

Green Consumption: Insights from Values, Norms, and Contexts

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Abstract

Green consumption is increasingly recognized as a cornerstone of sustainability transitions, shaping how individuals, societies, and industries respond to environmental challenges. Understanding what drives consumers toward eco-friendly choices requires an integration of behavioral and contextual perspectives. This study draws on three key theoretical frameworks—Theory of Planned Behavior (TPB), Norm-Activation Theory (NAT), and the Attitude-Behavior-Context (ABC) theory—to explain the complex drivers of green consumption. From the TPB perspective, rational evaluations such as perceived usefulness and control enhance consumer intentions to adopt green products. NAT highlights the importance of moral and personal norms, where feelings of responsibility and ethical commitment motivate sustainable behaviors. The ABC theory adds a contextual layer, suggesting that even strong pro-environmental attitudes may not lead to action unless favorable conditions—such as affordability, accessibility, and infrastructure—are present.

Beyond individual and contextual factors, broader influences such as cultural values, human development levels, and digital connectivity shape the strength and consistency of green consumption. Collectivist societies may place greater weight on subjective norms, while individualist contexts emphasize personal benefits. Similarly, higher human development tends to strengthen rational and norms-based drivers, whereas constraints in developing regions weaken adoption. Internet access further acts as a global enabler, raising awareness and facilitating informed green choices. The findings emphasize that green consumption cannot be understood in isolation from cultural and developmental contexts. For practitioners, this underscores the importance of tailoring green marketing strategies and sustainability policies to diverse consumer realities across borders.

Keywords: Green consumption, Sustainability, TPB, Norm-Activation, ABC theory.