

From Values to Sustainable Actions: A Dual-Theory Approach to Green Consumerism

Authors : Jiyeon Kim

Abstract : This conceptual paper examines the psychological drivers of green consumerism and sustainable consumption by integrating the Value-Belief-Norm (VBN) Theory and the Theory of Reasoned Action (TRA). With growing environmental concerns, green consumerism promotes eco-friendly choices such as purchasing sustainable products and supporting environmentally responsible companies. However, there remains a need for research that effectively guides strategies to encourage sustainable behaviors. This paper evaluates VBN Theory's role in driving pro-environmental behaviors. By incorporating TRA, the paper proposes an enhanced model that improves understanding of the factors driving sustained pro-environmental actions. Focusing on values, beliefs, and norms, this integrated model provides a deeper understanding of the cognitive and motivational factors that influence sustainable consumption. The findings offer valuable theoretical and practical insights for developing strategies to support long-term responsible consumer behavior.

Keywords : green consumerism, sustainable behavior, TRA, VBN

Conference Title : ICCPMA 2025 : International Conference on Consumer Psychology, Marketing and Advertising

Conference Location : Rome, Italy

Conference Dates : July 22-23, 2025