

**Table S1 - All articles considered in the full reading step during the screening process**

Author(s)	Title	Inclusion confirmation: The article explicitly analyzes the relationship between Value Theory/VBN and Green Consumption?
Abid Saleem (2021)	Determinants of eco-socially conscious consumer behavior toward alternative fuel vehicles	Yes (only the altruistic values were measured according to the Value Theory)
Agag (2019)	Understanding the determinants of guests' behaviour to use green P2P accommodation	Yes
Agyeiwaah (2020)	The contribution of small accommodation enterprises to sustainable solid waste management	No - It is not green consumption, it is about waste management behaviors made by small enterprise owner-managers in their business
Ajibade and Boateng (2021)	Predicting why people engage in pro-sustainable behaviors in Portland Oregon: The role of environmental self-identity, personal norm, and socio-demographics	No - It is not measured as the Value Theory. The article also made the dependent variable as an aggregate measurement of green consumption but also included other types of PEB, which also excludes the article from the review
Al Mamun et al. (2024)	Predicting attitude and intention to reduce food waste using the environmental values-beliefs-norms model and the theory of planned behavior	Yes
Alcock et al. (2017)	'Green' on the ground but not in the air: Pro-environmental attitudes are related to household behaviours but not discretionary air travel	No - It is not Value Theory
Andrés and Martinez (2006)	Environmental values and lifestyles as determining factors of ecological consumer behaviour: An empirical analysis	No - It is not Value Theory
Ariza-Montes et al. (2023)	Understanding the behavioral intention to use urban air autonomous vehicles	Yes
Arnon et al. (2015)	Environmental literacy components and their promotion by institutions of higher education: an Israeli case study	No - It is not Value Theory, they measured environmental concern as proposed by Schultz (2001)
Balderjahn et al. (2018)	The many faces of sustainability-conscious consumers: A category-independent typology	Yes
Ballantyne et al. (2021)	Facilitating zoo/aquarium visitors' adoption of environmentally sustainable behaviour:	No - It is not sustainable consumption

	Developing a values-based interpretation matrix	
Barbarossa et al. (2017)	Personal Values, Green Self-identity and Electric Car Adoption	Yes
Becerra et al. (2023)	A study of the antecedents and effects of green self-identity on green behavioral intentions of young adults	No - It is not exactly aligned with the Value Theory
Becker-Leifhold (2018)	The role of values in collaborative fashion consumption - A critical investigation through the lenses of the theory of planned behavior	No - It does not measure from the Value Theory perspective, it called moral norms as altruistic values and called environmental consciousness as biospheric values
Bhardwaj et al. (2023)	Product specific values and personal values together better explains green purchase	Yes
Bonan et al. (2021)	Can social information programs be more effective? The role of environmental identity for energy conservation	Yes
Bullock et al. (2017)	Activating values to stimulate organic food purchases: can advertisements increase pro-environmental intentions?	Yes
Butt et al. (2016)	Integrating Behavioural and Branding Perspectives to Maximize Green Brand Equity: A Holistic Approach	No - It is not Value Theory, the article presents measures of consumer environmental values including questions such as: e.g. "I would be willing to stop buying products from companies guilty of polluting the environment"
Cao et al. (2022)	From value perception to behavioural intention: Study of Chinese smallholders' pro-environmental agricultural practices	No - It is not green consumption
Caplow (2018)	The presentation of environmental values, beliefs, and norms in live animal interpretive experiences	No - It is not Green Consumption, it is analyzed "live animal interpretative experiences" i.e. educators talking about real animals in institutions such as zoo, and how this can be integrated in the VBN
Carrete et al. (2012)	Green consumer behavior in an emerging economy: Confusion, credibility, and compatibility	No - It is not Value Theory, it is an interview-based study and values only were mentioned in the introduction/theoretical section and few times in the discussions, but more generally, they did not relied on a Value Theory approach in the research and method
Chaihanchai and Anantachart (2022)	Encouraging green product purchase: Green value and environmental knowledge as moderators of attitude and behavior relationship	No - It is not Value Theory, they used the Haws et al. (2014) scale of green consumption value
Chakraborty et al. (2021)	Educators' value orientations endorsing their willingness to participate in sustainable activities: A study from Indian higher education institutions	No - It is not Value Theory, they measured values with specific questions, such as: Sustainable practices saves money (for egoistic), Higher education institutions are responsible to protect the environment. (for biospheric), and We must help our students, colleagues and other university members in their needs. (altruistic values)

Chen and Lee (2022)	Potential effects of green brand legitimacy and the biospheric value of eco-friendly behavior on online food delivery: a mediation approach	Yes
Chen and Wu (2022)	Employing a sort of "we" based VBN model to gauge Chinese tourists' intentions to support low-carbon tourism	No - It is not Value Theory, the article adapted the VBN for an specific context and changed the values
Choi et al. (2015)	Application of the extended VBN theory to understand consumers' decisions about green hotels	No - It is not Value Theory. The authors mentioned everything as Value Theory, but the questions for values were adapted to a context specific case, not making it aligned with Value Theory
Chua et al. (2024)	Promoting individual and organization-oriented sustainable behaviors among employees in tourism and hospitality	Yes
Chwialkowska et al. (2020)	The influence of cultural values on pro-environmental behavior	No - It is a theoretical paper focused on cultural aspects and not included Value Theory
Davari et al. (2024)	Do cultural and individual values influence sustainable tourism and pro-environmental behavior? Focusing on Chinese millennials	No - It is not value Theory as values were measured in a specific context manner, therefore not aligned to the Value Theory
Davis and Stroink (2016)	The Relationship between Systems Thinking and the New Ecological Paradigm	No - It does not measure values from the Value Theory perspective, they present a environmental motives scales where they measured altruistic, biospheric and egoistic "environmental concern" based on Schultz (2001)
Denley et al. (2020)	Individuals' intentions to engage in last chance tourism: applying the value-belief-norm model	Yes
Dhir et al. (2024)	A Time-lagged Examination of Voluntary and Task-related Green Behavior in the Travel Industry	No - It is not green consumption, it is more related to tasks done in green hotels
Dief and Font (2010)	The determinants of hotels' marketing managers' green marketing behaviour	No - It is not Value Theory, Personal Environmental Values were measured with the NEP. It is also not green consumption, it is practices adopted by hotels
Do Paço et al. (2013)	Differences between Zoo/Aquarium Staff and Visitors' Values, Beliefs, and Pro-Environmental Behaviors: Consequences for Environmental Communication	No - It is not value theory, the article used "man-nature orientation" and "generativity" for measuring environmental values
Dolnicar et al. (2017)	Do Pro-environmental Appeals Trigger Pro-environmental Behavior in Hotel Guests?	No - Not related to the Values Theory, there is not even values on the study, it was only generally used
Dong and Ge (2022)	What affects consumers' intention to recycle retired EV batteries in China?	No - It is not measured as the Value Theory, the "Environmental Resource Values" were measured with questions such as "I think the importance of environmental resources lies in their scarcity"

Elster and Gelfand (2020)	When guiding principles do not guide: The moderating effects of cultural tightness on value-behavior links	No - It is not green consumption, they used civic involvement, two PEB questions (donated money and participation in demonstration, and religious behavior)
Fakfare et al. (2025)	Small island tourism and visitors' pro-environmental behaviors: an optimum combination impact assessment	Yes
Foroughi et al. (2025)	Determinants of Generative AI in Promoting Green Purchasing Behavior: A Hybrid Partial Least Squares–Artificial Neural Network Approach	No - it does not include individual values as in the Value Theory
Fotopoulos et al. (2003)	Wine produced by organic grapes in Greece: Using means - End chains analysis to reveal organic buyers' purchasing motives in comparison to the non-buyers	No - the article has not used Value Theory
Gadomska-Lila et al. (2025)	Green Proactivity in the Workplace: Organizational Drivers and Enablers	No - Not exactly green consumption (interviews with 13 managers to analyze antecedents of environmental behaviors at the workplace) nor individual values (interview and not explicitly presented in the method)
Gang et al. (2021)	Will "Green" Parents Have "Green" Children? The Relationship Between Parents' and Early Adolescents' Green Consumption Values	No - It is not Value Theory, they used the Haws et al. (2014) scale of green consumption value
Godinho Filho et al. (2024)	Awareness as a catalyst for sustainable behaviors: A theoretical exploration of planned behavior and value-belief-norms in the circular economy	No - It is not Value Theory. VBN was only used as a theoretical background to contextualize awareness
Goswami et al. (2025)	Sustainable Consumption in the East: Cross-Cultural Variation of Antecedents of Green Purchase Intention Based on Religiosity, Spirituality and Values	Yes (Study 3 only)
Graves and Sarkis (2018)	The role of employees' leadership perceptions, values, and motivation in employees' proenvironmental behaviors	No - It has not measured values from the Value Theory perspective, it called "environmental values" and measured similar to beliefs and other things (e.g. "We need to save resources to keep a high quality of life." and "It makes me sad to see nature destroyed.")
Grønhøj and Hubert (2022)	Are we a growing a green generation? Exploring young people's pro-environmental orientation over time	No - It is Value Theory and it is green consumption, but the article has not tested relationships between them. The article compared their level in different moments at time
Gupta et al. (2019)	All that glitters is not green: Creating trustworthy ecofriendly services at green hotels	No - the article has not used Value Theory

Gupta et al. (2019)	Self/other oriented green experiential values: Measurement and impact on hotel-consumer relationship	No - It is not Value Theory, they used "green experiential value" and the questions clearly were not Value Theory: e.g. "I feel that this hotel's environmental commitments are generally reliable.", "I consider the potential environmental impact of my actions when making many of my decisions."
Guyader et al. (2022)	Beyond a mediocre customer experience in the circular economy: The satisfaction of contributing to the ecological transition	Yes
Haldorai et al. (2024)	From personal convictions to collective action: Predicting employees' pro-environmental behaviors in public and private spheres	Yes
Han (2015)	Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior	Yes
Han (2020)	Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products	Yes
Han and Hwang (2016)	What motivates delegates' conservation behaviors while attending a convention?	Yes
Han and Hyun (2018)	Eliciting customer green decisions related to water saving at hotels: impact of customer characteristics	Yes
Han et al. (2016)	The value-belief-emotion-norm model: investigating customers' eco-friendly behavior	Yes
Han et al. (2018)	Understanding museum vacationers' eco-friendly decision-making process: strengthening the VBN framework	No - It is not very well aligned with green consumption
Han et al. (2024)	Fishing tourism and the environment: Examining fishing tourists' resource consumption reduction and recycling behaviors at fishing destinations	Yes
Han et al. (2025)	Environmentally responsible behaviors in hospitality and tourism service employees: an application of complexity theory	No - it does not include green consumption; e.g., EIEB1. I will exert an effort to practice sustainable activities in the workplace. EIEB2. I plan to practice sustainable activities in the workplace. EIEB3. I will engage in sustainable behavior in the workplace. EIEB4. I will say positive things about sustainable activities in the workplace
Hansmann et al. (2020)	Increasing organic food consumption: An integrating model of drivers and barriers	No - usou o NEP para mensurar "Environmental Values"

Herbert et al. (2023)	Exploring the prioritisation of biodiversity amongst small- to medium-sized enterprise leaders with strong bigger-than-self value orientation	No - It is not green consumption
Higham and Carr (2002)	Ecotourism visitor experiences in aotearoa/new zealand: Challenging the environmental values of visitors in pursuit of pro-environmental behaviour	No - Qualitative study that only superficially covered values (more in the theoretical background than in the method and results), it is also not exactly green consumption
Higuera-Castillo et al. (2025)	"Should I stay or should I go?" a dual-theory behavioral analysis of electric vehicle adoption and retention	Yes
Hiratsuka et al. (2018)	Testing VBN theory in Japan: Relationships between values, beliefs, norms, and acceptability and expected effects of a car pricing policy	Yes
Hossain et al. (2025)	Mindsets matter: Reimagining the destination brand experience-environmental behaviour link through a cognitive lens	No - it does not include individual values as in the Value Theory
Howell (2013)	It's not (just) "the environment, stupid!" Values, motivations, and routes to engagement of people adopting lower-carbon lifestyles	Yes
Hu et al. (2024)	How online pro-environmental games affect users' pro-environmental behavioural intentions? — Insights from Ant Forest	No - It did not measure values according to Value Theory, although they said biospheric, altruistic, hedonic, and utilitarian, it seems more like beliefs than values the way they were measured
Huttel et al. (2020)	Welfare Beyond Consumption: The Benefits of Having Less	Yes
Hynes and Wilson (2016)	I do it, but don't tell anyone! Personal values, personal and social norms: Can social media play a role in changing pro-environmental behaviours?	No -It is not Value Theory, the article has used the NEP to measure "Contextual Values"
Ishaq et al. (2025)	Ecological consciousness, moral self-identity and green conspicuous behavior: Moderating role of religiosity	No - It is not Value Theory
Iwinska et al. (2023)	The primary drivers of private-sphere pro-environmental behaviour in five European countries during the Covid-19 pandemic	Yes
Izagirre-Olaiola et al. (2015)	Internal determinants of recycling behaviour by university students: A cross-country comparative analysis	No - it is not Value Theory, it considered "altruism" as a "Motivation" and then measured with questions such as "When making purchases I focus on environmentally friendly products"

Jacobs et al. (2018)	Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing	Yes
Jahari et al. (2022)	An integrated framework examining sustainable green behavior among young consumers	No - It is not Value Theory, it relied on the VBN, but it did not include values, only "ascribe responsibility" and "personal environmental norms"
Jansson et al. (2010)	Green consumer behavior: Determinants of curtailment and eco-innovation adoption	Yes
Johnstone and Hooper (2016)	Social influence and green consumption behaviour: a need for greater government involvement	No - It is not Value Theory, it is a qualitative study (based on interviews) in which "values" emerged is a general word, there are no mentioning to values in the method as well, for example
Juvan et al. (2023)	On the Importance of Field Studies for Testing Theory-Driven Behavioral Change Interventions in (Sustainable) Tourism	No - It has not measured values, only beliefs
Kala and Chauey (2023)	Pro-Environmental Behavior of Religious Tourists: Moderating Role of Religious Beliefs	No - It is value theory, but the general construct for PEB includes two items that are not green consumption: "I will join community in cleanup efforts", and "I will contribute money to environmental organizations"
Kamboj et al. (2022)	Consumer adoption of green hotels: understanding the role of value, innovation, and involvement	No - They did not measure values according to the Value Theory, they included hedonic, utilitarian and biospheric values but measured it specifically to green hotels, such as "I find green hotels preventing pollution (conserving natural resources)"
Karpudewan (2019)	The relationships between values, belief, personal norms, and climate conserving behaviors of Malaysian primary school students	No - It is not exactly Value Theory. The articles builds the whole theoretical section as Value Theory, but the questionnaire measured egocentrism, homocentric, ecocentrism, and anthropocentrism
Khan et al. (2024)	Tourists' pro-environmental behaviour in an autonomous vehicle's adoption: aligning the integration of value-belief-norm theory and the theory of planned behaviour	Yes
Khan et al. (2025)	Tourists' pro-environmental behaviour in an autonomous vehicle's adoption: aligning the integration of value-belief-norm theory and the theory of planned behaviour	Yes
Khan et al. (2026)	Psychological foundations of ethical consumerism: Influential role of quality and stigma	Yes (not the hedonic values)
Kim and Koo (2020)	Visitors' pro-environmental behavior and the underlying motivations for natural environment: Merging dual concern theory and attachment theory	No - It is not green consumption, examples of behaviors include: "I try not to disturb the fauna and flora during my travel." and "I report to the park administration any environmental pollution or destruction."

Kim and Seock (2019)	The roles of values and social norm on personal norms and pro-environmentally friendly apparel product purchasing behavior: The mediating role of personal norms	Yes
Kim and Stepchenkova (2019)	Altruistic values and environmental knowledge as triggers of pro-environmental behavior among tourists	No - It is not green consumption, they are conservation behavior about a touristic place
Kim et al. (2015)	The heuristic-systemic model of sustainability stewardship: Facilitating sustainability values, beliefs and practices with corporate social responsibility drives and eco-labels/indices	No - It is not exactly measured as the Value Theory. The article has included questions from the Value Theory with other things, example: "I consider the balance of nature is delicate and easily upset." (this was one of the biospheric questions but it is actually NEP), "I like to correct injustice." (this is more of a behavior than an altruistic value)
Konyalıoğlu et al. (2025)	Water consumption behaviors and environmental values: A study among earthquake-affected individuals in Turkey	Yes
Krystallis et al. (2012)	The usefulness of Schwartz's 'Values Theory' in understanding consumer behaviour towards differentiated products	Yes
Kumar et al. (2025)	Exploring sustainable energy consumption practices: An extended environmental value-belief-norm framework using SEM analysis	Yes
Kumar et al. (2025)	The Role of Values and Attitude in Food Waste Reduction: Exploring Ideal Sustainable Business Strategies	Not - It is not measured according to the Value Theory (e.g., Altruistic values: I believe reducing food waste is simply the right thing to do. Biospheric values: I believe in reduction of pollution)
Ladhari and Tchegnina (2017)	Values, socially conscious behaviour and consumption emotions as predictors of Canadians' intent to buy fair trade products	No - It is not Value Theory, they used the Rokeach Value Survey and it is also not green consumption (it is fair trade, which it is not necessarily green)
Lagomarsino et al. (2020)	When saving the planet is worth more than avoiding destruction. The importance of message framing when speaking to egoistic individuals	Yes
Laheri et al. (2024)	A multidimensional lens of environmental consciousness: towards an environmentally conscious theory of planned behavior	Yes
Landon et al. (2018)	Modeling the psychological antecedents to tourists' pro-sustainable behaviors: an application of the value-belief-norm model	Yes
Lavuri (2022)	Organic green purchasing: Moderation of environmental protection emotion and price sensitivity	No - It is not measured according to the Value Theory, it included altruistic and egoistic values, but measured it in a completely different way

Lavuri et al. (2023)	Sustainable consumption behaviour: Mediating role of pro-environment self-identity, attitude, and moderation role of environmental protection emotion	No - It is not Value Theory, they named egoistic and altruistic values, but measured specific aspects towards the issue, e. g. "When buying a product, I carefully consider the item's safety and long-term sustainability." and "I make an additional effort to purchase recycled goods."
Lazaric et al (2020)	Determinants of sustainable consumption in France: the importance of social influence and environmental values	No - It is not Value Theory, they used the following criteria as a proxy for biospheric and altruistic values: "individuals' willingness to support environmental protection by making a monetary donation
Le et al. (2019)	Heterogeneity in a dual personal values–dual purchase consequences–green consumption commitment framework	No - It is not Value Theory, they used two cultural values: individualist and collectivist values
Le et al. (2021)	Evaluating Determinants of Tourists' Intentions to Agrotourism in Vietnam using Value - Belief - Norm Theory	No - it is not Value Theory, they included biospheric and altruistic values, but measured it as specific to the context
Leary et al. (2016)	Thou Shall Not? The Influence of Religion on Beliefs of Stewardship and Dominion, Sustainable Behaviors, and Marketing Systems	No - It does not according to the Value Theory perspective, the research is about religious values and beliefs, such as an adaption of VBN to religious
Lee and Cho (2019)	New insights into socially responsible consumers: The role of personal values	Yes
Lee et al. (2014)	Antecedents and interrelationships of three types of pro-environmental behavior	Yes
Lee et al. (2021)	Sustainable intelligence, destination social responsibility, and pro-environmental behaviour of visitors: Evidence from an eco-tourism site	No - It is not green consumption. The article has used questions related to conservation behavior in a tourist place (e.g., "I try not to disrupt the fauna and flora of Upo Wetland during my visit.")
Lee et al. (2023)	Pro-environmental behavior on electric vehicle use intention: Integrating value-belief-norm theory and theory of planned behavior	Yes
Li and Wu (2020)	Tourists' pro-environmental behaviour in travel destinations: benchmarking the power of social interaction and individual attitude	No - It not Value Theory, they measured values with this kind of question: "I am willing to be inconvenienced in order to take actions that are more environmental friendly" and it is also not green consumption, it is other types of behavior "tell my companions not to feed animals in this park"
Lim et al. (2023)	How do crazy rich Asians perceive sustainable luxury? Investigating the determinants of consumers' willingness to pay a premium price	No - It is not Value Theory, the article relied on consumer pro-environmental value, which is a different concept
Line and Hanks (2016)	The effects of environmental and luxury beliefs on intention to patronize green hotels: the moderating effect of destination image	No - It is not Value Theory, the article measured beliefs about staying in green hotels

Liu and Segev (2017)	Cultural orientations and environmental sustainability in households: A comparative analysis of Hispanics and non-Hispanic Whites in the United States	No - It is not Value Theory, the used "environmental values" and used questions such as: "I often worry about the effects of pollution on myself and my family."
Liu et al. (2021)	An analysis of factors affecting selection of organic food: Perception of consumers in China regarding weak signals	No - The article included VBN as a theoretical background, but it is not clear how it was measured and seems distant from the Value Theory
Liu et al. (2025)	How multi-modal green advertising appeal influences purchase intention: an empirical study from China	No - It is nothing related to personal values
Lou et al. (2024)	Egoistic value is positively associated with pro-environmental attitude and behaviour when the environmental problems are psychologically close	Yes
Luu (2019)	Building employees' organizational citizenship behavior for the environment: The role of environmentally-specific servant leadership and a moderated mediation mechanism	No - It does not even include any type of values in the method. The article only used values as a general aspect i.e., "environmental values"
Ma et al. (2025)	Do environmental values drive artificial intelligence products green purchasing behavior? A value-attitude-behavior approach	No - it does not include individual values as in the Value Theory
Mandić et al. (2025)	Emotional Values and Environmentally Responsible Travel Among Generation Z	No - values were not measured aligned to the Value Theory
Martin and Upham (2016)	Grassroots social innovation and the mobilisation of values in collaborative consumption: a conceptual model	Yes
Mazhar et al. (2022)	Psychological consumer behavior and sustainable green food purchase	Yes
McCarty and Shrum (1994)	The recycling of solid wastes: Personal values, value orientations, and attitudes about recycling as antecedents of recycling behavior	No - Values were not measured according to the Value Theory. The article used the Kahle (1983) list of values (LOV)
Mehmetoglu (2010)	Factors Influencing the Willingness to Behave Environmentally Friendly at Home and Holiday Settings	No - Values were not measured according to the Value Theory. The article used the Kahle (1983) list of values (LOV)
Melo et al. (2018)	Does Work-life Balance Affect Pro-environmental Behaviour? Evidence for the UK Using Longitudinal Microdata	No - it has not used Value Theory. "Values" was considered as environmental self-perception

Mishra et al. (2025)	Investigating the Critical Factors That Shape Customers' pro-environmental behavior in luxury hotels	No - It has not measured values as in the Value Theory. The article included green values and mentioned the use of the GREEN scale (Haws et al. 2014)
Molinario et al. (2020)	From childhood nature experiences to adult pro-environmental behaviors: An explanatory model of sustainable food consumption	Yes
Mtutu and Thondhlana (2016)	Encouraging pro-environmental behaviour: Energy use and recycling at Rhodes University, South Africa	No - Values were not measured according to the Value Theory. The article used a Quality of Life Perspective on values
Newman and Fernandes (2016)	A re-assessment of factors associated with environmental concern and behavior using the 2010 General Social Survey	No - It is not Value Theory. The article only considered one question for postmaterialistic values
Nguyen and Dekhili (2024)	What drives responsible consumption in collectivistic developing countries? An analysis of Vietnamese consumers' motivations with value-belief-norm theory	No - It is not measured as the Value Theory, they used the Haws et al. (2014) scale
Nguyen et al. (2016)	Pro-environmental purchase behaviour: The role of consumers' biospheric values	Yes
Nguyen et al. (2016)	Energy efficient household appliances in emerging markets: the influence of consumers' values and knowledge on their attitudes and purchase behaviour	Yes
Nguyen et al. (2017)	The influence of Vietnamese consumers' altruistic values on their purchase of energy efficient appliances	Yes
Nimri et al. (2024)	To 'green dine' or not to 'green dine'? Assessing the impact of beliefs and altruism	No - It has not measured values as in the the Value Theory perspective, they included altruism but measured with two questions completely different (e.g. "Dining at a green restaurant helps conserve natural resources")
Nosrati et al. (2023)	Moderating effects of cultural values on the relationship between individual values and pro-environmental behavior	No - It has not measured values according to the Value Theory. The article has measured hedonic and utilitarian "values" in specific context, that is, they were questions specifically about sustainable tourism
Novoradovskaya et al. (2020)	Choose to reuse: Predictors of using a reusable hot drink cup	Yes
Novoradovskaya et al. (2021)	My cup of tea: Behaviour change intervention to promote use of reusable hot drink cups	Yes
Onel (2022)	Transforming consumption: The role of values, beliefs, and norms in promoting four types of sustainable behavior	Yes

Packer et al. (2022)	Differences between Zoo/Aquarium Staff and Visitors' Values, Beliefs, and Pro-Environmental Behaviors: Consequences for Environmental Communication	No - the article relied on a green behavior construct composed of environmental advocacy and practices, but only 3 of the questions would be green consumption, the majority are not consumption
Pan and Zhou (2024)	Navigating pro-environmental behavior among tourists: The role of value-belief-norm theory, personality traits, and commitment	Yes
Papp et al. (2023)	Don't hate the players, hate the system! – The continuation of deep-rooted travel patterns in the face of shock events	Yes
Park et al (2018)	An integrated model of travelers' pro-environmental decision-making process: the role of the New Environmental Paradigm	Yes
Pasquariello et al. (2024)	Fostering local seasonality: An extended value-belief-norm model to understand sustainable food choices.	Yes
Pegan et al. (2025)	Pathways to Sustainable Consumption Apps Adoption: Extending UTAUT2 With Personal Values and Behaviors	No - it does not include individual values as in the Value Theory
Perera et al. (2022)	Anthropocentric, biospheric and egobiocentric environmental values and green product purchase intention: The mediating effect of environmental identity	No - Values were not measured according to the Value Theory
Pinto et al. (2011)	Green consumer values: How do personal values influence environmentally responsible water consumption?	No - Values were not measured according to the Value Theory. The article has used the Rokeach Value Survey
Pinto et al. (2016)	Green consumers and their identities: how identities change the motivation for green consumption	Yes
Pothitou et al. (2016)	Environmental knowledge, pro-environmental behaviour and energy savings in households: An empirical study	No - It is not Value Theory
Povilionis et al. (2025)	From objectors to supporters: developing targeted pro-environmental behavioural change interventions	Yes
Prasetyo et al. (2024)	Why acting environmentally-friendly feels good: Exploring the role of self-image	No - Values were not measured as in the Value Theory. The article made a construct for the whole VBN and has only one question related to values: "I feel using pro-environmental vehicles affects my egoistic values." Moreover, it has not included green consumption

Puntiroli et al. (2022)	Are consumers consistent in their sustainable behaviours? A longitudinal study on consistency and spillover	Yes
Qu et al. (2018)	Promoting remanufactured heavy-truck engine purchase in China: Influencing factors and their effects	No - Values were not measured as in the Value Theory. The articles named values as "environmental values" and measured specific aspects towards the issue, e. g." When I need to purchase or change auto parts, I always consider the environmental factors."
Rayne et al. (2025)	Customer brand engagement as a driver of psychological benefits of post-purchase green consumption	No - Values were not measured aligned to the Value Theory (e.g., egoistic = Environmental protection is beneficial to my health; altruistic = Environmental protection benefits everyone; biospheric = The balance of nature is delicate and easily upset;)
Raza et al. (2023)	Effects of hotels' corporate social responsibility (CSR) initiatives on green consumer behavior: Investigating the roles of consumer engagement, positive emotions, and altruistic values	No - It is not measured according to the Value Theory. The article has only considered altruistic values and measured with questions such as: "Getting ahead in life is very important to me. I strive to do better than others." and "I strongly believe that people should care for nature (society). Looking after the environment is important to me."
Ribeiro et al. (2025)	Determinants of generation Z pro-environmental travel behaviour: the moderating role of green consumption values	Yes
Rice (2006)	Pro-environmental behavior in Egypt: Is there a role for Islamic environmental ethics?	Yes
Rioux (2011)	Promoting pro-environmental behaviour: Collection of used batteries by secondary school pupils	Yes
Sajid et al. (2024)	Trash in the bin, to a cleaner scene we cling: a mixed method approach on tourists' binning behavior at two spiritual destinations	No - Values were not measured as in the Value Theory
Saleem et al. (2018)	Market segmentation based on eco-socially conscious consumers' behavioral intentions: Evidence from an emerging economy	No - It is not measured according to the Value Theory, they used the Snelgar (2006) environmental concern scale based on the three values...
Saleem et al. (2018)	The power of spirituality: Exploring the effects of environmental values on eco-socially conscious consumer behaviour	No - It is not measured according to the Value Theory, they used the Snelgar (2006) environmental concern scale based on the three values...
Sánchez-García et al. (2021)	An extended behavior model for explaining the willingness to pay to reduce the air pollution in road transportation	No - it is not green consumption
Sarkis Jr. (2017)	A comparative study of theoretical behaviour change models predicting empirical evidence for residential energy conservation behaviours	No - It is not an empirical paper, only conceptual

Saxena et al. (2025)	Sociodemographic drivers of waste management behaviors and public perceptions of environmental contaminants in coastal communities of Newfoundland, Canada	No - it has not included individual values as in the Value Theory
Schuitema and De Groot (2015)	Green consumerism: The influence of product attributes and values on purchasing intentions	Yes
Segev (2015)	Modelling household conservation behaviour among ethnic consumers: The path from values to behaviours	No - It has not measured values as the Value Theory, it is more related to beliefs and concerns, e.g. "I am a person who cares about the environment", it also has a question from the GREEN consumer value: "I am willing to be inconvenienced to take actions that are more environmentally friendly"
Septianto et al. (2022)	Lay Beliefs About the World Affect Preferences for Sustainable Hotel Offerings	Yes
Sgines et al. (2023)	Determinants of consumers' response to eco-labelled seafoods: The interaction between altruism, awareness and information demand	No - It has mentioned altruism, but it was not measured as in the Value Theory
Sharma and Gupta (2020)	Pro-environmental behaviour among tourists visiting national parks: application of value-belief-norm theory in an emerging economy context	Yes
Sharma and Jha (2017)	Values influencing sustainable consumption behaviour: Exploring the contextual relationship	Yes
Shehawy (2023)	In green consumption, why consumers do not walk their talk: A cross cultural examination from Saudi Arabia and UK	No - It has not measured values as in the Value Theory. It included green values and mentioned the use of the GREEN scale (Haws et al. 2014)
Shi et al. (2019)	What affects individual energy conservation behavior: Personal habits, external conditions or values? An empirical study based on a survey of college students	Yes
Shukla et al. (2023)	Consumer minimalism for sustainability: Exploring the determinants of rental consumption intention	No - It does not include Value Theory. The article relied on the VBN, but only included ascription of responsibility
Simpson et al. (2021)	Predicting pro-environmental values and behaviors with the supernumerary personality inventory and hope	No - It is not measuring according to the Value Theory, they used the NEP to measure environmental values
Sirakaya-Turk et al. (2024)	The theory of sustainability values and travel behavior	No - It is not Value Theory, they used the concept of Sustainability Value, a formative construct composed of Freedom, Shared Responsibility, Respect for Nature, Equality, Tolerance, and Solidarity

Smallbone (2005)	How can domestic households become part of the solution to England's recycling problems?	No - It is not Value Theory
Smith and O'Sullivan (2012)	Environmentally responsible behaviour in the workplace: An internal social marketing approach	No - It is a qualitative research and values are not enough developed, it is mentioned in the theoretical section (VBN), but only appears a couple of times in the results (in a generic sense), there was not a focused on it nor a methodological approach to focus on values (it is just one among many other aspects mentioned)
Soule and Egea (2024)	Product lifespan extension of technology products: Exploring perceptions, value-beliefs, motives and attitudes in American and Spanish consumers	No - It is not Value Theory. The article has used the Behavioral Reasoning Theory including four values = green values (green consumption), long-term orientation, materialism and price consciousness
Soyez (2012)	How national cultural values affect pro-environmental consumer behavior	No - It is not value theory. The article measures values in a different manner: e.g. "one of the most important reasons to conserve is to preserve wild areas", and "we need to preserve resources to maintain a high quality of life"
Squalli (2025)	The sustainability paradox: Environmental altruism, egoism, and hypocrisy in organic food consumption	No - it does not include individual values as in the Value Theory
Srivastava and Bhandari (2025)	Unlocking the path to green customer citizenship behaviour: interplay of values, attitude, and green brand equity	No - it does not include individual values as in the Value Theory (Self-transcendence values (STV) (Jacobs et al., 2018): STV1. An ecologically sound environment is very important to me. STV2. Social responsibility is important to me. Self-enhancement values (SEV) (Jacobs et al., 2018): SEV1. Success in life is important to me. SEV2. I frequently feel the urge to experience something intense and novel)
Steiner et al. (2017)	Multi-Product Category Choices Labeled for Ecological Footprints: Exploring Psychographics and Evolved Psychological Biases for Characterizing Latent Consumer Classes	No - It has not measured values as in the Value Theory, they used Rokeach
Su et al. (2025)	How do tourism activities and induced awe affect tourists' pro-environmental behavior?	No - It is not measured as in the Value Theory
Szaban et al. (2025)	Unpacking consumer price perceptions: The role of sustainability and ethical labels in the cosmetics market	No - it has not measured values as in the Value Theory
Tan et al. (2022)	How do ethical consumers utilize sharing economy platforms as part of their sustainable resale behavior? The role of consumers' green consumption values	No - It has not measured values as in the Value Theory. The article has used the theory of conception value
Taneja et al. (2024)	From Demand to Impact: Can Sustainable Banking Services Advance UN Sustainable Development Goals?	Yes

Thogersen (1999)	Spillover processes in the development of a sustainable consumption pattern	Yes
Thogersen et al. (2016)	How stable is the value basis for organic food consumption in China?	Yes
Thondhlana and Kua (2016)	Promoting household energy conservation in low-income households through tailored interventions in Grahamstown, South Africa	No - It has not used Value Theory. The article used a Quality of Life Perspective on values
Tolppanen and Kang (2021)	The effect of values on carbon footprint and attitudes towards pro-environmental behavior	Yes
Tolppanen et al. (2022)	Changes in students' knowledge, values, worldview, and willingness to take mitigative climate action after attending a course on holistic climate change education	Yes
Trujillo and Luchs (2025)	The role of Consumer Wisdom in the interplay of motivations affecting pro-environmental behaviors	Yes
Ucar et al. (2023)	Personality and pro-environmental engagements: The role of the Dark Triad, the Light Triad, and value orientations	Yes
Van Doorn and Verhoef (2015)	Drivers of and Barriers to Organic Purchase Behavior	Yes
Verma et al. (2019)	Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention	Yes
Vermeir and Verbeke (2008)	Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values	Yes
von Briel et al. (2026)	Does activating home place identity on vacation have the potential to alter environmentally significant tourist behaviour?	No - The article does not include individual values as in the Value Theory
Wang et al. (2021)	Consumers' intention to visit green hotels—a goal-framing theory perspective	No - Values were not measured as in the Value Theory. The article included biospheric and altruistic values, but measured it differently. Egoistic values indeed included right questions, but the last two were different from the Value Theory: "Visit at green hotel helps conserve natural resources" and "Visit at green hotel helps decrease pollution", and altruistic values were completed related to past behavior "I have given money or donated goods to a charity"
Wang et al. (2024)	Merging the theory of planned behaviour and value-belief-norm theory to predict green	No - Altruistic values were not measured with the Value Theory, although biospheric values presented four questions from de Groot and Steg (2008) there

	hotel visit intention among Chinese university students: The case from Xuzhou, China	were two additional questions completely out, making it unsuitable as well. Therefore, the article was removed
Wang et al. (2025)	Wake up green power: experimental research on how hotel biophilic design nudges green customer citizenship behaviour	Yes
Wells et al. (2024)	Green, keen, and somewhere in between: An employee environmental segmentation study	No - It has not measured value according to the Value Theory. The article has measured values using Snelgar's (2006) instrument for environmental concern, which is different
Whitley et al. (2016)	Sustainability behaviors among college students: An application of the VBN theory	Yes
Yan and Jia (2021)	The influence of eliciting awe on pro-environmental behavior of tourist in religious tourism	No - The PEB construct included questions related to green consumption (e.g. " I will reduce energy and water consumption.") but also question not related to (e.g. " I will talk to others about environmental issues.") to green consumption. Therefore, the article was removed as the aggregated construct is not only about green consumption
Yan and Murray (2023)	The motivational dynamics of arousal and values in promoting sustainable behavior: A cognitive energetics perspective	Yes
Yan et al. (2024)	Feeling the values: How pride and awe differentially enhance consumers' sustainable behavioral intentions	Yes (Study 2 is not green consumption - it is about signing a pledge)
Yan et al. (2025)	The nudging effect of emojis in environmental tip options	No - It has not included values as described in the Value Theory. The article mentions a study that is said to be based, but it only available in Chinese and it is no clear and does not seem completely aligned to the Value Theory
Yang et al. (2024)	Crucial to Me and my society: How collectivist culture influences individual pro-environmental behavior through environmental values	No - It is not green consumption
Zhang et al. (2024)	Which is more critical in predicting farmers' adaptation and mitigation towards climate change: Rational decision or moral norm factors	No - It is not green consumption
Zhou et al. (2013)	The moderating role of human values in planned behavior: The case of Chinese consumers' intention to buy organic food	Yes
Zientara and Zamoska (2016)	Green organizational climates and employee pro-environmental behaviour in the hotel industry	No - It has not included Value Theory nor green consumption

**Table S2 - Articles included in the systematic literature review**

No	Author(s)	Year of publication	Article	Journal	Individual values and green consumption	Other consumer-related variables	Population sample	Country	Method
1	Agag, G.	2019	Understanding the determinants of guests' behaviour to use green P2P accommodation	International Journal of Contemporary Hospitality Management	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavior intention to book a green peer-to-peer accommodation and reported booking of peer-to-peer accommodation	Awareness of consequence, willingness to sacrifice for the environment, willingness to sacrifice for green P2P accommodation, willingness to pay more, subjective norms, environmental concern, sense of obligation to use P2P accommodation, perceived behavior control, attitude toward green P2P accommodation	Frequent costumers of peet-to-peer accommodation (at least once at six month) and who knew what a green peer-to-peer accommodation was	United Kingdom	Structural equation modelling
2	Al Mamun, A., Ma, Y, Reza, M. N. H., Ahmad, J., Wan, H.W.M.H. and Lili, Z	2024	Predicting attitude and intention to reduce food waste using the environmental values-beliefs-norms model and the theory of planned behavior	Food Quality and Preference	<b>Values:</b> Altruistic and biospheric <b>Green consumption:</b> Food waste reduction intention	Ecological worldview, awareness of consequence, ascription of responsibility, personal norms, social norms, attitude toward food waste	General population	China	Structural equation modelling
3	Ariza-Montes, A., Quan, W., Radic, A., Koo, B., Kim, J. J., Chua, B. L. and Han, H.	2023	Understanding the behavioral intention to use urban air autonomous vehicles	Technological Forecasting and Social Change	<b>Values:</b> Conservation and openness to change <b>Green consumption:</b> Behavior intention to use urban air autonomous vehicle	Performance expectancy, effort expectancy, attitude, social influence, perceived safety, anxiety, reported	General population	China and United States	Structural equation modelling

						pro-environmental behavior			
4	Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K. P. and Weber, A.	2018	The many faces of sustainability-conscious consumers: A category-independent typology	Journal of Business Research	<b>Values:</b> Conservation, self-enhancement, self-transcendence, and openness-to-change <b>Green consumption:</b> Real purchase data reported of consumer goods (including sustainable products)	Consciousness for sustainable (environmental conciousness), social conciousness, economic conciousness (simplicity, debt-free, collaboration)	General population	Germany	Group analysis
5	Barbarossa, C., De Pelsmacker, P. and Moons, I.	2017	Personal values, green self-identity and electric car adoption	Ecological Economics	<b>Values:</b> Self-transcendence, self-enhancement, openness-to-change, and conservation <b>Green consumption:</b> Consumer intention to adopt electric car	Green self identity, ecological care (environmental concern), moral obligation	Respondents owning a driver's license - Gender and age quota in all the countries were applied	Belgium, Denmark, and Italy	Structural equation modelling
6	Bhardwaj, S., Sreen, N., Das, M., Chitnis, A. and Kumar, S.	2023	Product specific values and personal values together better explains green purchase	Journal of Retailing and Consumer Services	<b>Values:</b> Biospheric <b>Green consumption:</b> Green purchase intention	Subjective norms, perceived behavior control, attitude towards green products	Graduated individuals who have bought green products in the last 3 days (regular green buyers)	India	Structural equation modelling
7	Bonan, J., Cattaneo, C., d'Adda, G. and Tavoni, M.	2021	Can social information programs be more effective? The role of environmental identity for energy conservation	Journal of Environmental Economics and Management	<b>Values:</b> Biospheric <b>Green consumption:</b> Household energy consumption (measured with metering) and energy conservation intention	Environmental self-identity	Individuals subscribed in a program to save energy -Home Energy Report	Italy	Regression analysis
8	Bullock, G., Johnson, C. and Southwell, B. (2017)	2017	Activating values to stimulate organic food purchases:	Journal of Consumer Marketing	<b>Values:</b> Altruistic self-transcendence (benevolence and universalism values	Political ideology, pro-environmental attitude, reported	General population	United States	Regression analysis

			can advertisements increase pro-environmental intentions?		oriented toward other human life) and biospheric self-transcendence (benevolence and universalism values oriented toward nonhuman life, conservation, hedonism, openness to change, and self-enhancement <b>Green consumption:</b> Intention to select organic food products over other options	pro-environmental behavior			
9	Chen, X. and Lee, T. J.	2022	Potential effects of green brand legitimacy and the biospheric value of eco-friendly behavior on online food delivery: a mediation approach	International Journal of Contemporary Hospitality Management,	<b>Values:</b> Biospheric <b>Green consumption:</b> Eco-friendly purchase behaviour intention in online services	Green brand legitimacy, trust in green brands, psychological benefits (warm glow, self-expressive benefits, nature experiences), utilitarian environmental benefits	Adult restaurant customers who have used an Online food delivery (OFD) app service in the past six months	China	Structural equation modelling
10	Chua, B. L., Chi, X., Wichupankul, S., Lee, J. S., Meng, B. and Han, H.	2024	Promoting individual and organization-oriented sustainable behaviors among employees in tourism and hospitality	Journal of Retailing and Consumer Services	<b>Values:</b> Altruistic, and biospheric <b>Green consumption:</b> Reported reusing, recycling and reducing behavior at home and at work	Ecological worldview, moral norms, eco-friendly attitude, psychological ownership	Employees aged 18 years and older within the hospitality and tourism industry actively engaged in sustainable activities at work	United States	Structural equation modelling
11	Costa Pinto, D., Nique, W. M., Maurer Herter,	2016	Green consumers and their identities: How identities change	International Journal of Consumer Studies	<b>Values:</b> Self-enhancement and self-transcendence <b>Green</b>	Identity (similarities and differences between family and	Undergraduate students (Study 1) American	Brazil (Study 1), United	Regression analysis

	M. and Borges, A.		the motivation for green consumption		<b>consumption:</b> Behavior intention to choose between two options (traditional vs green) of three products: batteries, lamps, and backpacks; and recycling behavior intention	friends), social desirability	Consumers (Study 2)	States (Study 2)	
12	Denley, T. J., Woosnam, K. M., Ribeiro, M. A., Boley, B. B., Hehir, C. and Abrams, J.	2020	Individuals' intentions to engage in last chance tourism: Applying the value-belief-norm model	Journal of Sustainable Tourism	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavior intention to engage in eco-friendly travel behavior (three dimensions): willingness to sacrifice, localism, and eco-behavior; and intentions to last chance tourism	New ecological paradigm, awareness of consequence, ascription of responsibility, personal norms	Americans 18 years or older who had traveled within the last 12 months and who lived in households earning a minimum annual amount of US\$50,000	United States	Structural equation modelling
13	Fakfare, P., Manosuthi, N., Lee, J. S., Han, H., and Kang, H.	2025	Small island tourism and visitors' pro-environmental behaviors: an optimum combination impact assessment.	Asia Pacific Journal of Tourism Research	<b>Values:</b> Altruistic and biospheric <b>Green consumption:</b> General green consumption behavior intention while travelling to small islands	Ecological worldview, awareness of consequence (adverse consequence of valued objects), personal norms, cognitive appraisal, affective appraisal, nature based recreation experience, pro-environmental behavior in daily life	Individuals with previous experience with small island tourism in the past 5 years	Korea	Structural equation modelling
14	Goswami, R., Chatterjee, S.,	2025	Sustainable Consumption in the East: Cross-	International Journal of	<b>Values:</b> Conservation, self-transcendence, self-	Religiosity, green self-identity	Educated urban consumers	Bangladesh and India	Structural equation modelling

	and Sakashita, M.		Cultural Variation of Antecedents of Green Purchase Intention Based on Religiosity, Spirituality and Values	Consumer Studies	enhancement, and openness to change <b>Green consumption:</b> General green purchase intention				
15	Guyader, H., Ponsignon, F., Salignac, F. and Bojovic, N.	2022	Beyond a mediocre customer experience in the circular economy: The satisfaction of contributing to the ecological transition	Journal of Cleaner Production	<b>Values:</b> Achievement, benevolence, conformity, hedonism, power, security, tradition, self-direction, stimulation, universalism <b>Green consumption:</b> Usage of a dry sanitation system aligned with the circular economy principles	Environmental concern, thriftiness (how much having dry sanitation is perceived to enable cost, aspiration to a modern lifestyle, user values (ecological benefits societal benefits, pride, status, novelty, and enjoyment) savings), environmentally friendly activities	Voluntary participants in the experimentation (installation and use) of ecological sanitation	France	Interviews
16	Haldorai, K., Kim, W. G., Mussina, K. and Li, J. J.	2024	From personal convictions to collective action: Predicting employees' pro-environmental behaviors in public and private spheres.	International Journal of Hospitality Management	<b>Values:</b> Altruistic, biospheric, and egoistic, and openness to change <b>Green consumption:</b> Reported private-sphere consumption behavior	New ecological paradigm, awareness of consequence, ascription of responsibility, pro-environmental personal norms	Employees in the hospitality industry	United States and Kazakhstan	Structural equation modelling
17	Han, H.	2020	Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products	Business strategy and the environment	<b>Values:</b> Biospheric <b>Green consumption:</b> Reported purchase decision of eco-friendly hospitality products	Ecological worldview (New ecological paradigm), awareness of consequence, ascription of responsibility, personal norms, image of green purchase, attitude	Frequent travelers who stayed at hotel at least once every three months and who know what a green hotel is	United States	Structural equation modelling

						toward green purchase, social norm, past behavior			
18	Han, H.	2015	Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior	Tourism management	<b>Values: Biospheric Green consumption:</b> Behavior intention to stay in green hotels	Ecological worldview (New ecological paradigm), awareness of consequence (adverse consequence for valued objects), ascribed responsibility, attitude toward the behavior, subjective norm, perceived behavior control, personal norms (sense of obligation to take pro-environmental actions), alternatives' attractiveness	General hospitality customers in Korea who have visited a green hotel or restaurant in the past 12 months	South Korea	Structural equation modelling
19	Han, H. and Hwang, J.	2016	What motivates delegates' conservation behaviors while attending a convention?	Journal of Travel & Tourism Marketing	<b>Values: Biospheric Green consumption:</b> Green consumption behavior intention while attending a convention	Ecological worldview (New ecological Paradigm), adverse consequences for valued objects (problem awareness), perceived ability to reduce threat, descriptive norms, injunctive norms, sense of obligation to take pro-environmental action	General United States convention travelers of a market company database with a last convention-traveling experience was within the last six months	United States	Structural equation modelling

20	Han, H. and Hyun, S. S.	2018	Eliciting customer green decisions related to water saving at hotels: impact of customer characteristics	Journal of Sustainable Tourism	<b>Values:</b> Biospheric <b>Green consumption:</b> Behavior intention to conserve water and intention to recommend water conservation at hotels	Environmental concern, willingness to sacrifice for the environment, personal norms, descriptive social norms	Individuals whose most recent stay at a hotel was within the past six months and whose average hotel stays per year was at least one time	United States	Structural equation modelling
21	Han, H., Hwang, J. and Lee, M. J.	2016	The value–belief–emotion–norm model: Investigating customers' eco-friendly behavior	Journal of Travel & Tourism Marketing	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Willingness to sacrifice, purchase intention, and word-of-mouth intention on cruise travelling	Ecological worldview (New ecological worldview), adverse consequences for valued object (ACVO), sense of obligation to take pro-environmental action (personal norms), anticipated feeling of pride, anticipated feeling of guilt, perceived ability to reduce threat	General cruise customers in the United States - customers who had more than one cruise traveling experience and whose most recent cruise experience was within the last year qualified to participate	United States	Structural equation modelling
22	Han, H., Kim, S., Chiriko, A. Y. and Quan, L.	2024	Fishing tourism and the environment: Examining fishing tourists' resource consumption reduction and recycling behaviors at fishing destinations	Journal of Vacation Marketing	<b>Values:</b> Biospheric <b>Green consumption:</b> Reduction and recycling reported behaviors in recreational fishing	Ecological worldview (New ecological worldview), awareness of consequence, ascription of responsibility, moral norms, perceived barriers: cost barriers, regulatory barriers, lack of support barriers, autonomous motives, controlled motives	Individuals who had experienced coastal and marine fishing activities	South Korea	Structural equation modelling

23	Higuera-Castillo, E., Rialp-Criado, J., Buhmann, K. M., and Liébana-Cabanillas, F.	2025	“Should I stay or should I go?” a dual-theory behavioral analysis of electric vehicle adoption and retention.	Transport Policy	<b>Values:</b> Altruistic, biospheric, egoistic, and (some items of the) openness to change <b>Green consumption:</b> Electric vehicle purchase intention (Study 1), and continuance intention of electric vehicle (Study 2)	Awareness of Consequences, ascription of responsibility, personal norms, environmental concern (Study 1). Awareness of consequences, ascription of responsibility, personal norms, environmental concern, confirmation of expectations, satisfaction (Study 2)	Spanish respondents who have driver's license and are aware of Electric Vehicle, but do not have one (Study 1). Spanish respondents who have Electric Vehicles (Study 2)	Spain	Group analysis
24	Hiratsuka, J., Perlaviciute, G. and Steg, L.	2018	Testing VBN theory in Japan: Relationships between values, beliefs, norms, and acceptability and expected effects of a car pricing policy	Transportation research part F: traffic psychology and behaviour	<b>Values:</b> Altruistic, biospheric, egoistic, and hedonic <b>Green consumption:</b> Behavior intention to reduce car use	New ecological paradigm, awareness of consequence, ascription of responsibility, personal norms	Individuals who use car	Japan	Regression analysis
25	Howell, R. A.	2013	It's not (just) “the environment, stupid!” Values, motivations, and routes to engagement of people adopting lower-carbon lifestyles	Global Environmental Change	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Reported low carbon lifestyle	-	People engaged in climate mitigation actions	United Kingdom	Interviews Regression analysis
26	Hüttel, A., Balderjahn, I. and Hoffmann, S.	2020	Welfare beyond consumption: The benefits of having less	Ecological Economics	<b>Values:</b> Self-enhancement and self-transcendence <b>Green consumption:</b> Reported anti-consumption behavior: voluntary	Subjective well-being, the need for cognition	General population	Germany and United States	Group analysis

					simplicity and collaborative consumption				
27	Iwinska, K., Bieliński, J., Calheiros, C. S. C., Koutsouris, A., Kraszewska, M. and Mikusiński, G.	2023	The primary drivers of private-sphere pro-environmental behaviour in five European countries during the Covid-19 pandemic	Journal of Cleaner Production	<b>Values:</b> Altruistic, biospheric, egoistic, and Hedonic <b>Green consumption:</b> Reported consumption index (waste management, purchase in general, food-related (purchase and consumption), saving resources (water, energy, fuel) and use of public transportation	Environmental awareness, relation to nature, use of sources of information about environmental issues, frequency of natural environmental visits, perceived change due to COVID-19 pandemic	Representative from each country for the population from 18 to 45 years old	Greece, Poland, Portugal, Sweden, United Kingdom	Regression analysis
28	Jacobs, K., Petersen, L., Hörisch, J. and Battenfeld, D.	2018	Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing	Journal of Cleaner Production	<b>Values:</b> Altruistic/biospheric (measured together) and egoistic/hedonic (measured together) <b>Green consumption:</b> Reported sustainable clothing behavior	Online and catalogue shopping affinity, preference for durability, fashion consciousness, price sensitivity, positive attitude towards sustainable clothing	German women	Germany	Structural equation modelling
29	Jansson, J., Marell, A. and Nordlund, A.	2010	Green consumer behavior: determinants of curtailment and eco-innovation adoption	Journal of Consumer Marketing	<b>Values:</b> Biospheric <b>Green consumption:</b> Willingness to curtail negative effects of car use (decrease car use, carpooling and public transportation), and willingness to replace the current vehicle for a more environmental one	Ascription of responsibility, personal norms, habit strength of car use	Car owners (including alternative fuel vehicle)	Sweden	Regression analysis

30	Khan, S. J., Alzeiby, E. A., Gupta, B., and Dernóczy-Polyák, A.	2026	Psychological foundations of ethical consumerism: Influential role of quality and stigma.	Acta Psychologica	<b>Values:</b> Altruistic and biospheric <b>Green consumption:</b> Reported ethical product purchase behavior	Behavioural beliefs, personal norms, social norms, perceived stigma	Students	India	Structural equation modelling
31	Khan, S., Zhang, Q., Khan, I. U., Khan, S. U. and Mehmood, S.	2024	Tourists' pro-environmental behaviour in an autonomous vehicle's adoption: aligning the integration of value-belief-norm theory and the theory of planned behaviour	Current Issues in Tourism	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavior intention related to autonomous vehicle (willingness, planning, spending and recommendation) while travelling	Awareness of consequence, ascription of responsibility, pro-environmental personal norm, attitude, subjective norm, behavioral control, green self-image	National and International tourists in China from the WeChat App	China	Structural equation modelling
32	Khan, S., Zhang, Q., Khan, I. U., Khan, S. U., and Mehmood, S	2025	Tourists' pro-environmental behaviour in an autonomous vehicle's adoption: Aligning the integration of value-belief-norm theory and the theory of planned behaviour.	Current Issues in Tourism	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavioral intention to use autonomous vehicles	Awareness of consequence, ascription of responsibility, pro-environmental personal norms, attitude, social norms, perceived behavioral control, green self-image	National and international tourists in China	China	Structural equation modelling
33	Kim, S. H. and Seock, Y. K.	2019	The roles of values and social norm on personal norms and pro-environmentally friendly apparel product purchasing behavior: The mediating role of personal norms.	Journal of Retailing and Consumer Services	<b>Values:</b> Bio-altruistic (measured together biospheric and altruistic values) and egoistic <b>Green consumption:</b> Reported buying behavior of green apparel	Social norms, personal norms	Adults from United States	United States	Structural equation modelling

34	Konyalıoğlu, F. S., Küçükkeleşçe, O., Kurt, O., and Bostan	2025	Water consumption behaviors and environmental values: A study among earthquake-affected individuals in Turkey	Acta Psychologica	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Reported water consumption behavior scale (five subdimensions: water consumption, water awareness, water pollution, water management at home, and personal and social responsibility)	Water consumption and conservation attributes, earthquake-related variables	Individuals affected by an earthquake	Türkiye	Regression analysis
35	Krystallis, A., Vassallo, M. and Chrysosoidis, G.	2012	The usefulness of Schwartz's 'Values Theory' in understanding consumer behaviour towards differentiated products	Journal of Marketing Management	<b>Values:</b> Achievement, benevolence, hedonism, self-direction, stimulation, security, universalism <b>Green consumption:</b> Reported food purchasing behavior	Perceived knowledge, beliefs held about organic food	Persons aged 18 and above sharing or in charge of grocery shopping	Italy, Denmark, United Kingdom, Finland, Greece, Spain, Germany, and Sweden	Group analysis
36	Kumar, V., Kaur, A., Cao, D., Sindhwani, R., Mathiyazhagan, K., and Lin, B.	2025	Exploring sustainable energy consumption practices: An extended environmental value-belief-norm framework using SEM analysis.	Energy Economics	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Green products purchase intention, willingness to pay more, and word-of-mouth intention	Ecological worldview, adverse consequence of valued objects, ascribed responsibility, sense of obligation to take pro-environmental actions (personal norms)	Households where eco-friendly products were already in use (individuals actively engaging in sustainable living practices)	India	Structural equation modelling
37	Lagomarsino, M., Lemarié, L. and Puntiroli, M.	2020	When saving the planet is worth more than avoiding destruction: The	Journal of Business Research	<b>Values:</b> Altruistic, biospheric, egoistic, and hedonic <b>Green consumption:</b>	Denial of outcome severity, perceived effort worthiness	General population	Switzerland (study 1) and United States	Regression analysis

			importance of message framing when speaking to egoistic individuals		Intention to reduce single-use plastics			(studies 2 and 3)	
38	Laheri, V. K., Lim, W. M., Arya, P. K. and Kumar, S. (2024). , 41(3), 281-297.	2024	A multidimensional lens of environmental consciousness: towards an environmentally conscious theory of planned behavior.	Journal of Consumer Marketing	<b>Values: Biospheric Green consumption:</b> Green purchase behavior intention and reported green purchase behavior	Environmental concern, environmental knowledge, green attitude, green subjective norm, green perceived behavioral control	Population aware of the term "green products"	India	Structural equation modelling
39	Landon, A. C., Woosnam, K. M. and Boley, B. B.	2018	Modeling the psychological antecedents to tourists' pro-sustainable behaviors: An application of the value-belief-norm model	Journal of Sustainable Tourism	<b>Values: Biospheric Green consumption:</b> Behavior intention: willingness to sacrifice, localism (consume local goods and services), and eco-behavior	New ecological paradigm, awareness of consequence, ascription of responsibility	Residents from United States with 18 years old or older, and who had an annual household income of above \$50,000 and that had spent at least one night away from home in a lodging establishment within the past year	United States	Structural equation modelling
40	Lee, J. and Cho, M.	2019	New insights into socially responsible consumers: The role of personal values	International Journal of Consumer Studies	<b>Values: Self-enhancement, self-transcendence Green consumption:</b> Reported consumption behavior: purchasing from CSR companies, recycling, preferring CSR over traditional	Collectivism	College students + Individuals who were older than the average age of college students	United States	Regression analysis

					criteria, and considering environmental impact of behaviors				
41	Lee, S. S., Kim, Y. and Roh, T.	2023	Pro-environmental behavior on electric vehicle use intention: Integrating value-belief-norm theory and theory of planned behavior	Journal of Cleaner Production	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavioral intention related to electric vehicles: willingness, planning, and spending	Awareness of consequence, ascription of responsibility, pro-environmental personal norm, attitude toward the behavior, subjective norm, perceived behavior control	Individuals from 7 regions in China that are pilot of the carbonemission trading scheme. The individuals must positively indicating "yes" to a questions asking whether the individual know how environmentally friendly are the electric vehicles	China	Structural equation modelling
42	Lee, Y. K., Kim, S., Kim, M. S. and Choi, J. G.	2014	Antecedents and interrelationships of three types of pro-environmental behavior	Journal of Business Research	<b>Values:</b> Altruistic/biospheric (measured together) <b>Green consumption:</b> Intention to purchase green options of products	Perceived consumer effectiveness, environmental concern	General consumers with at least 19 years old of have reported already buying some green product in the past	South Korea	Structural equation modelling
43	Lou, X., Li, L. M. W. and Ito, K.	2024	Egoistic value is positively associated with pro-environmental attitude and behaviour when the environmental problems are psychologically close	British Journal of Social Psychology	<b>Values:</b> Egoistic <b>Green consumption:</b> Reported climate change behavior	Psychological distance of climate change (spatial distance)	Community participants from the United States via Amazon Mechanical Turk (study 1)	United States	Regression analysis
44	Martin, C. J. and Upham, P.	2016	Grassroots social innovation and the mobilisation of values in	Journal of Cleaner Production	<b>Values:</b> Conservation, openness to change, self-enhancement,	-	Individuals participating in free reuse groups	United Kingdom	Group analysis

			collaborative consumption: a conceptual model		and self-transcendence <b>Green consumption:</b> Actual participation in free reuse groups				
45	Mazhar, W., Jalees, T., Asim, M., Alam, S. H. and Zaman, S. I.	2022	Psychological consumer behavior and sustainable green food purchase	Asia Pacific Journal of Marketing and Logistics	<b>Values:</b> Altruistic, biospheric, egoistic and hedonic <b>Green consumption:</b> Green food purchase intention and behavior	Environment concern, pro-environment self identity, attitude, perceived behavior control, subjective norms, ecological conscious consumers' behavior	Upper-middle-class individuals	Pakistan	Structural equation modelling
46	Molinario, E., Lorenzi, C., Bartoccioni, F., Perucchini, P., Bobeth, S., Colléony, A., ... & Bonaiuto, M.	2020	From childhood nature experiences to adult pro-environmental behaviors: An explanatory model of sustainable food consumption	Environmental Education Research	<b>Values:</b> Biospheric <b>Green consumption:</b> Intention to choose sustainable fruits, reported green consumption behavior, and reported sustainable fish and seafood consumption	Norms of significant others during childhood, ordinary childhood nature experiences, extraordinary childhood nature experiences, connectedness with nature, environmental self-identity, objective knowledge	College students from the Preschool and Primary Education Program (Study 1). General population (Study 2)	Italy	Structural equation modelling
47	Nguyen, T. N., Lobo, A. and Greenland, S.	2017	The influence of Vietnamese consumers' altruistic values on their purchase of energy efficient appliances	Asia Pacific Journal of Marketing and Logistics	<b>Values:</b> Altruistic <b>Green consumption:</b> Reported purchasing of energy efficient household appliances	Personal norms, environmental attitudes, subjective norms, perceived barriers	Individuals who had been involved in purchasing electrical appliances and had expressed interest in energy efficient electrical appliances	Vietnam	Structural equation modelling
48	Nguyen, T. N., Lobo, A. and Greenland, S.	2016b	Pro-environmental purchase behaviour: The	Journal of Retailing and Consumer Services	<b>Values:</b> Biospheric <b>Green consumption:</b> Purchase intention	Attitude towards environmental protection, subjective norms,	Vietnamese over 18 years who had been involved in	Vietnam	Structural equation modelling

			role of consumers' biospheric values		and reported purchase of energy efficient electrical appliances	perceived inconvenience, environmental self-identity	purchasing electrical appliances and had expressed interest in energy efficient electrical appliances (have visited five busy electronics and appliance specialist store in Vietnam)		
49	Nguyen, T. N., Lobo, A. and Greenland, S.	2016a	Energy efficient household appliances in emerging markets: the influence of consumers' values and knowledge on their attitudes and purchase behaviour	International journal of Consumer Studies	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Purchase intention and reported purchase of energy efficient electrical appliances	Knowledge about energy efficiency appliance, attitude toward environmental protection, attitude on relation to individual inconvenience	Individuals who have been involved in purchasing electrical appliances and who were interested in energy efficient electrical appliances (customers who visited one of five big electronics stores in Vietnam)	Vietnam	Structural equation modelling
50	Novoradovskaya, E., Mullan, B. and Hasking, P.	2020	Choose to reuse: Predictors of using a reusable hot drink cup	Journal of Consumer Behaviour	<b>Values:</b> Biospheric <b>Green consumption:</b> Timeline follow back (use of reusable cups in the past week)	Past behaviour (reported use of reusable hot drink cups), intention to use reusable hot drink cup (it was not used as dependent variable), self-reported habit index, conscientiousness scale, intolerance of uncertainty,	Students and Staff of Australian Universities	Australia	Regression analysis

						need for structure, personal involvement in relation to the environment, personal norms in relation to the environment			
51	Novoradovskaya, E., Mullan, B., Hasking, P. and Uren, H. V.	2021	My cup of tea: Behaviour change intervention to promote use of reusable hot drink cups	Journal of Cleaner Production	<b>Values:</b> Biospheric <b>Green consumption:</b> Intention to use reusable cups. Ecological Momentary Assessment (phone App to register the behavior)	Self-reported habits (habit strength), personal involvement, personal norms, new ecological paradigm, intolerance of uncertainty	University students	Australia	Group analysis
52	Onel, N.	2024	Transforming consumption: The role of values, beliefs, and norms in promoting four types of sustainable behavior.	Journal of Consumer Behaviour	<b>Values:</b> Altruistic, biospheric, and altruistic <b>Green consumption:</b> Green consumption behavior intention and reported green consumption behavior (purchase, water/energy use, mobility, and recycling)	Ecological worldview, awareness of consequence, ascription of responsibility, personal norms	Individuals from the United States who were registered at TerraCycle (sustainably inclined individuals)	United States	Structural equation modelling
53	Pan, T. and Zhou, W.	2024	Navigating pro-environmental behavior among tourists: The role of value-belief-norm theory, personality traits, and commitment	Journal of Hospitality and Tourism Management	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Reported green consumption behaviors and willingness to sacrifice while travelling	New ecological paradigm, awareness of consequence, ascription of responsibility, personal norms, perceived personal benefits, personality traits	United States Travelers	United States	Group analysis

54	Papp, B., Neelis, I. and Heslinga, J. H.	2024	Don't hate the players, hate the system!–The continuation of deep-rooted travel patterns in the face of shock events	International Journal of Contemporary Hospitality Management	<b>Values:</b> Altruistic, biospheric, egoistic and hedonic <b>Green consumption:</b> Reported and behavior intention for sustainable tourism (authority/label, time/distance, local/social, alternative/transport)	Awareness of consequence, ascription of responsibility, personal norms, social norms, habits, awareness and knowledge, preferences, time and money,	Participants who travelled (overnight) internationally and/or domestically in the years 2018-2019 for leisure purposes. The responses collected were representative of each country (considering 18 years old or older)	Germany, Italy, France, The Netherlands, United Kingdom	Group analysis
55	Park, E., Lee, S., Lee, C. K., Kim, J. S. and Kim, N. J.	2018	An integrated model of travelers' pro-environmental decision-making process: The role of the New Environmental Paradigm	Asia Pacific Journal of Tourism Research	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavior intention related to sustainable tourism consumption	New ecological paradigm, awareness of consequence, ascription of responsibility, personal norms, social norms, perceived behavior control	General population	South Korea	Structural equation modelling
56	Pasquariello, R., Bianchi, M., Mari, F. and Caso, D.	2024	Fostering local seasonality: An extended value-belief-norm model to understand sustainable food choices	Food Quality and Preference	<b>Values:</b> Biospheric <b>Green consumption:</b> Intention to consume local and seasonal products	Awareness of consequences, ascription of responsibilities, moral norms, green self-identity, green eating self-efficacy (home, university)	Italian students (matriculated in a university degree course) aged between 18 and 38 years old	Italy	Structural equation modelling
57	Povilionis, R., Akbar, M. B., and Tomasella, B.	2025	From objectors to supporters: developing targeted pro-environmental behavioural change interventions	Current Issues in Tourism	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavioral intention in tourism in protected areas: Willingness to sacrifice, Word-of-	Environmental worldview, awareness of consequence, ascribed responsibility, personal norms	participants were 18–25-year-olds who had previously visited the Peak District National Park	United Kingdom	Interviews

					mouth intention, Motivation to Change				
58	Puntiroli, M., Moussaoui, L. S. and Bezençon, V.	2022	Are consumers consistent in their sustainable behaviours? A longitudinal study on consistency and spillover	Journal of Business Research	<b>Values:</b> Biospheric <b>Green consumption:</b> Reported energy conservation behavior: electricity- related behavior, heating-related behavior, and mobility-related behavior	Past behavior (spillover analysis: electricity-related behavior, heating- related behavior, mobility-related behavior)	General population	Switzerland	Regression analysis
59	Ribeiro, M. A., Seyfi, S., Elhoushy, S., Woosnam, K. M., and Patwardhan, V.	2025	Determinants of generation Z pro- environmental travel behaviour: the moderating role of green consumption values.	Journal of sustainable tourism	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Sustainable transportation behavior while traveling	Ascribed responsibility, environmental concern, attitude to pro-environmental travel, willingness to sacrifice, green consumption values	Generation Z (born between 1997 and 2002)	United Kingdom	Structural equation modelling
60	Rice, G.	2006	Pro- environmental behavior in Egypt: Is there a role for Islamic environmental ethics?	Journal of Business Ethics	<b>Values:</b> Self- transcendence, openness to change, self-enhancement, and conservation <b>Green consumption:</b> Reported green consumption behavior	Self-efficacy, religiosity, beliefs (self-efficacy, personal responsibility, new ecological paradigm, religious basis for environmental care)	University students + high school teachers	Egypt	Correlation analysis

61	Rioux, L.	2011	Promoting pro-environmental behaviour: Collection of used batteries by secondary school pupils	Environmental Education Research	<p><b>Values:</b> Conservation, self-enhancement, self-transcendence, and openness to change</p> <p><b>Green consumption:</b> Reported recycling behavior (batteries), intention to recycle batteries (collection point added in the school), actual behavior (number of batteries disposed of in the school's collection program)</p>	Perceived behavior control, neighbourhood attachment, attitude toward recycling, environmental knowledge (about batteries, about harmful effects, collection points), sorting behaviour prior to the collection system being set up	Secondary school pupils	France	Regression analysis
62	Saleem, M. A., Eagle, L. and D Low, D	2021	Determinants of eco-socially conscious consumer behavior toward alternative fuel vehicles	Journal of Consumer Marketing	<p><b>Values:</b> Altruistic</p> <p><b>Green consumption:</b> Behavior intention to buy electric vehicle, reported purchase of vehicle with environmental features, and environmental driving behavior</p>	New ecological paradigm, awareness of consequence, acription of responsibility, personal norms (integrated and introjected norms)	Customers of three automobile brands: Toyota Indus Motors, Honda Atlas Cars Pakistan and Park Suzuki Motors	Pakistan	Structural equation modelling
63	Schuitema, G. and de Groot, J. I. M.	2015	Green consumerism: The influence of product attributes and values on purchasing intentions	Journal of Consumer Behaviour	<p><b>Values:</b> Biospheric and egoistic</p> <p><b>Green consumption:</b> Purchase intention after presenting the scenario for the product</p>	-	Moisturiser users (Study 1), individuals in different public places in subareas of the town (Study 2)	United Kingdom	Group analysis
64	Septianto, F., Thai, N. T. and Kemper, J. A.	2022	Lay beliefs about the world affect preferences for sustainable hotel offerings.	Australasian Marketing Journal	<p><b>Values:</b> Biospheric</p> <p><b>Green consumption:</b> Consumer preferences for a hotel with sustainable offerings;and</p>	Manipulation check (lay beliefs about the world), hope, and emotions (joy, love, and positive surprise)	General population	United States	Regression analysis

					sustainable attributes to select a hotel				
65	Sharma, R. and Gupta, A.	2020	Pro-environmental behaviour among tourists visiting national parks: Application of value-belief-norm theory in an emerging economy context.	Asia Pacific Journal of Tourism Research	<b>Values:</b> Biospheric, altruistic, and egoistic <b>Green consumption:</b> Green consumption behavior intention in tourists visiting a National Park (general green consumption behavior, buying local products, eco-friendly products, save water, protect local resources, dispose garbage properly)	Awareness of consequence, ascription of responsibility, personal norms.	Nature-based tourist visiting national park during November-December 2019 which is also the peak tourism season (the survey was conducted at Jim Corbett National park situated at Uttarakhand, India)	India	Structural equation modelling
66	Sharma, R. and Jha, M.	2017	Values influencing sustainable consumption behaviour: Exploring the contextual relationship	Journal of Business Research	<b>Values:</b> Acceptance, accomplishment, benevolence, compassion, conformity, courtesy, hedonism, security, self-direction, self enrichment, self evolution, stimulation, tradition, universalism, and uprightness <b>Green consumption:</b> Reported green consumption behavior (organic food, mobility, personal care,	Environmental attitude; perceived consumer effectiveness; environmental attitude (measured with new ecological paradigm), perceived consumer effectiveness	Online respondents were participants from various short term or weekend courses at a premier management institute; Offline respondents were passengers travelling in different classes (first class, 2 tier AC, 3 tier AC, and Sleeper) in two train journeys	India	Structural equation modelling

					recycling, food waste)		between Delhi and Bangalore (total distance of 10,000 km) in India		
67	Shi, D., Wang, L. and Wang, Z.	2019	What affects individual energy conservation behavior: Personal habits, external conditions or values? An empirical study based on a survey of college students.	Energy Policy	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavior intention to adopt energy conservation behavior: investment in energy efficiency, utility reduction and change habits	Attribution of responsibility, personal norms	Graduate and undergraduate students at a Beijing college	China	Structural equation modelling
68	Taneja, S., Siraj, A., Mathiyazhagan, K., and Khorana, S.	2025	From demand to impact: can sustainable banking services advance UN Sustainable Development Goals?	Business Strategy and the Environment	<b>Values:</b> Altruistic, biospheric, egoistic, and hedonic values <b>Green consumption:</b> Behavioral intention and reported behavior of using sustainable banking services	Perceived behavior control, social norms, attitude, environmental concern, perceived environmental consequences, assumption of environmental responsibility	Individuals aware of green banking services and the SDGs	India	Structural equation modelling

69	Thøgersen, J.	1999	Spillover processes in the development of a sustainable consumption pattern.	Journal of Economic Psychology	<p><b>Values:</b> A world of beauty, a world at peace, choosing own goals, curious, enjoying life, helpful, independent, influential, preserving my public image, respect for tradition, responsible, social order, unity with nature</p> <p><b>Green consumption:</b> Reported recycling and package waste avoidance</p>	Personal norms	Danish population	Denmark	Structural equation modelling
70	Thøgersen, J., Zhou, Y. and Huang, G.	2016	How stable is the value basis for organic food consumption in China?	Journal of Cleaner Production	<p><b>Values:</b> Achievement, benevolence, conformity, hedonism, power, stimulation, self-direction, security, tradition, universalism</p> <p><b>Green consumption:</b> Reported purchase of organic vegetables</p>	Attitudes towards buying organic vegetables	Consumers leaving retailers sells (not exclusively) organic food	China	Structural equation modelling
71	Tolppanen, S. and Kang, J.	2021	The effect of values on carbon footprint and attitudes towards pro-environmental behavior	Journal of Cleaner Production	<p><b>Values:</b> Altruistic, biospheric, egoistic, and hedonic</p> <p><b>Green consumption:</b> Reported ecological footprint and behavior intention (climate mitigation: recycling, living, transport, diet,</p>	-	University students - pre-service teachers, attending a course called Education for a Sustainable Future from Joensuu - a small town in eastern Finland	Finland	Group analysis

					consumption, and driving)				
72	Tolppanen, S., Kang, J. and Riuttanen, L.	2022	Changes in students' knowledge, values, worldview, and willingness to take mitigative climate action after attending a course on holistic climate change education	Journal of Cleaner Production	<p><b>Values:</b> Altruistic, biospheric, egoistic, and hedonic</p> <p><b>Green consumption:</b> Intention to take climate change mitigation actions (travel, consumption and recycling, car, diet, lifestyle, housing)</p>	Knowledge (scientific and climate mitigation action), worldview (new ecological paradigm and four questions about beliefs of anthropogenic influence on climate change and questions about human capability on mitigating climate change), ideologies on climate change	The students of the Climate.now courses held in three higher education institutions in Finland, namely University of Helsinki (UH), LUT University (LUT), and Oulu University (OU)	Finland	Regression analysis  Group analysis
73	Trujillo, C. A., and Luchs, M.	2025	The role of Consumer Wisdom in the interplay of motivations affecting pro-environmental behaviors	Journal of Cleaner Production	<p><b>Values:</b> Power-dominance, power-resources, universalism-concern, universalism-nature, and universalism-tolerance</p> <p><b>Green consumption:</b> Reported behavior: energy and water conservation, recycling, and green purchasing</p>	Consumer wisdom (responsibility, purpose, flexibility, perspective, reasoning and sustainability)	General population of four major Colombian cities	Colombia	Structural equation modelling

74	Ucar, G. K., Malatyali, M. K., Planali, G. Ö. and Kanik, B.	2023	Personality and pro-environmental engagements: the role of the Dark Triad, the Light Triad, and value orientations.	Personality and Individual Differences	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Behavior intention and reported behavior (transportation, water and energy conservation)	Dark (Machiavellianism, Psychopathy, Narcissism) and light (Humanism, Belief in Humanity, Kantianism) triad of personality	Convenience sample	Turkiye	Structural equation modelling
75	Van Doorn, J. and Verhoef, P. C.	2015	Drivers of and barriers to organic purchase behavior.	Journal of Retailing	<b>Values:</b> Altruistic, biospheric, and egoistic <b>Green consumption:</b> Organic purchase (actual purchase measuring by consumers in-home scanning devices)	Health motivation, quality consciousness, price consciousness	Consumers on the Dutch GfK household panel	The Netherlands	Regression analysis
76	Verma, V. K., Chandra, B. and Kumar, S.	2019	Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention	Journal of Business research	<b>Values:</b> Altruistic, biospheric, egoistic, and Hedonic <b>Green consumption:</b> Behavior intention to choose a green hotel	Acrid responsibility, environmental concern, attitude	Hotel customers (at least one-night stay experience)	India	Structural equation modelling
77	Vermeir, I. and Verbeke, W.	2008	Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values	Ecological Economics	<b>Values:</b> Achievement, benevolence,, conformism, hedonism, power, security, spirituality, stimulation, self-direction, tradition and universalism <b>Green consumption:</b> Intention to buy sustainable dairy	Attitude towards purchasing sustainable dairy products; perceived consumer effectiveness, perceived availability of sustainable dairy products, social norms stimulation by important others, confidence	Higher educated young adults (19-22 years)	Belgium	Regression analysis

						that the product does what it promises			
78	Wang, X., Zhong, L., Wang, Z., and Xia, Q	2025	Wake up green power: experimental research on how hotel biophilic design nudges green customer citizenship behaviour	Current Issues in Tourism	<b>Values:</b> Biospheric <b>Green consumption:</b> Reported green customer citizenship behaviour in hotels	Positive emotions, empathy with nature	Individuals with at least one experience at a hotel last year	China	Regression analysis
79	Whitley, C. T., Takahashi, B., Zwickle, A., Besley, J. C. and Lertpratchya, A. P.	2016	Sustainability behaviors among college students: An application of the VBN theory	Environmental Education Research	<b>Values:</b> Altruistic, biospheric, openness to change, and traditionalism <b>Green consumption:</b> Reported green consumption behavior: transportation, recycling, energy conservation, sustainable food	Beliefs, descriptive and injunctive norms (they named it as personal norms)	College Students	United States	Structural equation modelling
80	Yan, L. and Murray, K. B.	2023	The motivational dynamics of arousal and values in promoting sustainable behavior: a cognitive energetics perspective	International Journal of Research in Marketing	<b>Values:</b> Conservation, openness to change and <b>Green consumption:</b> Behavior intention: to use reusable travel mug, recycling, to buy green shoes, and to join a recycling program	Arousal (relaxed to stimulated) (study 1a), regulatory focus: prevention and promotion (study 1b, study 3), perceived efforts: effort and time (study 3), outcome efficiency and customer experience with recycling (study 5)	Study 1 relied on participants registered on the Prolific platform.	-	Group analysis

81	Yan, L., Keh, H. T. and Murray, K. B.	2024	Feeling the values: How pride and awe differentially enhance consumers' sustainable behavioral intentions	Journal of the Academy of Marketing Science	<p><b>Values:</b> Self-enhancement and self-transcendence</p> <p><b>Green consumption:</b> Behavior intention: recycling, reuse hotel towel intention, purchase about green sports shoes (with recycled materials), and purchase of recycled backpacks</p>	Study 1a, 1b, 1c, Study 4: Only manipulation check questions (for values: prompt message reflected their values and pride (feeling)) and behavior intention, Study 4 also measured: perceived self-efficacy, feeling of engagement, processing fluency, and PANAS scale	Studies 1a, 1b, 1c, 3: General North-American registered on Prolific platform, Study 4: General individuals from UK registered on Prolific platform	United States (Studies 1a, 1b, 1c, 3), United Kingdom (study 4)	Group analysis
82	Zhou, Y., Thøgersen, J., Ruan, Y. and Huang, G.	2013	The moderating role of human values in planned behavior: the case of Chinese consumers' intention to buy organic food	Journal of Consumer Marketing	<p><b>Values:</b> Conservation, openness to change, self-enhancement, and self-transcendence</p> <p><b>Green consumption:</b> Behavior intention to buy organic food</p>	Attitude, injunctive and descriptive norms, perceived behavioral control	Ordinary individuals outside a supermarket that sells organic food, individuals should be between 18 and 60 years old with a minimum knowledge about organic food and in charge of household food purchase	China	Structural equation modelling

