

Green Consumption Toward a Circular Economy: A Systematic Literature Review Through the Lens of Value Theory

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Abstract

Green consumption is an essential component for the successful implementation of sustainable development and the circular economy. A multitude of research has focused on how different characteristics shape green consumption, individual values principal among them. However, the popularity of individual values in the green consumption literature has resulted in uncertainty about which values should be focused on and under which conditions such values are more or less related to green consumption. To address these problems, the present research reviewed the literature on Schwartz's Value Theory and green consumption. The review followed the steps of the Scientific Procedures and Rationalities for Systematic Literature Reviews protocol. The final sample of 82 articles in the best ranks of the Australian Business Deans Council Journal Quality List were identified through the Scopus and Web of Science databases. The codification process followed the ADO-TCM framework. The review mainly identified that self-transcendence values, more specifically biospheric values, have been the most frequent and strongest values positively related to green consumption. The main contributions of the review are a better understanding of the relationships between individual values and green consumption, and the identification of an extensive avenue for future studies.

Keywords Sustainable Consumption · Consumer Behavior · Individual Values · Value Theory · Circular Economy

1. Introduction

Although environmentally friendly concepts, such as the circular economy (CE) and sustainable development, have gained prominence over the years, the mainstream economic paradigm of consumption and growth has been hindering the full potential of such approaches (Schröder et al., 2019). Green consumption are actions that reduce the environmental impact and decrease the use of natural resources throughout the lifecycle of products, behaviors and services (White et al., 2019). Green consumption includes information search, decision-making, intention, and the adoption of products or behaviors, and the use and disposal of products. Green consumption can be related to reducing consumption (Dorigoni & Bonini, 2023; Jungell-Michelsson & Heikkurinen, 2022), choosing products with explicit environmental attributes (Brügge et al., 2024; Lago et al.,

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2020), and responsible conscious use and disposal (White et al., 2014; Ribeiro et al., 2021). Therefore, green consumption is necessary to achieve CE and sustainability in general (Bourdin, 2025; Capstick et al., 2014; Kirchherr et al., 2023).

Several socio-demographic, external, and psychological aspects influence the adoption of green consumption (Blankenberg & Alhusen, 2019; Camacho-Ortero et al., 2018). Psychological aspects have been gaining attention in academic literature as they can explain different types of behavior and can be well integrated with different disciplines (Nielsen et al., 2021). One of the main psychological aspects considered in the literature is individual values, which has been extensively linked to green consumption (Camacho-Ortero et al., 2018; Gomes et al., 2022; Steg, 2016). In this context, individual values have been argued to be one of the pillars for transforming the economy towards a more sustainable and circular pattern (ISEE, 2025; Kenter et al., 2025). Values within this research are mostly defined within Schwartz's Value Theory (Schwartz, 1992), which has four main features: 1) a value reflects a belief about the desirability of a certain end-state; 2) values are rather abstract and therefore transcend specific situations; 3) values serve as a guiding principle for selecting or evaluating behavior, people, and events; and 4) values are ordered in a system of value priorities.

Schwartz (1992) proposed a general classification of 56 values merged into 10 motivational values type. These 10 value types can be placed in a two-dimensional space comprising four separate value clusters. The first dimension distinguishes openness to change (e.g., self-direction, stimulation) versus conservation (e.g., security, tradition) values, while the second dimension opposes self-transcendence (e.g., benevolence, universalism) and self-enhancement (e.g., achievement, power) values. People consider only a few of these values when making behavioral choices (de Groot & Steg, 2008). The hierarchy of values within individuals implies that when different competing values are activated in a specific situation, individuals' choices are based on the values considered to be most important to act upon in this specific situation (de Groot & Steg, 2008). Thus, although Value Theory presents value types that are universal (Schwartz et al., 2012), different research has presented different values related to green consumption.

Making green consumption choices is often associated with sacrificing short-term and certain individual benefits of not acting green (e.g., buying cheap but unsustainable food, commuting conveniently by car instead of a less polluting option) while at the same time the societal and environmental benefits of choosing green options are long-term and uncertain (Boon-Falleur et al., 2022; Van Lange et al., 2013). Based on this reasoning, several studies in the field of green consumption have focused on values included in the self-transcendence versus self-enhancement dimension only (Costa Pinto et al., 2016; Hüttel et al., 2020; Lee and Cho, 2019). However, some studies seem to suggest that values included in other dimensions (e.g., openness to change versus conservation) could be relevant as well in relation to green consumption (Ariza-Montes et al., 2023; Yan & Murray, 2023). Some studies focused on the specific values mainly related to the environmental context (i.e., egoistic, altruistic, biospheric, and hedonic). For example, some researchers argue that biospheric values are the strongest predictor in relation to green consumption and that this value type should be prioritized (Bonan et al., 2021; Chen & Lee, 2022; Han, 2020; Jansson et al., 2010). Some scholars focus on the egoistic values of the self-enhancement dimension and the altruistic or the biospheric values (Schuitema & de Groot, 2015) of the self-transcendence dimension, thereby implying two value types are relevant in explaining green consumption. Yet other studies suggest including three (egoistic, altruistic, and biospheric) (Khan et al., 2024; Lee et al., 2023; Onel, 2022; Shi et al., 2019) or four (hedonic, egoistic, altruistic, and biospheric) (Iwinska et al., 2023; Mazhar et al., 2022; Papp et al., 2023) relevant value types to explain green consumption. Therefore, it is still unclear which values and value types are the most relevant in the green consumption context.

Furthermore, the literature has also presented mixed findings on the strength and direction of different types of values in relation to green consumption intention and behavior (Landon et al., 2018; Whitley et al., 2016). Such differences could be a result of, for example, the type of consumption context (e.g., transportation, energy conservation, tourism, and food) (Barbarossa et al., 2017; Bonan et al., 2021; Papp et al., 2023; Thøgersen et al., 2016), the methods employed (e.g., qualitative interviews, correlational, (field-)experimental, sample types, type of dependent variable) (Bullock et al., 2017; Howell, 2013; Landon et al., 2018), and which other motivational determinants (e.g., social or personal norms, green trust, perceived behavioral control) have been included in the empirical models (Choi et al., 2015; Fornara et al., 2020). Thus, a systematization of the current literature can clarify these doubts and support marketers, industry and policy-makers to adopt better approaches to stimulate more green consumption.

There are reviews touching on the effect of values on green consumption (Perera et al., 2022). However, these reviews tend to include different perspectives and theories related to values, contaminating the findings

by embracing different theoretical perspectives (e.g., Sivapalan et al., 2021). A recent bibliometric review concerning individual values and sustainable consumption (Khan et al., 2025a) highlighted the necessity of conducting more systematic literature reviews on the topic. Hence, the present paper is the first to systematically review the literature on values, based on Schwartz' Value Theory, and green consumption based on the following research question: "What is the role of value types within Schwartz' Value Theory on green consumption?" More specifically:

- RQ1: Which value types are relevant to explain green consumption?
- RQ2: What conditions can be identified that show how different value types explain green consumption?

To answer the research questions, this research relied on a theory-based systematic literature review (SLR) employing the Scientific Procedures and Rationalities for Systematic Literature Reviews protocol (SPAR-4-SLR) (Paul et al., 2021) and the ADO-TCM (Antecedents, Decisions, Outcomes, Theories, Contexts, and Methods) framework (Lim et al., 2021). By such means, it is possible to theoretically contribute to organizing the dispersed literature on Value Theory in the green consumption context and to present a research agenda. Practically, by understanding the conditions under which different value types are important for green consumption, this research contributes to a better understanding of how to develop more effective strategies to promote the adoption of green consumption based on individual values.

2. Conceptualization of individual values

Schwartz's Value Theory (1992, 1994) classifies 56 values in a group of 10 motivational values types, which was based on a dataset of 97 samples from 44 different countries embracing 25,863 respondents. This dataset allowed the cross-cultural consistency of Value Theory (Schwartz, 1994). These 10 values can be presented in a two-dimensional structure that embraces four separate value clusters. The first dimension separates self-transcendence (e.g., benevolence and universalism) from self-enhancement (e.g., achievement and power), while the other distinguishes openness to change (e.g., self-direction, stimulation) from conservation (e.g., security, tradition) values (Schwartz, 2003, Table 1).

Table 1. Definition of the 10 values. *Source: Schwartz (2003)*

Value	Definition
Power	Social status and prestige, control or dominance over people and resources (social power, authority, wealth, preserving my public image)
Achievement	Personal success through demonstrating competence according to social standards (successful, capable, ambitious, influential)
Hedonism	Pleasure and sensuous gratification for oneself (pleasure, enjoying life, self-indulgence)
Stimulation	Excitement, novelty, and challenge in life (daring, a varied life, an exciting life)
Self-direction	Independent thought and action-choosing, creating, exploring (creativity, freedom, independent, curious, choosing own goals)
Universalism	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature (broadminded, wisdom, social justice, equality, a word at peace, a word of beauty, unity with nature, protecting the environment)
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible)
Tradition	Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self (humble, accepting my portion in life, devout, respect for tradition, moderate)
Conformity	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms (politeness, obedient, self-discipline, honoring parents and elders)
Security	Safety, harmony and stability of society, of relationships, and of self (family security, national security, social order, clean, reciprocation of favors)

Considering that only a limited number of values tends to influence specific behaviors, and that self-transcendent values focus on the concerns toward other individuals and the community, while self-enhancement emphasizes concerns toward oneself, such dimensions were mainly attributed to pro-environmental action and green consumption. This was indeed consistently found by researchers (Costa Pinto et al., 2016; Hüttel et al., 2020; Lee and Cho, 2019). However, considering that Schwartz' value theory was not conceived based on an environmental perspective, in such a way that environmental aspects are only partially presented under the self-transcendence dimension, researchers further expand the Value Theory by including a specific value (biospheric) to be considered in the environmental domain rather than considering it together with the altruistic perspective of self-transcendence values. Therefore, from the self-transcendence side, the focus mainly relies on altruistic and biospheric values. Altruistic values relate to concerns toward the welfare of other human beings, in such a way that green consumption would be prioritized by the consumer when the social benefits of the consumption outweigh the costs. For example, one might opt for using public transportation instead of personal cars to reduce the amount of air pollution in the community. Biospheric values relate to concerns toward the quality of the environment itself, in such a way that green consumption would be opted for by the consumer when the ecological benefits of the consumption outweigh costs. For example, one might opt for eating more vegetables as this has less impact on land and water ecosystems (Steg & de Groot, 2012). From the self-enhancement side, the focus was given to egoistic values and, later, also to hedonic values (Bouman & Steg, 2020; Steg et al., 2014a). Egoistic values relate to the concern toward oneself; that is, someone will opt for green consumption when the personal benefits of such consumption (e.g., improvement of one's own well-being) outweighs the personal costs of such consumption. For example, individuals might opt for an energy efficient appliance because it leads to lower energy bills. Hedonic values relate to the desire for pleasure and comfort, and therefore can stimulate green consumption when the personal feelings and good sensations one perceives by adopting green consumption outweighs the personal costs of such behaviors; for example, the pleasure and enjoyment of being recognized as a sustainable consumer among a specific group of individuals. Therefore, consumption is not only driven by self-interest in terms of resources but also convenience and immediate satisfaction.

The extended value framework, considering four specific values as relevant for green consumption, i.e., egoistic, hedonic, altruistic, and biospheric values, has been widely validated and is now commonly used in sustainability research (Iwinska et al., 2023; Mazhar et al., 2022; Papp et al., 2023). More specifically, biospheric, followed by altruistic values have been shown to be strongly and positively related to pro-environmental beliefs, intentions and behaviors; while egoistic and hedonic values are usually negatively related to pro-environmental beliefs, intentions and behaviors.

3. Method

The present research relied on the Scientific Procedures and Rationalities for Systematic Literature Reviews protocol (SPAR-4-SLR) (Paul et al., 2021). The SPAR-4-SLR is commonly used in the consumption domain (García-Rodríguez et al., 2025; Husain & Prentice, 2025; Wolf, 2023) and comprises three stages and six sub-stages for conducting SLR: 1) assembling: i) identification and ii) acquisition of the articles presented in the literature; 2) arranging: i) organization and ii) purification of the articles compounding the selected domain; and 3) assessing: i) evaluation and ii) reporting of the articles that have been synthesized. Figure 1 summarizes the information for the stages and sub-stages of this study. Five external researchers with expertise in the field of consumption behavior and/or SLR were invited to review the research protocol to find possible flaws and improvement opportunities (Phillips et al., 2024). Their feedback was discussed among the authors and necessary adaptations were included in the research.

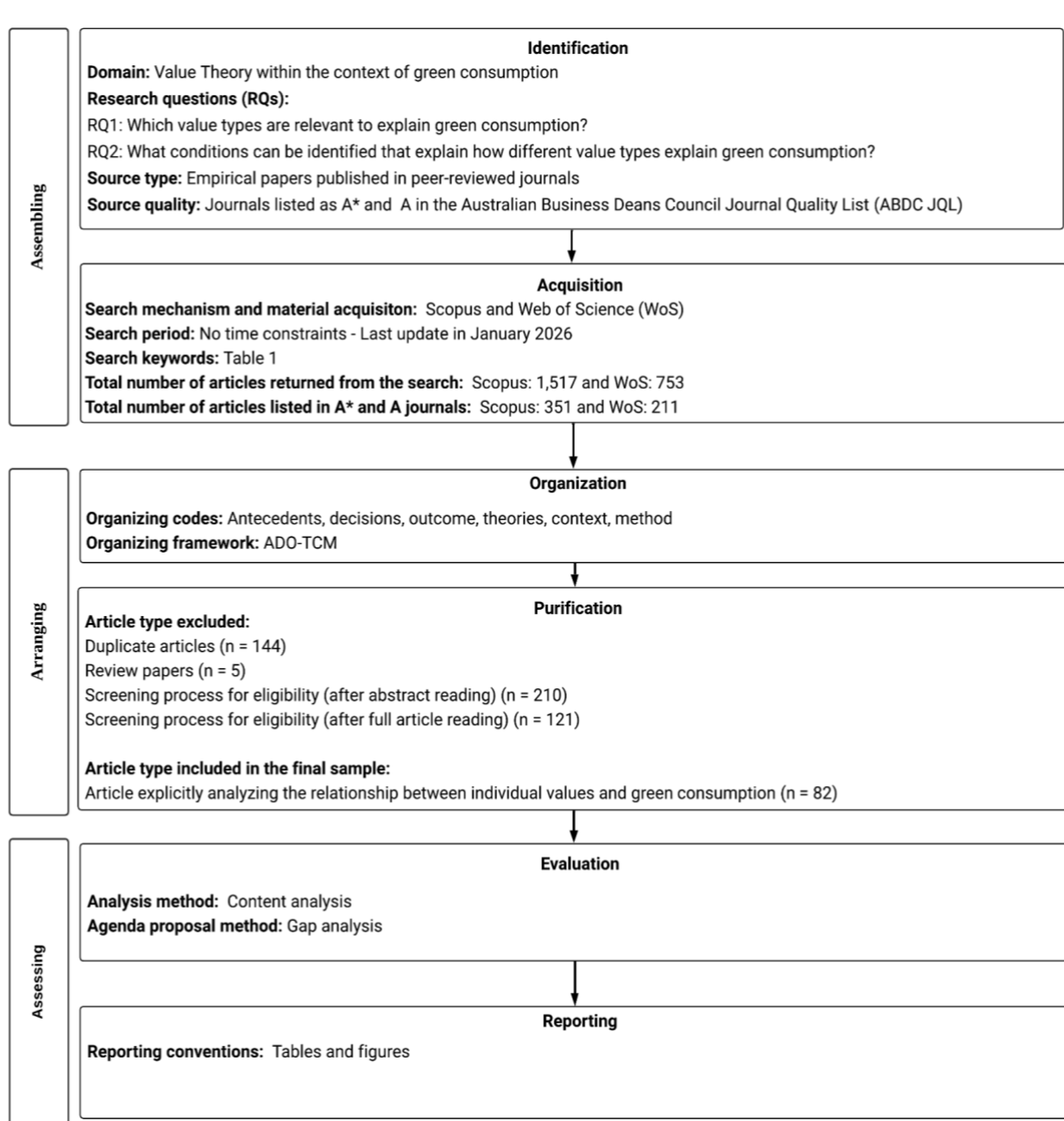


Figure 1. Flowchart of the Scientific Procedures and Rationalities for Systematic Literature Reviews protocol. Adapted from Paul et al. (2021)

3.1. Stage 1: Assembling

Following the steps of previous reviews (Lima et al., 2024; Xiao et al., 2023), the search was limited to papers written in English and published in peer-reviewed journals. Considering that value theory in the green consumption domain is already a mature field of research, with several papers published every year, quality criteria can be included to increase the quality of the review, which is done by considering articles only published in high impact journals (Paul & Criado, 2020). Considering that the research objectives are aligned with the marketing and consumption perspectives in the CE, for the articles' quality criteria, only articles from journals ranked as A* and A in the Australian Business Deans Council Journal Quality List (ABDC JQL) were selected to increase the quality of the sampled articles (Lim et al., 2021; Paul et al., 2021). We chose the ABDC JQL over other ranks commonly employed in reviews in consumer studies, such as The Chartered Association of Business Schools Academic Journals Guide, because it presents a broader range of journals (Paul et al.,

2021). We chose only A* and A ranked journals to focus on articles more likely to present novelty findings rather than replications (Lim *et al.*, 2021). Besides guaranteeing the quality of articles included in the review, this strategy also permits a focus on journals specialized in consumption research, which aligns with the research objectives. Focusing on fields aligned with the research objectives is a common practice in reviews (e.g., Farrow *et al.*, 2017; Lima *et al.*, 2024).

For the acquisition, the SLR relied on Scopus and Web of Science (WoS) as they are accredited as reliable databases and commonly used in SLR articles published in renowned journals (Paul *et al.*, 2023a; Paul & Criado, 2020). No time constraints were employed in the search, which was last updated in January 2026. Based on previous research on the topic, an extensive list of keywords related to values, Value Theory and green consumption was employed (White *et al.*, 2019; Xiao *et al.*, 2023). Keywords within each group related to the Boolean operator OR and both groups related to the Boolean operator AND. The search was applied to the titles, abstracts, and keywords of the articles in the databases. The search strings for each database are presented in Table 2. The first search returned 1,517 articles in Scopus and 753 in WoS. After considering A* and A journals from the ABDC JQL ranking, the numbers were 351 in Scopus and 211 in WoS. Articles meeting the research inclusion criteria that were already known to the authors (e.g., Schuitema & de Groot, 2015; Tolppanen & Kang, 2021) were used as control papers to assess the adequacy of the research string (Lacerda & von Wangenheim, 2018), which was proved to be suitable.

Table 2. Research strings per database

Database	String
Scopus	(TITLE-ABS-KEY("Value Theory") OR TITLE-ABS-KEY ("VBN") OR TITLE-ABS-KEY ("Value-Belief-Norm") OR TITLE-ABS-KEY ("Individual values") OR TITLE-ABS-KEY ("environmental values") OR TITLE-ABS-KEY ("personal values") OR TITLE-ABS-KEY ("human values") OR TITLE-ABS-KEY ("biospheric values") OR TITLE-ABS-KEY ("egoistic values") OR TITLE-ABS-KEY ("altruistic values") AND TITLE-ABS-KEY ("environmental purch*") OR TITLE-ABS-KEY ("environmental consum*") OR TITLE-ABS-KEY ("green product") OR TITLE-ABS-KEY ("sustainable product") OR TITLE-ABS-KEY ("PEB") OR TITLE-ABS-KEY ("pro-environmental behav*") OR TITLE-ABS-KEY ("sustainable behavi*") OR TITLE-ABS-KEY ("organic purch*") OR TITLE-ABS-KEY ("organic consum*") OR TITLE-ABS-KEY ("eco* purch*") OR TITLE-ABS-KEY ("eco* consum*") OR TITLE-ABS-KEY ("green purch*") OR TITLE-ABS-KEY ("green consum*") OR TITLE-ABS-KEY ("recycl*") OR TITLE-ABS-KEY ("circular consum*") OR TITLE-ABS-KEY ("sufficient consum*") OR TITLE-ABS-KEY ("green customer*") OR TITLE-ABS-KEY ("sustainab* customer*") OR TITLE-ABS-KEY ("eco* customer*") OR TITLE-ABS-KEY ("reuse*") OR TITLE-ABS-KEY ("repair*") OR TITLE-ABS-KEY ("PSS*") OR TITLE-ABS-KEY ("product-service system*") OR TITLE-ABS-KEY ("environment* customer*")) AND (LIMIT-TO (SRCTYPE,"j")) AND (LIMIT-TO (DOCTYPE,"ar")) AND (LIMIT-TO (LANGUAGE,"English"))
Web of Science	(("Value Theory") OR ("VBN") OR ("Value-Belief-Norm") OR ("Individual values") OR ("environmental values") OR ("personal values") OR ("human values")) (Topic) AND ((("environmental purch*") OR ("environmental consum*") OR ("PEB") OR ("pro-environmental behav*") OR ("sustainable behavi*") OR ("organic purch*") OR ("organic consum*") OR ("eco* purch*") OR ("eco* consum*") OR ("green purch*") OR ("green consum*") OR ("circular consum*") OR ("sufficient consum*") OR ("green customer*") OR ("sustainab* customer*") OR ("eco* customer*") OR ("environment* customer*")) (Topic) and Article (Document Types) and English (Languages)

Note: The * was employed to collect variations in terms.

3.2. Stage 2: Arranging

To organizing the relevant data, the present SLR employed the Antecedents, Decisions and Outcome (ADO) (Paul & Benito, 2018), and the Theories, Context and Method (TCM) (Paul *et al.*, 2017) organizing frameworks, in the combined ADO-TCM organizing framework (Lim *et al.*, 2021). The ADO-TCM has increasingly been used in review papers in the consumption literature (Lim *et al.*, 2021; Liu *et al.*, 2025; Majcher, 2025; Zheng *et al.*, 2024). This framework is especially suitable for the present review as the ADO framework provides relevant perspectives for a SRL in the consumption domain: i) the “Antecedents” clarify the reasons for engaging or not in a behavior, ii) the “Decisions” describe the types of behavioral performances or non-performances, and iii) the “Outcomes” embrace the evaluations that appear after the behavioral performances or non-performances. The TCM is especially relevant in relation to answering the Research Questions as: i) the “Theories” include the theoretical approach of the reviewed articles employed together

with Value Theory, ii) the “Context” clarifies the circumstances under which the article was developed, and iii) the “Method” embraces the methodological approaches employed in the reviewed articles.

In the purification step, first all the duplicate articles ($n = 144$) and review papers ($n = 5$) were removed, reaching a sample of 413 unique articles. Then, two authors, independently, read all the titles and abstracts to remove articles that were completely unrelated to the research goals (Paul et al., 2023a). To be included in the sample, the article should mention analyses regarding individual values and green consumption. Krippendorff’s Alpha was of 0.76 (measured with the K-Alpha Calculator (Marzi et al., 2024)) with a degree of concordance of 88.07%, which are considered satisfactory values for SLR in the field (e.g., Lima et al., 2024). Next, the articles with divergent evaluations ($n = 44$) had their titles and abstracts analyzed by a third author, and then the three authors discussed and reached a consensus for removing the articles that did not meet the inclusion criteria ($n = 210$). At the end of these screening processes, the sample included 203 articles.

3.3. Stage 3: Assessing

To reach the final sample, the authors evaluated the articles approved in the previous screening processes entirely ($n = 203$). In this in depth reading, articles should explicitly include values, from the Value Theory perspective; thus, articles that referred to values but relied on different approaches (e.g., Rokeach Values Survey), or that conceptualized or operationalized values as environmental concerns, the New Environmental Paradigm or in a general way not equivalent to the Value Theory were, removed from the sample ($n = 105$) (see Steg et al. (2011) for a detailed differentiation between these concepts). Articles should also consider green consumption in accordance with the definition relied on in this research; thus, articles analyzing a specific type of pro-environmental behavior not considered as green consumption (e.g., environmental activism, biodiversity conservation, volunteering, and charity donation) were removed from the list ($n = 13$). These exclusions included articles that developed only a general index of behavior embracing green consumption and other types of behavior (e.g., activism or biodiversity conservation) together (not configuring it as a green consumption index). Conceptual articles about values and green consumption were also removed ($n = 2$). Finally, articles that included values and green consumption but did not analyze relationships between them were also excluded (e.g., comparison of the level of values and green consumption in different moments of time, not analyzing how values affected green consumption) ($n = 1$). All articles analyzed in this process and the reasons for excluding the 121 articles are presented in Table S1.

The final sample ($n = 82$, Table S2) was analyzed based on content analysis. Independently, two authors coded all articles following the ADO-TCM framework. The divergences in the codification process were solved with the support of the other three authors (i.e., one marketer, an expert in green consumption; one industrial engineer, an expert in statistics; and one environmental psychologist, an expert in Value Theory). Next, the authors proceeded to the content analysis from a deductive approach perspective. Moreover, by systematically reviewing the literature, it was possible to identify gaps; and thus, a research agenda was also presented (Paul et al., 2021).

4. Key findings: antecedents, decision, and context identified in the green consumption literature

The results are presented following the sequence of the ADO-TCM framework. The ADO-TCM framework was adapted from previous review papers on the consumption literature (Lim et al., 2021; Liu et al., 2025; Majcher, 2025; Zheng et al., 2024) and was employed to categorize the main findings of the present study. This kind of framework not only facilitates the comprehension of the current literature in a field, but also easily demonstrates the research opportunities for further developing the topic (Paul et al., 2023b). Thus, the key findings of the review are present in each following subsection.

4.1. Antecedents

The antecedent part of the ADO-TCM framework covers the reasons to engage or not in a behavior. Considering the purpose of the present research in analyzing the role of individual values on green

consumption, individual values were the main antecedent of interest (subsection 4.1.1). Other consumer-related antecedents and socio-demographic factors were also commonly included in the articles and are also reported in this review (subsection 4.1.2). Additionally, marketing and external factors were also considering as antecedents due to their recognized influence on consumption behavior (subsection 4.1.3); marketing aspects are related to the elements of the marketing mix (product, price, place and promotion), while external factors encompass cultural and social issues.

4.1.1. Individuals values The reviewed individual values articles can be categorized in two major groups: 1) the articles which relied on Schwartz's (1992) original measurement based on the 10 values that can also be seen based on the four opposite value orientations: self-transcendence, self-enhancement, openness to change, and conservation; and 2) the articles including specific values within the self-transcendence and self-enhancement orientations: biospheric, altruistic and egoistic values (de Groot & Steg, 2008; Stern, 2000), and in a less extent, hedonic values (Steg et al., 2014a) (Table 3).

Table 3. Major individual values identified in the articles

Value	No. of articles	%	References
Self-transcendence	19	23.17	Balderjahn et al. (2018), Barbarossa et al. (2017), Bullock et al. (2017), Costa Pinto et al. (2016), Goswami et al. (2025), Guyader et al. (2022), Huttel et al. (2020), Krystallis et al. (2012), Lee and Cho (2019), Martin and Upham (2016), Rice (2006), Rioux (2011), Sharma and Jha (2017), Thogersen et al. (2016), Thogersen (1999), Trujillo and Luchs (2025)*, Vermeir and Verbeke (2008), Yan et al. (2024), Zhou et al. (2013)
Self-enhancement	19	23.17	Balderjahn et al. (2018), Barbarossa et al. (2017), Bullock et al. (2017), Costa Pinto et al. (2016), Goswami et al. (2025), Guyader et al. (2022), Huttel et al. (2020), Krystallis et al. (2012), Lee and Cho (2019), Martin and Upham (2016), Rice (2006), Rioux (2011), Sharma and Jha (2017), Thogersen et al. (2016), Thogersen (1999), Trujillo and Luchs (2025)*, Vermeir and Verbeke (2008), Yan et al. (2024), Zhou et al. (2013)
Openness to change	20	24.39	Ariza-Montes et al. (2023), Balderjahn et al. (2018), Barbarossa et al. (2017), Bullock et al. (2017), Goswami et al. (2025), Guyader et al. (2022), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Krystallis et al. (2012), Martin and Upham (2016), Pan and Zhou (2024), Rice (2006), Rioux (2011), Sharma and Jha (2017), Thogersen et al. (2016), Thogersen (1999), Vermeir and Verbeke (2008), Whitley et al. (2016), Yan and Murray (2023), Zhou et al. (2013)
Conservation	18	21.95	Ariza-Montes et al. (2023), Balderjahn et al. (2018), Barbarossa et al. (2017), Bullock et al. (2017), Goswami et al. (2025), Guyader et al. (2022), Iwinska et al. (2023), Krystallis et al. (2012), Martin and Upham (2016), Rice (2006), Rioux (2011), Sharma and Jha (2017), Thogersen et al. (2016), Thogersen (1999), Vermeir and Verbeke (2008), Whitley et al. (2016), Yan and Murray (2023), Zhou et al. (2013)
Altruistic	41	50.00	Agag (2019), Al Mamun et al. (2024), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Howell (2013), Iwinska et al. (2023), Jacobs et al. (2018), Khan et al. (2026), Khan et al. (2025), Kim and Seock (2019), Konyalıoğlu et al. (2025), Kumar et al. (2025), Lagomarsino et al. (2020), Laheri et al. (2024), Landon et al. (2018), Lee et al. (2023), Lee et al. (2014), Mazhar et al. (2022), Nguyen et al. (2017), Nguyen et al. (2016a), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Povilionis et al. (2025), Ribeiro et al. (2025), Saleem et al. (2021), Sharma and Gupta (2020), Shi et al. (2019), Taneja et al. (2024), Tolppanen et al. (2022), Tolppanen and Kang (2021), Ucar et al. (2023), Van Doorn and Verhoef (2015), Verma et al. (2019), Whitley et al. (2016)

Note: Trujillo and Luchs (2025) relied on the adapted version from Schwartz et al. (2012), which presented sub divisions of the values, and measured: Power-resources, Power-Dominance, Universalism-Concern, Universalism-Nature, Universalism-Tolerance Values

Table 3 (cont.). Major individual values identified in the articles

Value	No. of articles	%	References
Biospheric	58	70.73	Agag (2019), Al Mamun et al. (2024), Bhardwaj et al. (2023), Bonan et al. (2021), Chen and Lee (2022), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Howell (2013), Iwinska et al. (2023), Jacobs et al. (2018), Jansson et al. (2010), Khan et al. (2026), Khan et al. (2025), Khan et al. (2024), Kim and Seock (2019), Konyalioglu et al. (2025), Kumar et al. (2025), Lagomarsino et al. (2020), Laheri et al. (2024), Landon et al. (2018), Lee et al. (2023), Lee et al. (2014), Mazhar et al. (2022), Molinario et al. (2020), Nguyen et al. (2016a), Nguyen et al. (2016b), Novoradovskaya et al. (2021), Novoradovskaya et al. (2020), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Pasquariello et al. (2024), Povilionis et al. (2025), Puntiroli et al. (2022), Ribeiro et al. (2025), Schuitema and de Groot (2015), Septianto et al. (2022), Sharma and Gupta (2020), Shi et al. (2019), Taneja et al. (2024), Tolppanen et al. (2022), Tolppanen and Kang (2021), Ucar et al. (2023), Van Doorn and Verhoef (2015), Verma et al. (2019), Wang et al. (2025), Whitley et al. (2016)
Egoistic	36	43.90	Agag (2019), Denley et al. (2020), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Howell (2013), Iwinska et al. (2023), Jacobs et al. (2018), Khan et al. (2025), Khan et al. (2024), Kim and Seock (2019), Konyalioglu et al. (2025), Kumar et al. (2025), Lagomarsino et al. (2020), Laheri et al. (2024), Landon et al. (2018), Lee et al. (2023), Lou et al. (2024), Mazhar et al. (2022), Nguyen et al. (2016a), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Povilionis et al. (2025), Ribeiro et al. (2025), Schuitema and de Groot (2015), Sharma and Gupta (2020), Shi et al. (2019), Taneja et al. (2024), Tolppanen et al. (2022), Tolppanen and Kang (2021), Ucar et al. (2023), Van Doorn and Verhoef (2015), Verma et al. (2019)
Hedonic	10	12.20	Hiratsuka et al. (2018), Jacobs et al. (2018), Khan et al. (2024), Lagomarsino et al. (2020), Laheri et al. (2024), Mazhar et al. (2022), Papp et al. (2023), Taneja et al. (2024), Tolppanen et al. (2022), Tolppanen and Kang (2021)

Note: Trujillo and Luchs (2025) relied on the adapted version from Schwartz et al. (2012), which presented sub divisions of the values, and measured: Power-resources, Power-Dominance, Universalism-Concern, Universalism-Nature, Universalism-Tolerance Values

Considering the four opposite value orientations, self-transcendence and self-enhancement were presented in 19 (23.17%) articles each, conservation was presented in 18 (21.95%) articles, while openness to change was presented in 20 (24.39%) articles. The reviewed articles mainly indicate that self-transcendence is positively (directly and indirectly) related to green consumption, while self-enhancement is negatively related to it (Costa Pinto et al., 2016; Lee & Choo, 2019). Relationships about openness to change and conservation orientations were also found, in which the first were more commonly positively related to green consumption while the latter negatively related (Haldorai et al., 2024; Rioux, 2011; Yan & Murray, 2023).

Biospheric values seem to be the value most directly and indirectly related to green consumption. Biospheric values were also the value most analyzed in the literature, being present in 58 (70.73%) articles of the sample. In different contexts, biospheric values presented significant relationships: willingness to pay more for green peer-to-peer accommodation (Agag, 2019) and hotels (Han, 2015), and green purchase intention (Bhardwaj et al., 2023). When compared to other values, biospheric values also presented stronger effects: Al Mamun et al. (2024), for example, found higher effect size effects for biospheric values than for altruistic values in the food waste intention context.

Altruistic values were the second most common values, presented in 41 (50.00%) articles. As well as biospheric values, altruistic values usually presented positive direct and indirect effects on green consumption. There were studies measuring altruistic values together with biospheric values (Kim & Seock, 2019; Lee et al., 2014), even though previous research has already mentioned the importance of measuring both values separately in the green consumption literature (de Groot & Steg, 2008).

Egoistic values were present in 36 (43.90%) articles. Egoistic values were usually negatively related to green consumption (Denley et al., 2020; Lee et al., 2023; Onel, 2022). However, there were exceptions, such as Mazhar et al. (2022) who found positive relationships between egoistic values and green food consumption

intention, which can be related to the health issues of individuals and their families. Considering the overall negative influence of egoistic values, Lagomarsino et al. (2020) specifically focused on interventions to reduce and even to turn egoistic motivation into positive relationships with green consumption.

Hedonic values were present in 10 (12.20%) articles, following a more recent approach to include them in the analysis (Gomes et al., 2022). As well as egoistic values, these studies mainly indicate negative relationships between hedonic values and green consumption. Jacobs et al. (2018), for example, compared biospheric/altruistic values and egoistic/hedonic values, the first being positively related to reported sustainable clothing behavior, while the second was negatively related. The exception was Mazhar et al. (2022), who found hedonic values positively related to green food purchase intention and behavior. Moreover, Tolppanen et al. (2022) found that after participating in climate change courses, the negative influence of hedonic values on green consumption decreased.

Differences in the relationships between values and green consumption might be due to the type of behavior and how it was measured. Rice (2006), for example, did not find significant correlation between any of the four value orientations (self-transcendence, self-enhancement, openness to change, and conservation) and green consumption, but it measured green consumption as an aggregation of different types of behavior (i.e., try to buy products with reusable or possible to recycle packaging, and properly dispose of batteries). Previous research has shown how different types of green consumption are differently affected by individuals' psychological motivation, such as values (Lima et al., 2023; Onel, 2022). Therefore, by aggregating different types of consumption behavior in a single construct can hinder the relationship with other variables.

Less commonly, some research also analyzed the role that individual values can have on the relationship between other variables and green consumption. Ariza-Montes et al. (2023) did not find the direct effect of openness to change and intention to use urban air autonomous vehicles, but openness to change mediated the relationship between social influence and behavioral intention, and also between perceived safety and behavioral intention. Zhou et al. (2013), for example, found that self-transcendence positively moderates the relationship between attitude and intention to buy organic food, as well as the relationship between perceived behavioral control and intention to buy organic food, while the three other values orientations did not present significant effects. Barbarossa et al. (2017) also found that self-transcendence positively moderates the relationship between environmental self-identity and green consumption intention, while conservation values weaken the mediating effect of environmental concern on the relationship between environmental self-identity and green consumption.

Other combinations of values were also used. Haldorai et al. (2024), Higuera-Castillo et al. (2025), and Pan and Zhou (2024) measured biospheric, altruistic, egoistic and openness to change values, while Whitley et al. (2016) measured biospheric, altruistic, openness to change, and traditionalism values. Sharma and Jha (2017) measured the 10 commonly used values from Schwartz' Theory and included five values specific to Indian culture, while Trujillo and Luchs (2025) focused on the expansion of Power and Universalism values as proposed by Schwartz et al. (2012). Laheri et al. (2024) built an environmental values construct by combining biospheric, altruistic, egoistic, and hedonic values, which is not a usual approach considering the theoretical assumptions of Value Theory, which clearly distinguish different values.

4.1.2. Other consumer-related variables Besides individual values, the articles commonly included different consumer variables in the analyses. Table 4 presents the key variables identified in the reviewed literature; other variables used less consistently in the reviewed articles were not included in Table 4 due space constraint (for a detailed codification of these variables in the articles of the sample, please refer to the Table S2). Personal norms, presented in 34 (41.46%) articles, was the most common aspect, followed by ascription of responsibility presented in 28 (34.15%) articles, awareness of consequence presented in 25 (30.49%) articles, and attitude and ecological worldview (usually measured with the New Ecological Paradigm (NEP) (Dunlap et al., 2000)) presented in 24 (29.27%) articles each. Except for attitude, these other variables compound the Value-Belief-Norm (VBN) theory, which is an expansion of the Value Theory (Stern, 2000); thus, it was common to find positive relationships between biospheric and altruistic values with the causal chain of the VBN (ecological worldview, awareness of consequence, ascription of responsibility, and personal norms), while egoistic and hedonic values usually presented negative or not significant relationships with them (Haldorai et al., 2024; Hiratsuka et al., 2018; Khan et al., 2024; Landon et al., 2018; Sharma & Gupta, 2020).

Table 4. Key aspects of consumers besides individual values

Aspect	No. of articles	%	References
Personal norms	34	41.46	Saleem et al. (2021), Al Mamun et al. (2024), Barbarossa et al. (2017), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Jansson et al. (2010), Khan et al. (2026), Khan et al. (2025), Khan et al. (2024), Kim and Seock (2019), Kumar et al. (2025), Lee et al. (2023), Nguyen et al. (2017), Novoradovskaya et al. (2021), Novoradovskaya et al. (2020), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Pasquariello et al. (2024), Povilionis et al. (2025), Sharma and Gupta (2020), Shi et al. (2019), Thøgersen (1999)
Ascription of responsibility	28	34.15	Saleem et al. (2021), Al Mamun et al. (2024), Denley et al. (2020), Han (2020), Han (2015), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Jansson et al. (2010), Khan et al. (2025), Khan et al. (2024), Kumar et al. (2025), Landon et al. (2018), Lee et al. (2023), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Pasquariello et al. (2024), Povilionis et al. (2025), Ribeiro et al. (2025), Sharma and Gupta (2020), Shi et al. (2019), Taneja et al. (2024), Verma et al. (2019)
Awareness of consequence	25	30.49	Saleem et al. (2021), Al Mamun et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Khan et al. (2025), Khan et al. (2024), Kumar et al. (2025), Landon et al. (2018), Lee et al. (2023), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Pasquariello et al. (2024), Povilionis et al. (2025), Sharma and Gupta (2020), Taneja et al. (2024)
Attitude	24	29.27	Agag (2019), Al Mamun et al. (2024), Ariza-Montes et al. (2023), Bhardwaj et al. (2023), Chua et al. (2024), Han (2020), Han (2015), Jacobs et al. (2018), Khan et al. (2025), Khan et al. (2024), Laheri et al. (2024), Lee et al. (2023), Mazhar et al. (2022), Nguyen et al. (2017), Nguyen et al. (2016a), Nguyen et al. (2016b), Ribeiro et al. (2025), Rioux (2011), Taneja et al. (2024), Thøgersen et al. (2016), Verma et al. (2019), Vermeir and Verbeke (2008), Whitley et al. (2016), Zhou et al. (2013)
New ecological paradigm / Ecological worldview	24	29.27	Saleem et al. (2021), Al Mamun et al. (2024), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Hiratsuka et al. (2018), Kumar et al. (2025), Landon et al. (2018), Novoradovskaya et al. (2021), Onel (2022), Pan and Zhou (2024), Park et al. (2018), Povilionis et al. (2025), Rice (2006), Sharma and Gupta (2020), Sharma and Jha (2017), Tolppanen et al. (2022), Verma et al. (2019)
Social norms	19	23.17	Agag (2019), Al Mamun et al. (2024), Bhardwaj et al. (2023), Han (2020), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Khan et al. (2026), Khan et al. (2025), Khan et al. (2024), Kim and Seock (2019), Laheri et al. (2024), Lee et al. (2023), Mazhar et al. (2022), Nguyen et al. (2017), Papp et al. (2023), Park et al. (2018), Taneja et al. (2024), Zhou et al. (2013)
Perceived behavioral control	12	14.63	Agag (2019), Bhardwaj et al. (2023), Han (2015), Khan et al. (2025), Khan et al. (2024), Laheri et al. (2024), Lee et al. (2023), Mazhar et al. (2022), Park et al. (2018), Rioux (2011), Taneja et al. (2024), Zhou et al. (2013)
Environmental concern	10	12.20	Agag (2019), Barbarossa et al. (2017), Guyader et al. (2022), Han and Hyun (2018), Higuera-Castillo et al. (2025), Laheri et al. (2024), Lee et al. (2014), Mazhar et al. (2022), Nguyen et al. (2016b), Ribeiro et al. (2025)
Environmental self-identity	7	8.54	Barbarossa et al. (2017), Bonan et al. (2021), Goswami et al. (2025), Mazhar et al. (2022), Molinaro et al. (2020), Nguyen et al. (2016b), Pasquariello et al. (2024)
Perceived consumer effectiveness	5	6.10	Lee et al. (2014), Sharma and Jha (2017), Vermeir and Verbeke (2008), Yan et al. (2024), Yan and Murray (2023)

Note: Considering that articles sometimes misuse the terminologies (e.g., naming personal norms but measuring social norms, Whitley et al., 2016), the categorization was based on what the articles actually measured, and not only based on the name they had indicated.

Attitude is one of the variables that compound the Theory of Planned Behavior (TPB) with social norms and perceived behavioral control (Ajzen, 1991). Social norms were presented in 19 (23.17%) articles, while perceived behavior control was considered in 12 (14.63%) articles. Biospheric values were usually positively related to these three variables (Bhardwaj et al., 2023; Chua et al., 2024; Han, 2015; Jacobs et al., 2018; Nguyen et al., 2017; Nguyen et al., 2016a; Verma et al., 2019). Relying on extended models by including different variables was reported to present higher fit and predictive power than the original models (Han, 2020; Han et al., 2016; Han & Hwang, 2016).

Although of lesser frequency, other variables were included in some articles, such as environmental concern, environmental self-identity, and perceived consumer effectiveness. These variables were included, respectively, in 10 (12.20%), 7 (8.54%), and 5 (6.10%) articles, but the articles did not always include a direct relationship between values and such variables (Mazhar et al., 2022). Self-transcendence (Barbarossa et al., 2017) and biospheric (Molinario et al., 2020; Pasquariello et al., 2024) values were positively related to environmental self-identity; and altruistic values (Lee et al., 2014) were positively related to perceived consumer effectiveness; moreover, Vermeir and Verbeke (2008) found different levels of perceived consumer effectiveness for different levels of individual values. In summary, variables that facilitate the adoption of green consumption were usually positively associated with self-transcendence related values and negatively associated with self-enhancement related values; the opposite being true for variables that hinder the adoption of green consumption. Other variables were used less frequently and consistently among articles (e.g., Dark and Light Triad of Personality (Ucar et al., 2023); thus, they are not reported here.

The majority of the articles mentioned the collection of socio-demographic variables in the method section, but only a few included analyses relating them to individual values. Previous research has suggested that individuals values are weakly related to socio-demographic variables, mainly highlighting that women have slightly more propensity to present higher altruistic and biospheric values (Sargisson et al., 2020). In the sample of articles presented in this review, it is important to highlight Tolppanen et al. (2022), who found that women in their sample presented slightly higher levels of biospheric values and lower levels of egoistic values; women were also more motivated to engage in climate change mitigation action. Ucar et al. (2023) found that gender positively predicted altruistic values; and Al Mamun et al. (2024) found that the effect of biospheric values on environmental beliefs were stronger for women while the effect of altruistic values on environmental beliefs were stronger for men.

4.1.3. Marketing and external factors According to the reviewed articles, marketing factors (marketing mix and brand) appeared more frequently as reasons for driving behavior than external factors (cultural and social) (Table 5). In this sense, we highlight that product was the most prominent element of the marketing mix (to the detriment of price, place and promotion). However, external and marketing factors were analyzed marginally in the sampled studies, always in addition to individual factors (with emphasis on individual values).

Table 5. Key marketing and external factors

Themes	No. of articles	%	References
Green version of the product/service	50	60.98	Saleem et al. (2021), Agag (2019), Ariza-Montes et al. (2023), Balderjahn et al. (2018), Barbarossa et al. (2017), Bhardwaj et al. (2023), Bullock et al. (2017), Costa Pinto et al. (2016), Goswami et al. (2025), Guyader et al. (2022), Han (2020), Han (2015), Higuera-Castillo et al. (2025), Howell (2013), Jacobs et al. (2018), Jansson et al. (2010), Khan et al. (2026), Khan et al. (2025), Kim and Seock (2019), Krystallis et al. (2012), Kumar et al. (2025), Lagomarsino et al. (2020), Laheri et al. (2024), Lee and Cho (2019), Lee et al. (2023), Lee et al. (2014), Martin and Upham (2016), Mazhar et al. (2022), Molinario et al. (2020), Nguyen et al. (2017), Nguyen et al. (2016a), Nguyen et al. (2016b), Novoradovskaya et al. (2021), Novoradovskaya et al. (2020), Pan and Zhou (2024), Park et al. (2018), Pasquariello et al. (2024), Schuitema and de Groot (2015), Ribeiro et al. (2025), Septianto et al. (2022), Taneja et al. (2024), Trujillo and Luchs (2025), Van Doorn and Verhoef (2015), Verma et al. (2019), Vermeir and Verbeke (2008), Wang et al. (2025), Whitley et al. (2016), Yan et al. (2024), Yan and Murray (2023), Zhou et al. (2013)

Table 5 (cont.). Key marketing and external factors

Themes	No. of articles	%	References
External	33	40.24	Ariza-Montes et al. (2023), Bonan et al. (2021), Chen and Lee (2022), Chua et al. (2024), Fakfare et al. (2025), Goswami et al. (2025), Han (2020), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Hiratsuka et al. (2018), Huttel et al. (2020), Iwinska et al. (2023), Khan et al. (2024), Konyalıoğlu et al. (2025), Landon et al. (2018), Nguyen et al. (2017), Nguyen et al. (2016b), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Povilionis et al. (2025), Rioux (2011), Sharma and Gupta (2020), Sharma and Jha (2017), Shi et al. (2019), Tolppanen et al. (2022), Wang et al. (2025), Yan et al. (2024), Yan and Murray (2023)
Promotion	11	13.41	Bonan et al. (2021), Bullock et al. (2017), Costa Pinto et al. (2016), Lagomarsino et al. (2020), Novoradovskaya et al. (2021), Septianto et al. (2022), Van Doorn and Verhoef (2015), Vermeir and Verbeke (2008), Wang et al. (2025), Yan et al. (2024), Yan and Murray (2023)
Price	10	12.20	Agag (2019), Bullock et al. (2017), Costa Pinto et al. (2016), Han et al. (2024), Jacobs et al. (2018), Nguyen et al. (2017), Nguyen et al. (2016b), Novoradovskaya et al. (2021), Schuitema and de Groot (2015), Van Doorn and Verhoef (2015)
Product attribute	5	6.10	Bhardwaj et al. (2023), Chen and Lee (2022), Han (2015), Jacobs et al. (2018), Khan et al. (2026)
Brand	5	6.10	Bullock et al. (2017), Chen and Lee (2022), Nguyen et al. (2016b), Schuitema and de Groot (2015), Vermeir and Verbeke (2008)
Place	4	4.88	Bullock et al. (2017), Chen and Lee (2022), Jacobs et al. (2018), Rioux (2011)

A green version of the product/service was present in 50 (60.98%) articles, with cases in which the green feature, such as organic (Krystallis et al., 2012) and made of recycled materials (Yan & Murray, 2023) was specified, while in other cases there was only the mention of a green version (e.g., Kim & Seock, 2019). Several studies focused on products whose decision-making process was characterized as low involvement (i.e., associated with basic needs and routine purchases). An example is the recurring research on sustainable food (Molinario et al., 2020; Onel, 2022; Pasquariello et al., 2024; Vermeir & Verbeke, 2008; Whitley et al., 2016) and organic food (Bullock et al., 2017; Krystallis et al., 2012; Sharma & Jha, 2017; Thøgersen et al., 2016; Van Doorn & Verhoef, 2015; Zhou et al., 2013).

Studies that investigated products where purchase decision is characterized by reduced cognitive dissonance (medium involvement) and also products with complex decision making (high involvement) are also part of the sample (although less frequent than studies that address low-involvement purchases). Examples of medium involvement products include clothing items (Balderjahn et al., 2018; Jacobs et al., 2018; Kim & Seock, 2019; Yan et al., 2024) and hotels (Han, 2015, 2020; Septianto et al., 2022; Verma et al., 2019). When it comes to high-involvement decisions, hybrid cars (Jansson et al., 2010; Saleem et al., 2021) and electric cars (Barbarossa et al., 2017; Lee et al., 2023) are examples. Only 5 (6.10%) articles included product/service attributes not related to environmental issues: product quality and uniqueness (Bhardwaj et al., 2023), perceived quality (Khan et al., 2026), online delivery app (Chen & Lee, 2022), alternative attractiveness (Han, 2015), and durability (Jacobs et al., 2018). However, these variables were not directly analyzed with individual values.

Regarding price, 10 (12.20%) studies included price related variables, such as cost barriers (Han et al., 2024) and price sensitivity (Jacobs et al., 2018), indicating that price sensitivity can be a barrier to engaging consumers in green consumption. Values, however, can affect the influence of price on green consumption: Nguyen et al. (2017), for example, found that biospheric values were negatively related to perceived barriers; and Agag (2019) found that biospheric values were related to willingness to pay more for green accommodation. Thus, reducing psychological, time or energy costs to the consumer can reduce their sensitivity to the price paid, increasing willingness to pay.

Place was included in only 4 (4.88%) articles. Two studies included online shopping contexts (Chen & Lee, 2022; Jacobs *et al.*, 2018), one (Bullock et al., 2017) considered a shopping simulation in a grocery store, while the last one included facilities close to consumer' routes (Rioux, 2011). Self-transcendence was mainly positively associated with green consumption in all these studies.

Promotion, the last element of the marketing mix, was present in 11 (13.41%) articles, usually being addressed in studies using advertising. In this sense, most studies focused on the message argument (whether collective or individual, use of beliefs, persuasion versus information) (Bonan et al., 2021; Bullock et al., 2017; Costa Pinto et al., 2016; Lagomarsino et al., 2020; Septianto et al., 2022), or on the type of message (rational versus emotional) (Novoradovskaya et al., 2021; Vermeir & Verbeke, 2008; Yan et al., 2024; Yan & Murray, 2023). A single study addressed the sales promotion tool, focusing on its stimulus for action (Van Doorn & Verhoef, 2015). Value-based messages can be a tool to activate individual values, such as in the work done by Bullock et al. (2017), who found that value-based advertisements designed to activate conservation-related values affected consumer intentions to purchase organic food. Value-based messages can also be a way of reducing the negative influence of egoistic values on green consumption. Lagomarsino et al. (2020) found that egoistic values can present positive interaction effects with promotion (vs prevention) framed persuasive messages, increasing green consumption. A different approach was followed by Wang et al. (2025), who presented hotel biophilic design as a stimulus to biospheric values.

Brand was presented as an antecedent reason for green consumption in only 5 (6.10%) articles. Brand can signal to the consumer confidence in the value proposition presented (Nguyen et al., 2016b); that is, legitimacy (Chen & Lee, 2022). Additionally, one study addressed brand equity, especially the dimensions of recognition and associations (familiarity), as an influencing factor (Schuitema & de Groot, 2015). Furthermore, one study focused on investigating differences between brand and non-brand organic products as a way to stimulate green consumption (Bullock et al., 2017).

Regarding external factors, 33 (40.24%) articles considered elements external to individuals, such as country of origin (Ariza-Montes et al., 2023; Goswami et al., 2025; Huttel et al., 2020; Iwinska et al., 2023; Sharma & Jha, 2017) and regulatory barriers (Han et al., 2024; Hiratsuka et al., 2018; Nguyen et al., 2017; Shi et al., 2019) interfering with green consumption. Huttel et al. (2020), for example, found that the positive influence of self-enhancement values on collaborative consumption was stronger in the United States than in Germany. Additionally, social issues were also variables considered in the studies, such as social role and position (Haldorai et al., 2024; Han, 2020; Han & Hwang, 2016; Han et al., 2016; Khan et al., 2024; Landon et al., 2018; Pan & Zhou, 2024; Park et al., 2018; Rioux, 2011; Sharma & Gupta, 2020) and reference groups (Bonan et al., 2021; Chen & Lee, 2022; Chua et al., 2024; Novoradovskaya et al., 2021; Tolppanen et al., 2022; Yan & Murray, 2023). External factors also included environmental aspects with respect to behavior, which mainly appears in tourism-related studies, as both the external elements of green hotels and location can affect consumption behavior, due to external influence. Most of the tourism studies analyzed green consumption during tourism trips (Fakfare et al., 2025; Han et al., 2016; Han et al., 2024; Han & Hwang, 2016; Khan et al., 2024; Landon et al., 2018; Pan & Zhou, 2024; Papp et al., 2023; Park et al., 2018; Sharma & Gupta, 2020), with some specifically analyzing green consumption in hotels (Han, 2020; Han & Hyun, 2018; Yan et al., 2024).

4.1.4. Decision: type of behavior Green consumption was assessed in different ways in the articles (Table 6): behavioral intention, reported behavior, and actual behavioral consumption. From a cognitive perspective of consumer behavior, intention, self-reported behavior, and actual consumption behavior represent distinct but complementary stages of the decision-making process. Grounded in frameworks such as the TPB, intention reflects an individual's motivational readiness to act, emerging from underlying beliefs and attitudes. Self-reported behavior captures to individual's perceived enactment of previous behaviors, while actual consumption behavior represents the observable outcome of the decision process. Analyzing these three levels jointly allows for a more comprehensive understanding of how cognitive antecedents translate into concrete consumption practices, as well as identifying potential gaps between intention and action.

Behavioral intention was the main measurement of behaviors included in the articles, presented in 54 (65.85%) articles. Reported behavior was second-placed, presented in 39 (47.56%) articles, while actual consumption behavior was presented in 7 (8.54%) articles. For both reported behavior and behavioral intention, the measurement was commonly done by questionnaires with the majority following a more traditional approach of asking individuals the likelihood of engaging in the desired behavior (i.e., intention) and the frequency of engagement (i.e., reported). Some studies relied on variations of these approaches, such as Bullock et al. (2017) who measured consumption intention through a simulation shopping exercise, in which had to choose between organic and traditional versions of food products respecting a budget of \$30.00. Finally,

a small number of articles relied on interviews to assess individual behavioral intention (e.g., Kumar et al., 2025; Povilionis et al., 2025).

Table 6. Key types of behaviors measurement

Type of behavior	No. of articles	%	References
Behavioral intention	54	65.85	Agag (2019), Al Mamun et al. (2024), Ariza-Montes et al. (2023), Barbarossa et al. (2017), Bhardwaj et al. (2023), Bonan et al. (2021), Bullock et al. (2017), Chen and Lee (2022), Costa Pinto et al. (2016), Denley et al. (2020), Fakfare et al. (2025), Goswami et al. (2025), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Jansson et al. (2010), Khan et al. (2025), Khan et al. (2024), Kumar et al. (2025), Lagomarsino et al. (2020), Laheri et al. (2024), Landon et al. (2018), Lee et al. (2023), Lee et al. (2014), Mazhar et al. (2022), Molinario et al. (2020), Nguyen et al. (2016a), Nguyen et al. (2016b), Novoradovskaya et al. (2021), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Pasquariello et al. (2024), Povilionis et al. (2025), Rioux (2011), Saleem et al. (2021), Schuitema and de Groot (2015), Septianto et al. (2022), Sharma and Gupta (2020), Shi et al. (2019), Taneja et al. (2024), Tolppanen et al. (2022), Tolppanen and Kang (2021), Ucar et al. (2023), Verma et al. (2019), Vermeir and Verbeke (2008), Yan et al. (2024), Yan and Murray (2023), Zhou et al. (2013)
Reported behavior	39	47.56	Agag (2019), Chua et al. (2024), Han (2020), Han et al. (2024), Haldorai et al. (2024), Howell (2013), Huttel et al. (2020), Iwinska et al. (2023), Jacobs et al. (2018), Khan et al. (2026), Kim and Seock (2019), Konyalioglu et al. (2025), Krystallis et al. (2012), Laheri et al. (2024), Lee and Cho (2019), Lou et al. (2024), Mazhar et al. (2022), Molinario et al. (2020), Nguyen et al. (2017), Nguyen et al. (2016a), Nguyen et al. (2016b), Novoradovskaya et al. (2020), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Puntiroli et al. (2022), Ribeiro et al. (2025), Rice (2006), Rioux (2011), Saleem et al. (2021), Sharma and Jha (2017), Taneja et al. (2024), Thogersen et al. (2016), Thogersen (1999), Trujillo and Luchs (2025), Tolppanen and Kang (2021), Ucar et al. (2023), Wang et al. (2025), Whitley et al. (2016)
Actual behavior	7	8.54	Balderjahn et al. (2018), Bonan et al. (2021), Guyader et al. (2022), Martin and Upham (2016), Novoradovskaya et al. (2021), Rioux (2011), Van Doorn and Verhoef (2015)

Actual consumption behavior followed different approaches. Balderjahn et al. (2018) used the real value spent by households on different categories of products. Bonan et al. (2021) used real data about energy consumption in households provided by energy meters. Guyader et al. (2022) collected qualitative and quantitative information from individuals who participated in an experiment to install circular sanitation systems in their houses. Martin and Upham (2016) analyzed the individual values of customers who participated in a reuse group. Novoradovskaya et al. (2021) used data that individuals daily reported using an app that recorded their use of reusable cups for takeaway drinks. Rioux (2011) included actual data for the disposal of batteries at a collection point installed in a school. Van Doorn and Verhoef (2015) relied on secondary data of the Dutch GfK household panel, which comprised data that individuals provided by using in-home scanning devices. In these cases with real consumption data, individual values were also mainly measured through questionnaires.

Figure 2 summarizes the antecedents: individual values, other consumer related antecedents, socio-demographic factors, product-related antecedents, and social-cultural factors identified in the present review as impacting in the decision of different types of green consumption under the Value Theory perspective.

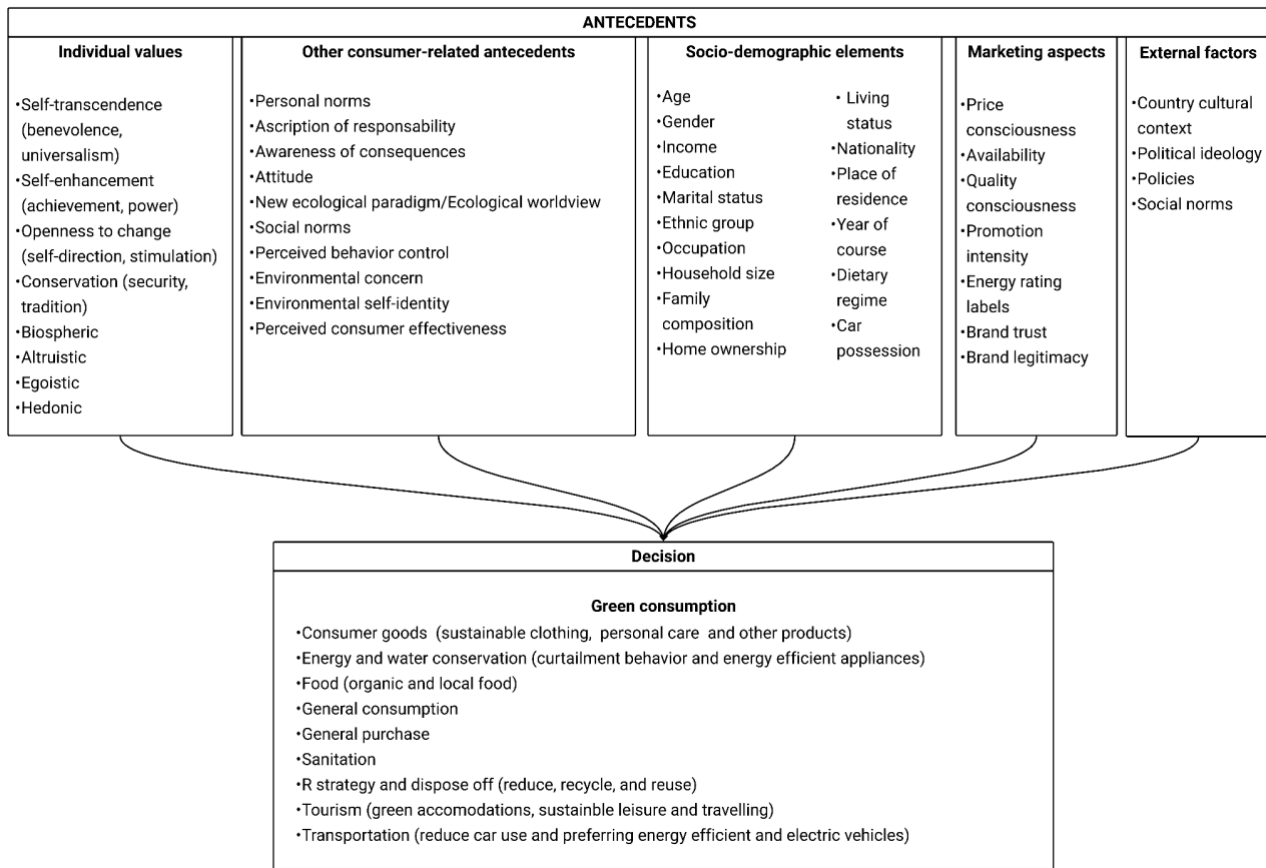


Figure 2. Key antecedents of green consumption in Value Theory literature

4.1.5. Outcome Outcome, that is, a possible influence that the adoption of green consumption has on the individual was only assessed by three articles. Huttel et al. (2020) included subjective well-being in their model to evaluate whether the adoption of anti-consumption practices could be related to well-being. The authors found that anti-consumptions practices do not reduce subjective well-being and can even increase it for both self-transcendence and self-enhancement values. Guyader et al. (2022) and Howell (2013), who relied on qualitative interviews, identified that practices aligned with green consumptions were related to feelings of happiness and satisfaction; especially Howell (2013), which relied on a sample with strong biospheric and altruistic values.

4.2. Theory, context, and method

4.2.1. Theory Besides including the Value Theory, the articles also adopted other theories in their analysis (Table 7). The main theory adopted was VBN theory, which was employed by 30 (36.59%) articles. VBN was considered to have been adopted when articles included at least part of the causal chain of relationships between values-beliefs-personal norms and green consumption (e.g., Higuera-Castillo et al., 2025). The second most adopted theory was TPB (Ajzen, 1991), which was employed in 14 (17.07%) articles (e.g., Khan et al., 2025b). Less consistently, other theoretical perspectives, such as Stimulus-Organism-Response (SOR), Identity Theory, and the Dark and Light Triad of Personality were used by 16 (19.51%) articles.

Table 7. Key theories identified

Theories	No. of articles	%	References
Value-Belief-Norm theory	30	36.59	Agag (2019), Al Mamun et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Jansson et al. (2010), Khan et al. (2026), Khan et al. (2025), Khan et al. (2024), Kumar et al. (2025), Landon et al. (2018), Lee et al. (2023), Nguyen et al. (2017), Onel (2022), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Pasquariello et al. (2024), Povilionis et al. (2025), Saleem et al. (2021), Sharma and Gupta (2020), Shi et al. (2019), Whitley et al. (2016)
Theory of planned behavior	14	17.07	Agag (2019), Al Mamun et al. (2024), Bhardwaj et al. (2023), Han (2015), Han et al. (2024), Khan et al. (2025), Khan et al. (2024), Laheri et al. (2024), Lee et al. (2023), Mazhar et al. (2022), Nguyen et al. (2017), Taneja et al. (2024), Vermeir and Verbeke (2008), Zhou et al. (2013)
Other theories	16	19.51	Agag (2019), Barbarossa et al. (2017), Bhardwaj et al. (2023), Bonan et al. (2021), Han et al. (2024), Higuera-Castillo et al. (2025), Jacobs et al. (2018), Lou et al. (2024), Martin and Upham (2016), Pan and Zhou (2024), Pasquariello et al. (2024), Schuitema and de Groot (2015), Taneja et al. (2024), Tolppanen and Kang (2021), Ucar et al. (2023), Yan and Murray (2023)

4.2.2. Context In total, 28 different countries were identified in the articles (Table 8). Most of the research was conducted in developed countries: the United States was presented in 20 articles and European countries in 46, corresponding to most of the studies. Asian countries were presented in 34⁶ studies, China was presented in 10 studies, being the most frequent country in the Asian context. There were only two studies in South America (Brazil and Colombia) and one in Africa (Egypt). It is important to mention that one study can include consumer samples from more than one country (e.g., Goswami et al., 2025).

Table 8. Countries represented in the articles

Country	No. of articles	%	References
United States	20	24.39	Ariza-Montes et al. (2023), Bullock et al. (2017), Chua et al. (2024), Costa Pinto et al. (2016), Denley et al. (2020), Han (2015), Han and Hwang (2016), Han et al. (2016), Haldorai et al. (2024), Huttel et al. (2020), Kim and Seock (2019), Lagomarsino et al. (2020), Landon et al. (2018), Lee and Cho (2019), Lou et al. (2024), Onel (2022), Pan and Zhou (2024), Septianto et al. (2022), Whitley et al. (2016), Yan et al. (2024)
China	10	12.20	Al Mamun et al. (2024), Ariza-Montes et al. (2023), Chen and Lee (2022), Khan et al. (2025), Khan et al. (2024), Lee et al. (2023), Shi et al. (2019), Thøgersen et al. (2016), Wang et al. (2025), Zhou et al. (2013)
United Kingdom	10	12.20	Agag (2019), Howell (2013), Iwinska et al. (2023), Krystallis et al. (2012), Martin and Upham (2016), Schuitema and de Groot (2015), Yan et al. (2024), Papp et al. (2023), Povilionis et al. (2025), Ribeiro et al. (2025)
India	9	10.98	Bhardwaj et al. (2023), Goswami et al. (2025), Khan et al. (2026), Kumar et al. (2025), Laheri et al. (2024), Sharma and Gupta (2020), Sharma and Jha (2017), Taneja et al. (2024), Verma et al. (2019)
Italy	6	7.32	Barbarossa et al. (2017), Bonan et al. (2021), Krystallis et al. (2012), Molinario et al. (2020), Papp et al. (2023), Pasquariello et al. (2024)
Germany	5	6.10	Balderjahn et al. (2018), Huttel et al. (2020), Jacobs et al. (2018), Krystallis et al. (2012), Papp et al. (2023)
South Korea	5	6.10	Fakfare et al. (2025), Han (2020), Han et al. (2024), Lee et al. (2014), Park et al. (2018)
Denmark	3	3.66	Barbarossa et al. (2017), Krystallis et al. (2012), Thøgersen (1999)
Finland	3	3.66	Krystallis et al. (2012), Tolppanen et al. (2022), Tolppanen and Kang (2021)
France	3	3.66	Guyader et al. (2022), Papp et al. (2023), Rioux (2011)

⁶ We considered Türkiye (e.g., Konyalıoğlu et al., 2025) to be in both Europe and Asia

Table 8 (cont.). Countries represented in the articles

Country	No. of articles	%	References
Sweden	3	3.66	Iwinska et al. (2023), Jansson et al. (2010), Krystallis et al. (2012)
Vietnam	3	3.66	Nguyen et al. (2017), Nguyen et al. (2016a), Nguyen et al. (2016b)
Australia	2	2.44	Novoradovskaya et al. (2021), Novoradovskaya et al. (2020)
Belgium	2	2.44	Barbarossa et al. (2017), Vermeir and Verbeke (2008)
Egypt	2	2.44	Rice (2006)
Greece	2	2.44	Krystallis et al. (2012), Iwinska et al. (2023)
Pakistan	2	2.44	Saleem et al. (2021), Mazhar et al. (2022)
Spain	2	2.44	Higuera-Castillo et al. (2025), Krystallis et al. (2012)
Switzerland	2	2.44	Lagomarsino et al. (2020), Puntiroli et al. (2022)
The Netherlands	2	2.44	Papp et al. (2023), Van Doorn and Verhoef (2015)
Bangladesh	1	1.22	Goswami et al. (2025)
Brazil	1	1.22	Costa Pinto et al. (2016)
Colombia	1	1.22	Trujillo and Luchs (2025)
Kazakhstan	1	1.22	Haldorai et al. (2024)
Japan	1	1.22	Hiratsuka et al. (2018)
Poland	1	1.22	Iwinska et al. (2023)
Portugal	1	1.22	Iwinska et al. (2023)
Türkiye	1	1.22	Konyalıoğlu et al. (2025)
Not specified	3	3.66	Han and Hyun (2018), Ucar et al. (2023), Yan and Murray (2023)

In total, we identified nine different sectors related to green consumption (Table 9). Tourism consumption was the category most frequently presented in the articles, 23 (28.05%). Tourism included articles measuring the intention to choose green accommodation (Agag, 2019; Han, 2015), and consumption during travels (Ribeiro et al., 2025) and during leisure activities, such as recreational fishing (Han et al., 2016). Tourism has gained importance in the green consumption literature, including in the CE (De Angelis et al., 2025). The results mainly point out that biospheric values are related to both choosing green accommodation and to adopting green consumption at these destinations. The second most common category was transportation with 19 (23.17%) articles including aspects of using less cars (Jansson et al. (2010) or preferring green options such as electric vehicles (Higuera-Castillo et al., 2025). The results in both cases suggest that self-transcendence values more commonly present positive relationships with green transportation while other values present inconsistent results.

Table 9. Key sectors identified

Sector	No. of articles	%	References
Tourism	23	28.05	Agag (2019), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Khan et al. (2025), Khan et al. (2024), Landon et al. (2018), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Povilionis et al. (2025), Ribeiro et al. (2025), Septianto et al. (2022), Sharma and Gupta (2020), Tolppanen et al. (2022), Tolppanen and Kang (2021), Verma et al. (2019), Wang et al. (2025)
Transportation	19	23.17	Ariza-Montes et al. (2023), Barbarossa et al. (2017), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Jansson et al. (2010), Khan et al. (2025), Khan et al. (2024), Lagomarsino et al. (2020), Lee et al. (2023), Onel (2022), Papp et al. (2023), Puntiroli et al. (2022), Ribeiro et al. (2025), Saleem et al. (2021), Tolppanen et al. (2022), Tolppanen and Kang (2021), Whitley et al. (2016)

Table 9 (cont.). Key sectors identified

Sector	No. of articles	%	References
Tourism	23	28.05	Agag (2019), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Han (2020), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Khan et al. (2025), Khan et al. (2024), Landon et al. (2018), Pan and Zhou (2024), Papp et al. (2023), Park et al. (2018), Povilionis et al. (2025), Ribeiro et al. (2025), Septianto et al. (2022), Sharma and Gupta (2020), Tolppanen et al. (2022), Tolppanen and Kang (2021), Verma et al. (2019), Wang et al. (2025)
Transportation	19	23.17	Ariza-Montes et al. (2023), Barbarossa et al. (2017), Han et al. (2016), Haldorai et al. (2024), Higuera-Castillo et al. (2025), Hiratsuka et al. (2018), Jansson et al. (2010), Khan et al. (2025), Khan et al. (2024), Lagomarsino et al. (2020), Lee et al. (2023), Onel (2022), Papp et al. (2023), Puntiroli et al. (2022), Ribeiro et al. (2025), Saleem et al. (2021), Tolppanen et al. (2022), Tolppanen and Kang (2021), Whitley et al. (2016)
General consumption behavior	15	18.29	Fakfare et al. (2025), Han and Hwang (2016), Haldorai et al. (2024), Howell (2013), Huttel et al. (2020), Iwinska et al. (2023), Lou et al. (2024), Pan and Zhou (2024), Rice (2006), Sharma and Gupta (2020), Sharma and Jha (2017), Taneja et al. (2024), Tolppanen et al. (2022), Tolppanen and Kang (2021), Ucar et al. (2023)
R strategy and dispose of	15	18.29	Chua et al. (2024), Costa Pinto et al. (2016), Han et al. (2024), Lee and Cho (2019), Lagomarsino et al. (2020), Martin and Upham (2016), Novoradovskaya et al. (2021), Novoradovskaya et al. (2020), Onel (2022), Rioux (2011), Thøgersen (1999), Trujillo and Luchs (2025), Whitley et al. (2016), Yan et al. (2024), Yan and Murray (2023)
Food	14	17.07	Al Mamun et al. (2024), Bullock et al. (2017), Chen and Lee (2022), Krystallis et al. (2012), Mazhar et al. (2022), Molinario et al. (2020), Pasquariello et al. (2024), Thøgersen et al. (2016), Tolppanen et al. (2022), Tolppanen and Kang (2021), Van Doorn and Verhoef (2015), Vermeir and Verbeke (2008), Whitley et al. (2016), Zhou et al. (2013)
Energy and water conservation	11	13.41	Bonan et al. (2021), Han and Hyun (2018), Konyahoglu et al. (2025), Nguyen et al. (2017), Nguyen et al. (2016a), Nguyen et al. (2016b), Onel (2022), Puntiroli et al. (2022), Shi et al. (2019), Trujillo and Luchs (2025), Whitley et al. (2016)
General purchase behavior	10	1.20	Bhardwaj et al. (2023), Costa Pinto et al. (2016), Goswami et al. (2025), Khan et al. (2026), Kumar et al. (2025), Laheri et al. (2024), Lee and Cho (2019), Lee et al. (2014), Onel (2022), Trujillo and Luchs (2025)
Consumer goods	6	7.31	Balderjahn et al. (2018), Jacobs et al. (2018), Kim and Seock (2019), Schuitema and de Groot (2015), Yan et al. (2024), Yan and Murray (2023)
Sanitation	1	1.22	Guyader et al. (2022)

Both R strategies and general consumption were presented in 14 (20%) articles each. R strategies behavior includes consumption behavior related to the R hierarchy (Potting et al., 2017). The main behaviors in the articles were related to recycling (Costa Pinto et al., 2016; Thøgersen, 1999), reuse (Martin and Upham, 2016; Novoradovskaya et al., 2021), or reduce (Lagomarsino et al., 2020; Thøgersen, 1999). Self-transcendence in general, and biospheric values more specifically, were mainly associated with higher levels of these consumption behaviors. General green consumption includes both articles that did not specify any type of green consumption (Howell, 2013; Iwinska et al., 2023) and articles that aggregate different consumption practices in a single construct (Sharma & Gupta, 2020; Sharma & Jha, 2017). The inconvenience of relying on a single construct composed of different types of behavior, is that different behaviors are differently related to consumers internal motivation (Lima et al., 2023) in such a way that relationships between the independent variables (i.e., individual values) and the dependent variables (i.e., green consumption) might not be consistently found (e.g., Rice, 2006). Food consumption was presented in 14 (17.07%) articles, and usually considers organic food purchase and intention, which mainly presents biospheric values as relevant to consumption behavior (Molinario et al., 2020; Pasquariello et al., 2024; Van Doorn & Verhoef, 2015). Egoistic values presented both positive (Mazhar et al., 2022) and negative relationships with green food consumption (Van Doorn & Verhoef, 2015).

Energy and water consumption behaviors were presented in 11 (13.41%) articles, including both consumption behaviors directly related to reducing the use energy or water consumption (Bonan et al., 2021; Han & Hyun, 2018) or the behavior of opting for more efficient devices (Nguyen et al., 2017; Nguyen et al., 2016a). In both cases altruistic and mainly biospheric values were positively related to green consumption while egoistic values were negatively related. General purchase consumption categories were presented in 6 (8.57%) articles. In most cases, self-transcendence, biospheric, and altruistic values were found to be positively related to green purchase behavior, in terms of both specific and general products. Egoistic values presented mixed results, with both positive (Kim & Seock, 2019) and negative (Jacobs et al., 2018) relationships being found, indicating that the relationship might depend on the context and product type.

4.2.3. Method From the sample, 81 articles relied on quantitative methods (Table 10), especially structural equation modelling (SEM), which was employed by 50 (60.98%) articles. Other types of regression analysis were the second most used, with 18 (21.95%) of the articles relying on this method. Group analysis was presented in 16 (19.51%) articles, which mainly relied on ANOVA and clusterization constructed using k-means method (Balderjahn et al., 2018; Krystallis et al., 2012; Pan & Zhou, 2024; Papp et al., 2023). It is important to note that an article can rely on more than one technique. Four articles also included qualitative aspects in their methods: Guyader et al. (2022) and Howell (2013) mainly used qualitative methods (i.e., interviews), which were complemented by questionnaires with quantitative analysis. Han and Hwang (2016), Han et al. (2024), and Taneja et al. (2024) included qualitative features but only for refining the model further tested with a quantitative technique. One research (e.g., Kumar et al., 2025) employed a mixed-method approach in a two-study paper, in which the first study presented SEM analysis to check the relationship among the variables and the second study relied on qualitative interviews to delve into the analysis. This mixed-method approach is particularly interesting as it can show complementary or contrasting results: the quantitative results indicated a negative path for the egoistic values, while the qualitative results indicated a positive path (money saving and status) (Kumar et al., 2025), which helps the nuances of the relationships between individual values and green consumption to be understood. Finally, only one article, Povilionis et al. (2025), which relied on interviews, was fully qualitative.

Table 10. Key quantitative data analysis method

Quantitative method	No. of articles	%	References
Structural equation modelling	50	60.98	Agag (2019), Al Mamun et al. (2024), Ariza-Montes et al. (2023), Barbarossa et al. (2017), Bhardwaj et al. (2023), Chen and Lee (2022), Chua et al. (2024), Denley et al. (2020), Fakfare et al. (2025), Goswami et al. (2025), Han (2020), Han (2015), Han and Hyun (2018), Han and Hwang (2016), Han et al. (2024), Han et al. (2016), Haldorai et al. (2024), Huttel et al. (2020), Jacobs et al. (2018), Khan et al. (2026), Khan et al. (2025), Khan et al. (2024), Kim and Seock (2019), Kumar et al. (2025), Laheri et al. (2024), Landon et al. (2018), Lee et al. (2023), Lee et al. (2014), Mazhar et al. (2022), Molinaro et al. (2020), Nguyen et al. (2017), Nguyen et al. (2016a), Nguyen et al. (2016b), Onel (2022), Pan and Zhou (2024), Park et al. (2018), Pasquariello et al. (2024), Ribeiro et al. (2025), Saleem et al. (2021), Sharma and Gupta (2020), Sharma and Jha (2017), Shi et al. (2019), Taneja et al. (2024), Thogersen et al. (2016), Thogersen (1999), Trujillo and Luchs (2025), Ucar et al. (2023), Verma et al. (2019), Whitley et al. (2016), Zhou et al. (2013)
Regression analysis	18	21.95	Bonan et al. (2021), Bullock et al. (2017), Costa Pinto et al. (2016), Hiratsuka et al. (2018), Iwinska et al. (2023), Jansson et al. (2010), Konyaloğlu et al. (2025), Lagomarsino et al. (2020), Lee and Cho (2019), Lou et al. (2024), Novoradovskaya et al. (2020), Puntiroli et al. (2022), Rioux (2011), Septianto et al. (2022), Tolppanen et al. (2022), Van Doorn and Verhoef (2015), Vermeir and Verbeke (2008), Wang et al. (2025)
Group analysis	16	19.51	Balderjahn et al. (2018), Costa Pinto et al. (2016), Higuerras-Castillo et al. (2025), Huttel et al. (2020), Krystallis et al. (2012), Pan and Zhou (2024), Al Mamun et al. (2024), Lagomarsino et al. (2020), Martin and Upham (2016), Novoradovskaya et al. (2021), Papp et al. (2023), Schuitema and de Groot (2015), Tolppanen et al. (2022), Tolppanen and Kang (2021), Yan et al. (2024), Yan and Murray (2023)
Correlation analysis	1	1.21	Rice (2006)

5. Discussions

5.1. Theoretical and practical contributions

The main contributions of the present review are related to the theoretical improvement of Value Theory. First of all, researchers in the green consumption field, such as CE, can rely on the present review as a starting point to understand the current stage of the intersection between Value Theory and green consumption. Researchers can easily check which values are most related to the different types of green consumption, which methods are most commonly used and the countries where the studies have been conducted the most.

The present review mainly offers support for the Value Theory literature that positively relates self-transcendence and, more specifically, biospheric and altruistic values to green consumption, while negatively relating self-enhancement and, more specifically, egoistic and hedonic values to green consumption (de Groot & Steg, 2008, Steg et al., 2014a). However, the present review also supports the notion that under certain circumstances, such as type of green consumption, self-enhancement values can be positively related to green consumption. Moreover, openness to change and conservation values were also found to be related to green consumption, suggesting that under specific circumstances, such values can be important in explaining and promoting behavioral change. These findings can be useful in the development of policies and strategies aiming to stimulate green consumption in different contexts. For example, CE strategies can add self-enhancement and openness to change approaches as secondary values to stimulate circular behavior.

The compilation of psychological variables analyzed together with values can also support theory development and the creation of new models. Aspects such as attitude, social norms, and environmental self-identity go beyond traditional VBN theory (Stern, 2000) and support a better understanding of green consumption as well as assist in promoting behavioral change. Moreover, the review also identified that values can be useful mediator and moderator variables to support explanation of the role of other variables in the context of green consumption.

As for practical implications, several approaches have been adopted based on individuals' values to stimulate green consumption. In this way, the present research serves as a guide for decision makers to better develop these strategies. For example, practitioners can rely on the mapped literature and analyze which values have been employed in the context they are in (e.g., recycling, transportation, tourism) and which of them are supporting the desirable behavior being promoted. More specifically, marketers can rely on the findings related to product, price, place and promotion while developing mix marketing strategies; while economists and policy makers can glean insights from the different external and cultural factors addressed in the studies.

5.2. Research Gaps

Several research gaps emerged from the present review. The main one, in our view, is the need to conduct more studies focusing on promoting behavioral change as a more sustainable pattern based on a combination of values. For example, considering that studies have indicated the importance of egoistic values on consumption (e.g., Schuitema and de Groot, 2015) and how secondary values can be important to stimulate behavior (Tolppanen and Kang, 2021), it would be relevant to conduct studies combining a main altruistic/biospheric motivation with a secondary egoistic/hedonic motivation to stimulate green consumption among individuals holding strong self-enhancement values. In this context, much can be explored by also relying on openness to change and conservation values. It is important to highlight that values related to self-transcendence should be seen as the primary stimulated values as they are important in stimulating long-term commitment toward green consumption (Steg et al., 2014b).

From the ADO-TCM framework, several research opportunities can be mentioned: i) Antecedents: researchers can expand the research on marketing and external factors affecting the relationships between individual values and green consumption, such as: comparing low, medium and high involvement purchases; including price elasticity; analyzing different environments where green consumption can take place, especially considering online consumption behavior; including the effect of sales promotion strategies; testing rebranding strategies; and analyzing the role of cultural and political factors. ii) Decision: researchers can better analyze different stages of products' life cycle and consumption behavior, such as how information processing, learning, attitude, and behavioral change are related to individual values. iii) Outcome: researchers can investigate the role of individual values on the relationship between green consumption and different notions

of well-being and emotions that emerge due to green consumption choices. iv) Theory: researchers can integrate different theories other than VBN and TPB within the Value Theory and green consumption context. Examples included, but not limited to: Theory of the Decision-Making Process of Blackwell et al. (2006) and the four classic response hierarchy models (AIDA model, hierarchy of effects model, innovation-adoption model and communication model). v) Context: researchers can include different individual values in the sectors already well studied; for example, including hedonic values in the tourism sector; expanding the analysis of relationships between values and green consumption to a diverse set of sectors, such as repair, remanufacturing, and product-service systems; develop more research in developing countries, especially in South America and Africa; and conduct more mixed-method and qualitative studies in order to better understand the nuances between values and green consumption. vi) Methodologies: researchers can rely on clusterization studies with different and innovative techniques, such as the artificial neural networking, and develop further studies relying on the real measurement of green consumption, such as experimental and observational studies.

5.3. Limitations

The present research has some limitations. First of all, some relevant articles might have been left out of the final sample due to strategies adopted in the Assembling and Arranging steps of the review. Although relying on the higher rankings of the ABDC JQL is an acceptable approach for mature fields in the marketing/consumption literature, ensuring that only articles in high impact journals are considered in the review (Lim et al., 2021; Paul et al., 2021), it does exclude other potential relevant publications. Considering the high volume of articles in the intersection between individual values and green consumption, and the lack of systematic reviews in such intersection, future studies can rely on a broader quality criteria approach, such as considering Q1 and Q2 articles indexed in Scopus, while focusing on a specific domain of green consumption, such as tourism, food, or the Rs strategy. By such means, researchers would embrace a diverse set of journals and articles while handling a feasible number of articles. We highlight that this strategy has already been used in other fields, such as in the intersection between social norms and food consumption (e.g., Pollicino et al., 2025).

A second important limitation to be mentioned is inherent in the literature review method: that is, the subjectivity of the analysis. We tried to mitigate this issue as much as possible by including more than one researcher in every step of the review process. Therefore, two authors independently participated in all the steps of the research, and the three other authors supported in all doubtful cases. To further improve this strategy, the research team comprised researchers with strong backgrounds in all relevant fields involved in this interdisciplinary review (e.g., environmental psychology, green marketing, and statistics). Even though all these measures were taken, the review process could still suffer from the authors' bias during the analysis.

6. Conclusions

Green consumption practices have been considered increasingly important to mitigate the environmental impacts from human activities. Despite the recognized importance of individual values for explaining the adoption of green consumption, no specific review on the topic has been published yet. Thus, the present study systematically reviewed the existing literature analyzing the relationships between individual values, conceptualized by the Value Theory, and green consumption. Such work is important to better understand which values and under which circumstances these values affect green consumption the most. This multidisciplinary perspective may support the development of strategies and interventions to stimulate the adoption of green consumption.

The present review followed the steps of the SPAR-4-SLR and the ADO-TCM framework. In total, 82 articles ranked in the ABDC JQL met the inclusion criteria and were included in the analysis. The articles covered studies conducted in more than 28 different countries, covering nine different categories of green consumption, and relying on different methodological approaches. Regardless of these differences, self-transcendence and biospheric values were generally found to be positively related to green consumption, not only reinforcing the universal characteristics of the Value Theory, but also indicating that these values are strongly related to different types of green consumption. Self-enhancement and egoistic values were mainly negatively related to green consumption but also presented positive relationships, mainly due to the type of

green consumption, suggesting that green and egoistic attributes can be merged into products and services to stimulate green consumption, such as organic products that can be perceived as both a green and healthy. Therefore, self-transcendence and, more specifically, biospheric values are the most relevant values to explain green consumption, while self-enhancement and, more specifically, egoistic values are the main values explaining the constraint in green consumption. The consumption domain, product mix, and external context can help explain the differences in how individual values can affect green consumption.

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Data availability Data will be made available on request.

Declarations

Competing Interests The authors declare no competing interests.

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