of non-environmental variables (such as social influence, collectivism and religiosity) on green consumerism is concerned, all the studies concluded that these variables are positively associated with the green attitude of the consumers. The green marketing strategies are also found to be positively and significantly influencing the consumers' attitude towards green products in a majority of the research papers participated in the present study. Borin *et al.* (2013), Grimmer and Woolley (2012) and Raska and Shaw (2012) are the exceptions who concluded that there is no relation between the green marketing strategies and green consumerism.

Table 4: Findings (Demographics)

S.No	Demographic Variables				
1.	Gender	Male	Female	No Difference	
	Studies	Mostafa (2007), Akter (2012)	Erdogan et al (2012), Laroche et al (2001), Banyte et al (2010), Lee (2009), Smith (2010), Smith and Brower (2012)	Tilikidou and Delistavrou (2013), Shamdasani et al. (1993), Akehurst et al (2012), Chen and Chai (2010), Awad (2011), do Paco et al (2010), Gan et al (2008), Mourad (2012), Hamid et al (2012), Rice (2006), Supplico and Salle (2009)	
2.	Income	High	Medium	Low	No Difference
	Studies	Khare (2014), Barynte et al (2010), Awad (2011), do Paco et al (2010)		Mourad (2012)	Tilikidou and Delistavrou (2013), Shamdasani et al. (1993), Akehurst et al (2012), Gan et al (2008), Supplico and Salle (2009)
3.	Education	High	Medium	Low	No Difference
	Studies	Nath et al (2013), Awad (2011), do Paco et al (2010), Barynte et al (2010), Rice (2006)	Gan et al (2008)	Mourad (2012)	Tilikidou and Delistavrou (2013), Shamdasani et al. (1993), Akehurst et al (2012), Hamid et al (2012),
4.	Age	Old Age	Medium Age	Young Age	No Difference
	Studies	D' Souza et al (2007), Awad (2011), Baker and Ozaki (2008), Akter (2012), Rice (2006)	Banyte et al (2010), do Paco et al (2010)	Gan et al (2008), Mourad (2012)	Tilikidou and Delistavrou (2013), Shamdasani et al. (1993), Akehurst et al (2012), Hamid et al (2012),

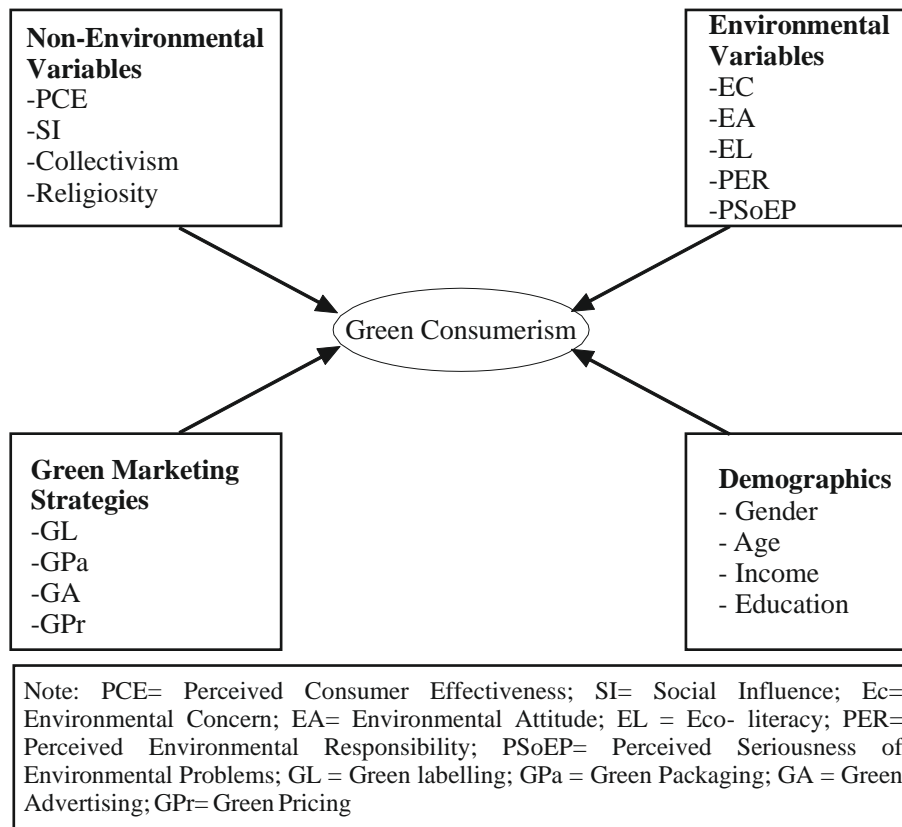
(Source: Prepared by the Researchers)

As far as influence of demographic variables on green consumerism is concerned, it is clearly evident from Table 4 that there is no consensus among the researchers. A large number of researchers found that there is no difference in the attitude towards the green products among the male and female consumers. But at the same time, there are some researchers who found that there is a difference in the attitude of the male and female consumers as can be seen in Table 4. The researchers like Laroche et al. (2001), Lee (2009) and others found that female consumers are more eco- friendly while Mostafa (2007) and Akter (2012) found that the male consumers are more favourable towards the environment. The results, however, are more contradictory in case of income, education and age. Both difference and no difference between the groups have found support from the significant number of researchers.

Comprehensive Model

The in-depth analysis of the findings of the empirical papers participated in the present study suggests that green consumerism is influenced by four category of variables.

The first category includes variables which are related to environment (such as environmental concern, environmental attitude, eco- literacy, perceived environmental responsibility and perceived seriousness of environmental problems) and hence are termed as 'environmental variables'. The second category is termed as 'non-environmental variables' and includes variables such as collectivism, social influence, religiosity, etc. The third category includes the green marketing strategies (such as green labelling, green packaging, green advertising, green pricing, etc) used by the marketers to influence green consumerism. The marketers of green products may use different strategies such as environment friendly labelling and packaging, advertising and special prices for these products to promote greenness of their products (Supplico and Salle, 2009; Juwaheer et al., 2012; Mourad, 2012; Nath et al., 2013). The last and fourth variable includes the demographic variables such as gender, age, education and income. Based on these four categories of variables, the researchers of the present study have suggested a comprehensive model which is illustrated in Figure 1.

Figure 1: Comprehensive Model

(Source: Prepared by the Researchers)

Discussion

The research on green consumerism has been carried out in different countries using different statistical techniques on different set of respondents. But more specifically, it can be said that the research on green consumerism is more common in western countries as compare to Asian countries. Especially in USA, the research on green consumerism has outnumbered the research in other parts of the world. This may be attributed to the fact that United States began the modern environmental movement and became the world leader for environmental reforms (Lampe and Gazda, 1995). Generally, the US has tougher legal standards, stricter enforcement policies and a more developed infrastructure for public participation in environmental decision making and this leads to growing public concern about the environmental issues in America and hence positive attitude towards green products (Lampe and Gazda, 1995; Kim and Choi, 2005). On the other hand, there are only a few studies carried out in the Indian scenario. Keeping in mind the current environmental conditions in India, it is very surprising and, hence, more research in this area in India scenario is warranted.

As far as statistical techniques are concerned, Regression Analysis and Structural Equation Modelling (SEM) are most common. This finding is in line with the study of Chamaro et al (2009) who also found that the Structural Equation Modelling and Regression Analysis are most commonly used techniques for analytical purpose. The reason of the dominance of these techniques over other techniques might be the nature of the studies carrying out on green consumerism. Generally, the studies on green consumerism focus on identifying the factors to establish relationship between dependent variables and independent variables. The best techniques for this purpose are Regression Analysis and Structural Equation Modelling techniques are most used techniques as these are the best techniques to establish relationship between independent and dependent variables.

In a large number of studies, the data was collected from students. This may due to the fact that students are considered as cosmopolitan in outlook and possess rich cultural diversity. Further, young consumers are also assumed to be aware of the current scenarios and they are assumed to influence the purchasing decisions of their

families (Martensen & Gronholdt, 2008; .Ishaque & Tufail, 2014).

Although the present study has helped to identify the important predictors of green consumerism, but there is lack of consensus among the researchers as far as findings are concern. The inconsistency in findings related to demographics is even higher with researchers in different settings have reached different conclusions. Religiosity is an important variable which may influence green consumerism. Rice (2006) and Kalamas et al. (2013) have shown that religiosity of the consumers has an effect on the consumers' attitude towards green products. Rice (2006), however, carried out his research only on Muslim respondents. Hence, more research is needed on consumers of other religions.

The researchers have delved into green consumerism quite deeper but still there is a great scope for the future researchers to delve further deeper in this area of research. Based on the present study, the researchers have some suggestions for the futures researchers. The first and foremost suggestion is that more research should be carried out in the Asian countries, especially, India and China, etc. which are facing serious problems of environmental degradation (Stern Review, 2007). Comparative studies between western countries and Asian countries may be very useful to understand the differences between consumer preferences of these two regions. Secondly, the researchers may also include the respondents other than students. More researchers can use online data collection technique like Gupta and Ogden (2009) and Hur et al (2013) to cover respondents across the nation or may even include respondents of different countries. Further, there is no study which have taken into account all the variables together. Hence, future researchers can empirically test the comprehensive model proposed in the present study. Another limitation of the studies participated in the present study is the use of cross-sectional approach rather than longitudinal approach in all the studies. This implies that the shift in attitude of consumers was largely ignored. Thus, to capture such attitudinal shifts, researchers need to embrace longitudinal studies.

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