

Consumerism, sustainability and consumer behavior: A systematic literature review

Consumerismo, sustentabilidade e comportamento do consumidor: Uma revisão sistemática da literatura

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ABSTRACT

This study aims to bring a contribution to academic research in marketing, specifically consumer behavior turned to the green and sustainable consumption. It was used a systematic methodology for the literature review from 1992 to April 2015, at the ProQuest database and the main filter was directed at the joint search of the three main keywords "consumerism, sustainability and consumer behavior." outputs were checked for many items outside of the marketing area, however, after all the filtering 27 articles remained, which were used for the analysis. As main results in the marketing area, in particular to consumerism, sustainability and consumer behavior, it was showed the existence of a direction to research involving green marketing, sustainable, ethical and social consumption, in which most of the analysis involves internal and external factors that influence attitudes and behaviors of consumers to buy green products, sustainable, ecological, organic, recycled and also links to social responsibility.

KEYWORDS: Consumerism, Sustainability; Consumer behavior; Green marketing; Systematic literature review.

RESUMO

Este estudo visa trazer uma contribuição para a pesquisa acadêmica em marketing, especificamente na vertente do comportamento do consumidor voltado para o consumo verde e sustentável. Foi utilizada uma metodologia sistemática para revisão da literatura de 1992 até abril de 2015 na base de dados da *Proquest* e o principal filtro foi direcionado na busca conjunta das três palavras-chave principais "consumerismo, sustentabilidade e comportamento do consumidor". Foram verificadas as saídas de muitos artigos fora da área de marketing, entretanto, após toda a filtragem, foram obtidos 27 artigos, os quais foram utilizados para a análise. Como resultados principais na área de marketing, em específico ao consumerismo, sustentabilidade e comportamento do consumidor, evidenciou-se a existência de um direcionamento às pesquisas que envolvem o marketing verde, o consumo sustentável, ético e social, em que boa parte das análises envolvem fatores internos e externos que influenciam atitudes e comportamentos de consumidores para a compra de produtos verdes, sustentáveis, ecológicos, orgânicos, reciclados e também com ligações na responsabilidade social.

PALAVRAS-CHAVE: Consumerismo; Sustentabilidade; Comportamento do consumidor; Marketing verde; Revisão sistemática da literatura.

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1 INTRODUCTION

In the last decades, it's clear the growing interconnection of field of studies related to business. In these studies, marketing is part of it and also present in most of the publications, making interconnections through interdisciplinary and transdisciplinary research and between these there are topics such as consumer behavior and its relation with consumerism (a way of consuming) and sustainability.

Consumption is fundamental for the human beings, so therefore is part of everyone's daily life, even though consumption has positive and negative aspects in people's lives, involving satisfaction of personal needs, emotional and psychological aspects, as it is proven in many researches in the marketing, human resources, psychology and many other areas. There is then, the other bias, this one related to other sustainable aspects, as responsible consumption (consumerism). Consumerism goes beyond the simple act of consuming, because has as a belief, a reflection about your own consuming process and its effects in the consumers life and in the environment he is part of.

With regards to these aspects, Baudrillard (2001) inferred in 1970, that the characteristics of the consumer society were based in the absence of reflection and the perspective of itself. Meanwhile, at the course of the time, it is noticeable a strong progress in the mass media, precisely with the advent of the digital era, which made that different types of media conducted the popularization of information in a global way. These changes are making consumers more conscious about aspects related to consumption and its effects in the social and environmental areas, becoming them change agents in the environment of investigation of these institutions, whether is education, research, governmental or corporate.

In the context that involves questions about consumerism, sustainability and consumer behavior, it's important to refer to Jackson (2006), which brings some questions to possible reflections of being investigated and that may guide the objective of the present study in the area of marketing. To the author, in his article about sustainable consumer, there is no agreement about a clear definition of this concept, but a variety of views about the extension in which the sustainable consumption discuss the questions of consumer behavior, lifestyle and consumerism. Adding to this, the author warns that the discussion about sustainable consumption cannot avoid questions related to consumer behavior, lifestyle and consumption culture, once that all of these has its importance in the global level of resources consumption.

Therefore, taking into consideration this paradigm, insights came to this study, which means finding out where are being directed all the studies in the marketing area that involve these topics and that are being investigated by other areas, like consumerism, sustainability and the consumer behavior, highlighting the relations that exists in these studies.

Therefore, this study has as a goal, to bring answers about which way is being directed the area of marketing when it comes to researches interconnected among consumerism, sustainability and consumer behavior. In this way, it was conducted a systematic review of literature involving these three topics at the database request, which will be better detailed in the methodology section.

After the filters and parameters used for the systematic search, the results showed a direction to the theme of green marketing. This attends what Marques and Almeida (2013) says when they infer that research on consumer behavior, since the beginning, emphasized green marketing, starting with the concern of researchers and marketers to guide their attention to the apparent discrepancy between attitudes and environmental behaviors, highlighting the key role in increasing the efficiency of green marketing, which is emphasized by the trust and credibility of consumers for green products (Mohr, Eroglu, & Ellen, 1998; Ottman, Stafford, & Hartman, 2006; Peattie, 2001). This view is supported by Juwaheer, Pudaruth and noyaux (2012) which states that green marketing has been an important subject of academic research in at least three decades (Peattie, 1995; Polonsky & MintuWimsatt, 1995; Schlegelmilch, Bohlen, & Diamantopoulos, 1996; Fuller, 1999; Kalafatis, Pollard, East, & Tsogas, 1999; Hartmann, Ibanez, & Sainz, 2005).

This article is divided into five sections. Besides this introduction, has the methodology used to conduct a systematic review of literature with the results and discussions of the literature review, the limitations of the research and suggestions for further studies and, finally, with the final considerations.

2 METHODOLOGY

Literature review on management research is a key tool to address the diversity of knowledge in a specific academic area (Tranfield, Denyer, & Smart, 2003). These authors, as well as Denyer and Neely (2004) and Ridley (2008) corroborate that a non-biased literature review must be systematic and must be based in a structured and clear process so that it can be replicated and verified later by others.

This study involved a systematic search of the literature that was performed with the use of the Proquest database, from March 23, 2015 and followed the following steps:

- Step 1 - The first search was settled as it follows: were surveyed in the subject field, the terms consumer behavior, consumerism and sustainability, so that they were allocated in the title, in the keywords or the abstracts of the articles. In the search tool of Proquest database were inserted the three terms that are linked to the topics of interest of the research, that is, it was decided to carry out a joint search of these terms, since there is a purpose of achieving studies that really brings an interconnection between these, thus presenting a consistent study to the area of interest;
- Step 2 - In addition, we sought to restrict even more the search elements, limiting to only complete articles and reviews of experts. As for the search source, it was decided to search only for academic journals, like articles and also written in English (the international scope). In this first search were obtained 726 results between the years 1992-2015, which are distributed in the following conjugations issued by the site, from the three listed terms:
 - Consumer behavior;
 - The consumer behavior and the consumism;
 - The consumer behavior e the sustainable development
 - The consumer behavior and the marketing;
 - The Consumer behavior and the sustainability;
 - The Consumer behavior and the consumers;
 - The Consumer behavior and the enviroment;
 - The consumer protection and the consumerism.
- Step 3 - From these first results, it was decided to perform a few more filters, so that could refine the most the search and bring even more accurate results. As a new filter element, it was decided to apply the filter by topic, which was selected to include only the three themes listed initially, that is, consumer behavior, consumerism and sustainability, stressing that were excluded from that other 97 subjects that could have a relationship with these topics, but they were not a specific focus. As a result of this second filter, it was found 167 results.
- Step 4 – Since still emerged in the results articles whose title and keywords were directed to other subjects than the marketing area, it was chosen to use again the filtering by subject, choosing those who had exclusively in the title, the key words or abstract the **subject consumer behavior**, making it clear that the search tool used these words linked to the other two already linked above (sustainability and consumerism). As a result of this filtering, it was obtained 119 articles.

- Step 5 - With the results obtained, it was decided to conduct a refinement in a personal way by reading the abstracts, seeking to obtain a more qualitative result, in order to select only the articles that fitted the parameters of the themes wanted in the area of marketing, since that, a priori, it was observed that in the results after the previous filtering, were obtained articles published in non-specific journals in the area but that contained in its title, abstract or keywords, words specified in the search.

As a final result, it was selected twenty-seven articles involving buying behavior focused on green products. So, it was incorporated organic products of ethic origins that are linked to social responsibility policies, among others that fit within the parameters of sustainability and attends the keywords and objectives of this study.

3 RESULTS AND DISCUSSIONS

This section presents the results and discussions on eight topics: publications per journal, publications per year, and most used keywords, distribution of studies by country, purpose of the studies, methods used, results and conclusions, ending with future lines of research.

3.1 PUBLICATIONS PER JOURNALS

Figure 1 shows the title of the journals selected for this study, as the required criteria described in the methodology section.

Title of the journal	Nº of publications
The Journal of Consumer Marketing	5
International Journal of Business and Social Science	2
Journal of Brand Management	2
Business And Economics--Marketing And Purchasing	1
Psychology & Marketing	1
Journal of Agricultural e Ética Ambiental	1
Journal of International Management Studies	1
European Journal of Marketing	1
Journal of Leadership, Accountability and Ethics	1
Journal of Islamic Marketing	1
Journal of Applied Business Research	1
International Journal of Business and Management	1
World Journal of Entrepreneurship, Management and Sustainable Development	1
Sociologicky Casopis	1
Journal of Family and Economic Issues	1
International Journal of Business and Social Science	1
International Business Research	1
Journal of Economics and Behavioral Studies	1
Contemporary Management Research	1
Economics & Sociology	1
Economics, Management and Financial Markets	1
Total	27

Figure 1 – Concentration of publications per journal

It is possible to see in the results of Figure 1, that one third of the articles selected are concentrated in three magazines, and only one of these it is exclusive in marketing area directed to the consumer. This fact is emphasized, since the essence of this study is directed to this marketing topic, as listed previously through the selected keywords to the search in the database mentioned. Another point to be highlighted, regards to the wide distribution of the other two-thirds of the selected articles. Table 1 shows that was found an article per journal, thus showing a variety of Journals that publishes the

issues concerned (green marketing and its links with the themes of consumerism, sustainability and consumer behavior).

Still referring to the two-thirds of the journals (18) which covers the other 18 selected articles, only around 20% are from the marketing area or include this area in their line of publication. These data reveals the existence of a wide variety of journals in the psychology, sociology, management, economics, agriculture and environmental area among others. It is clear that these journals are disseminating research and studies focused on green marketing and its ramifications with consumerism, consumer behavior and sustainability, involving other themes such as ethics and social responsibility, as seen in the articles discussed in this study.

3.2 PUBLICATIONS PER YEAR

It was decided to check the distribution of articles selected by the period of publications. In this way, seeking a better visualization of the results, it is presented the Figure 2 with this distribution.

Year	N° of publications
2001	1
2003	1
2004	1
2006	1
2008	1
2010	4
2011	6
2012	8
2013	3
2014	1
Total	27

Figure 2 – Concentration of publications per year

As shown in the results in Figure 2, its possible to see an evolution of publications on green marketing from the year 2010 and the following years (2011 and 2012), but in 2013 begins to decrease the publications on this theme. It should be emphasized that these results are exclusive to this study, therefore, is limited to it and cannot be extrapolated to a broader reality that includes a bigger database or that involves several publications databases.

3.3 MOST USED KEY WORDS

Figure 3 shows the most used key words in the articles selected for this study, which were: consumer behavior, studies, green marketing, ecologic products, enviromental protection, sustainable development, social responsibility, among others.

Key words	N° of publications	Key words	Number of publications
Consumer behavior	27	Purchasing	2
Studies	24	Consumerism	1
Green Marketing	11	Recycled Products	1
Ecological products	5	Willingness to pay	1
Enviromental protection	5	Discriminant analysis	1
Sustainable development	4	Regression Analysis	1
Social responsibility	4	Impact analysis	1
Sustainability	3	Value analysis	1
Natural and organic products	3	Fair trade	1
Brands	3	Social identity	1
Statistical analysis	3	Natural Products	1
Market research	2	Biological Agriculture	1

Food products	2	Natural Resources	1
Ethics	2	Prestige	1
Ethic Consumerism	2	Credibility	1
Morality	2	Enviromental management	1
Consumer`s attitudes	2		

Figure 3 – Most used keywords

Based on these informations, two analyses can be performed: a methodological one, which brings a view of the choice of search criteria in the database and its interference in the results obtained in this type of study and another about the direction of studies focused in sustainability, consumerism and consumer behavior, which were the basis for this study.

As for the methodological aspects, the two elements that most denoted attention was that all the articles contemplated, among their keywords, the consumer behavior term, which is one of the eligible for the systematic search, which corroborates with one of the eligibility criteria of the search method. Surprisingly, the second word obtained was studies, showing that, if in this study were only used the keywords instead of extending to the title and summary, it would be a loss or even a shift in the search process.

As for the direction of studies, it is possible to show that most of the words used imply that the studies have been conducted focusing on green marketing and its links with other topics such as consumer behavior, social responsibility, sustainability, ethics and morality, among others.

3.4 DISTRIBUTION OF STUDIES PER COUNTRIES

The intention to elaborate the Figure 4, was to provide informations about the locations in which the studies were developed, and in this way demonstrate through this small sample, the countries that are focusing in these studies that involves the area of marketing directly or indirectly, in the issue of green marketing.

Location	Countries
Europe	Denmark, Switzerland, United Kingdom, Germany, Portugal, Netherlands, Czech republic,
Americas	Canada, USA, Mexico, Brazil, Peru
Middle east	Bahrain, Iran, Turkey
Ásia, Pacific and oceania	Malaysia, New Zealand, South korea, Jakarta Indonesia, Australia,
Africa	Mauritius island

Figure 4 – Location of the studies

Based in this table, it is possible to observe the locations where were most found empirical studies that involves the themes searched in the proquest database. Last but not least, it is possible to see that few studies were developed in the Middle East, and modestly in Africa.

3.5 PURPOSE OF THE STUDIES

One of the analysis that is considered important for this study refers to the verification of the direction of the objectives of the published researches. Under this perspective, it was elaborated the systematization of these purposes in Figure 5.

Purpose of the studies
Investigate the attitudes of the consumers when it comes to environment, health, and global food industry, and how this can impact in the intensity of consumption between the consumers of organic food, either in a mature market or in a new one, like the organic food.
Investigate the personal and contextual barriers of consumers in buying green products and reinforce the knowledge of promotion of green products.
Present an interpretative study of older consumers and their potential for the ethical consumption.
Investigate the presumed difference between a favorable attitude towards the sustainable behavior and behavioral intention to buy sustainable food products.
Investigate if the marketing techniques and branding can help to establish ecological brands and introduce sustainable behaviors of consumption in today's lifestyles in the actual scenario in which ecologic products are more available.
Investigate if consumers consider the price as a differential of products with reused materials or recycled and if they are willing to pay a little more for them.
Investigate if the behavioral intentions of consumers of green products are higher than non-green products and discuss the intention factors of buying green products against non-green, from the perspective of moral decisions.
Develop and apply a model to the consumer's understanding of ecological label.
Determine the influence of the responsible and social behavior (CSR) about the buying behavior of the consumers.
Investigate the consumer's reasons to buy sustainable products, such as fairtrade products and organic meat.
Using the theory of planned behavior (TPB), to analyze the effects of the consumption values and previous experiences about the consumer's buying intentions of organic and personal hygiene products.
Study the profile of consumers of green products through the use of the model of ecologically conscious consumer behavior (ECCB).
Investigate why consumers get involved or not in ecologically consumption behavior.
Examine the effect of social identity with certain groups of conscious consumers in knowing the brand, brand's attitude and buying behavior.
Develop a conceptual model of conscious buying behavior to examine the effects of integration of the environmental knowledge, threaten, and perceived consumer effectiveness (PCE) over the attitudes and behaviors.
Analyze the impact of green marketing strategies over the buying behaviors of consumers.
Analyze the factors that affect the intention of consumers to buy organic food, using the theory of planned behavior. Later on, apply a larger TPB model that introduces descriptive norms as an additional factor of behavioral intention.
Develop a measure that contains multiple dimensions of behavior of green consumption.
Determine the influence of organic knowledge, quality, price conscious, subjective norms and the familiarity in attitude and organic buying behavior.
Analyze the factors that influences the desire of buying environmental friendly products (EFP) using the structured equation modeling, to examine the hierarchy of effects models = AIDA(attention, interest, desire and action)
Explore the relation between the demographical differences, the individual factors and the buying behaviors of green products in Malaysia.
Investigate how consumers are informed and aware of ethical and conscious questions; which are the influences and barriers of the sustainable consumption; in which way consumers want to boycott a company based in ethical issues; and how these issues are different in a country in development and a developed one.
Contribute to a better understanding of the motivations and inhibitors of the green consumer behavior in the context of emergent economies.
Show an empirical view about the buying motivations of consumers that buy green products.
Investigate the failure of green products in the market, in a way to provide recommendations to the interested parties to solve that situation.
Propose and test a model of attitudinal constructions over the green purchase behavior frequency (GPB).
Present a deeper understanding of the effect of green business, the social nature built from the green consumption, the adoption and the normalization of new green products and the construction of green identities of the consumers.

Figure 5 – Purpose of the studies

When analyzing the Figure 5, it is noticeable the directions that the researches found in this study are having. Thus, it is shown by the results, that the great line of research is in the relationship between the intrinsic factors (behavioral human) and extrinsic (the general environment surrounding the market, companies, institutions, etc.) and they end up having a strong influence on the decisions, behavior and purchasing attitudes of green products (considered in this study those products that involve environmental, ethical, sustainable, ecological, social or others who follow this line of sustainability).

Unfolding this argument, it was found about the intrinsic aspects, some major factors listed related to consumer behavior in green purchases, such as attitudes, personal values involving moral, ethics, social responsibility, environmental responsibility, personal barriers, age and knowledge. Its also evident extrinsic aspects such o marketing policies, social responsibility and sustainability.

Finally, when it comes to the analysis of the table, it is noticed that there is a tendency in the researches to test the existing theoretical models as the Theory of Planned Behavior (TPB), the AIDA model (attention, intention, desire, action) as well as the creation of new conceptual models related to consumer buying behavior, such as the Model Ecologically Conscious consumer Behaviour (ECCB) and the Model of Attitudinal construction effects.

3.6 METHODS USED IN THE STUDIES

One factor that becomes important in this study refers to the methods that are being used in the researches. Thus, it it presented in the Figure 6, the research techniques most used in the studies listed.

Type of study and methods	Nº of articles
Empirical - Questionnaire, online forms, interviews, observation	25
Theoric – literature reviews	2

Figure 6 – Methods used in the studies

As it was shown in Figure 6, it can be noticed that, being empirical, in most of the studies were used different data collection techniques.

In reading the articles, it was realized that the most used technique was the questionnaire, followed by online forms, interviews and, finally, the observational method.

It was also observed that were selected two bibliographic studies, which was decided not to exclude from this study, since it´s about research that proposes a deepening on the issue.

3.7 RESULTS AND CONCLUSIONS OF THE SELECTED STUDIES

Figure 7 presents the main results and conclusion derived from the selected articles. This way, the compilation of the main results found in the articles, allow to present few analysis and contributions about the theme being discussed.

Main results	Authors
<ul style="list-style-type: none"> ▪ To understand why people buy organic food , requires an understanding about macro environmental elements, such as health care and public education programs, as well as features that affect the market development level; ▪ Consumers from different countries may have different attitudes, which are related to the consumption of organic food; ▪ Green consumers are a clear target to the industry of organic food; ▪ Green consumers are interested in knowing the environmental properties of the food, as well as production and marketing methods. 	Squires, Juric, & Cornwell (2001)
<ul style="list-style-type: none"> ▪ The Purchases of green foods are facilitated by positive consumer attitudes towards environmental protection, fair trade, local products, and the availability of knowledge related to the action; ▪ Green behavior is negatively associated with perceived barriers of time and frequency of shopping in supermarkets; ▪ Green purchases are not significantly related to moral thinking, monetary barriers or the socioeconomic characteristics of consumers. 	Tanner & Sybille (2003)

<ul style="list-style-type: none"> ▪ The elderly share a sense of moral responsibility in their buying behavior and as a community are willing to engage in affirmative purchases or boycott; ▪ Although it is not perceived barriers in their participation in activities of ethical purchases, they are a potentially significant force in consumer resistance movement; ▪ As a group, older consumers should be considered as an important target market for ethical marketers who wish to benefit from their collective sense of social obligation. 	Carrigan, Szmigin, & Wright (2004)
<ul style="list-style-type: none"> ▪ The consumption of more sustainable and ethical food can be stimulated through sustainable involvement, Perceived Effectiveness Consumer (PCE), conviction, social norms and perceived availability; 	Vermeir & Verbeke (2006)
<ul style="list-style-type: none"> ▪ Consumers can not easily identify the most eco friendly products; ▪ Although they support that green products should be manufactured by more companies, they do not see the marketing chain of products relevant or interesting; ▪ The market for greener products could be more explored within consumer groups that have pro-environmental values; ▪ Consumers are not sufficiently exposed to the marketing communication of green products. 	Pickett-Baker, Ritsuko (2008)
<ul style="list-style-type: none"> ▪ The perception of functional risk is an important determinant of price that consumers are willing to pay for products that have recycled or reused components; ▪ The perceived functional risk seems to have an impact on consumer purchasing decisions; ▪ Consumers will change from a recycled product to a new product within a range of lower prices for products with high functional risk. 	Essoussi & Linton (2010)
<ul style="list-style-type: none"> ▪ The intention to purchase green products is higher than for non green. ▪ In any green or not green product, moral judgment and moral intensity measures are the variables that most act as moderators and mediators between values and intention to purchase the product. 	Chih & Chen, (2010)
<ul style="list-style-type: none"> ▪ Consumer's decisions to adopt a new eco-label depends on the motivation and ability factors; ▪ To Pay attention and understand the new label depends on both consumer motivation as the relevant product knowledge. 	Thøgersen, Haugaard, & Olesen (2010)
<ul style="list-style-type: none"> ▪ There is a positive relationship between Corporate Social Responsibility (CSR) and consumer behavior. 	Marquina (2010)
<ul style="list-style-type: none"> ▪ Environmental awareness and appearance consciousness positively influences the attitude towards buying organic products. 	Kim & Chung (2011)
<ul style="list-style-type: none"> ▪ Demographic variables are important to differentiate segments of green consumers; ▪ Psychographic variables proved to be more accurate and meaningful to target and explain the characteristics of different segments and to explain the different levels of environmentally conscious consumption. 	Awad (2011)
<ul style="list-style-type: none"> ▪ The green consumer intentions affect the actual behavior of green consumption; ▪ Consumers want green products and are willing to pay a little more for them; ▪ Eco-labels are recognized as a way to increase sales and demonstrate the responsibility of a company; ▪ The green consumer market is targetable by demographic variables, as well as any other market ▪ Green Consumers are likely to enjoy higher income levels and education than the average consumer. 	Coleman, Bahnan, Kelkar, & Curry (2011)
<ul style="list-style-type: none"> ▪ People who are aware of their social identity related to the environmentally friendly consumer groups also seems to feel more connected to consumers who buy organic food; ▪ The brand awareness and attitudes towards organic brands have an effect on buying behavior of organic food; ▪ The influence of the brand's awareness on buying behavior appears to be mediated by the brand attitude. 	Bartels & Hoogendam (2011)
<ul style="list-style-type: none"> ▪ The nature and motivations of green purchasing behavior are different compared to the behavior of overall purchases; ▪ Companies have to decide on the feasibility of entering or expanding operations in green markets, they require guidance on how to place their green products to the appropriate target market in order to create better value for customers, while preserving the environment; ▪ To motivate the change in consumer behaviors of conventional products for green products, advertising messages must be convincing enough to arouse the purchase and green commitment. 	Tan (2011)
<ul style="list-style-type: none"> ▪ The purchase of socially responsible products (SR) is perceived as an imperfect moral duty; ▪ The attitude towards SR products is related to the reputation of charitable funds; ▪ Consumers who have witnessed the social problems that the SR products support, end up buying more that kind of product. 	Gielissen (2011)
<ul style="list-style-type: none"> ▪ There is a positive correlation between effective green marketing strategies and buying standards of customers for green products. 	Juwaheer, Sharmila, &

	Noyaux (2012)
<ul style="list-style-type: none"> Attitudes and standards are the strongest predators of purchase intention of organic foods, while the perceived behavioral control has only a weak effect. 	Urban, Zverinová, & Scasný (2012)
<ul style="list-style-type: none"> The effectiveness perceived by the consumer, by reference people and the market situation are significant determinants of green consumption behavior. 	Kim et al. (2012)
<ul style="list-style-type: none"> The Knowledge of organic products, quality, price consciousness and familiarity have an effect on organic purchase behavior, while subjective norms, do not prove to be influential in the buying attitude of this type of product. 	Saleki (2012)
<ul style="list-style-type: none"> The external and personal factors play a role in affecting the consumer's willingness to marketing communications and developing attention, interest and desire to purchase environmentally friendly products (EFP); Marketers should allow that innovation in EFP must be introduced in the market with a good marketing communication strategy and product positioning as a green alternative to conventional products in the same product category and brand. 	Hasan, Hartoyo, Sumarwan, & Suharjo (2012)
<ul style="list-style-type: none"> The income, knowledge about the environment and green products, green attitudes and green values have significant impact related to buying behavior of green products. 	Shahnaei (2012)
<ul style="list-style-type: none"> Consumers believe that the green purchase is part of ethical behavior; Although consumers believe that they should consider the ethical and green issues in their purchasing decisions they hardly reflect their knowledge about sustainable consumption behavior; The Internet continues to be an important source of information on green products; Consumers need serious, accessible and reliable information for its sustainable purchasing decisions; Consumers are much more likely to buy products in which they are familiar; To become a significant influence on the sustainable consumer behavior, companies need to increase knowledge of labels, develop more effective distribution areas and provide more options for green products. This way, the consumption of sustainable barriers such as lack of knowledge, time and choice may be reduced. 	Basgöze & Tektas (2012)
<ul style="list-style-type: none"> Green behaviors appears to be rooted in the traditional heritage of saving and frugality rather than based on strong environmental values; The factors that drive consumers to have positive attitudes and intentions for the effective adoption of green behaviors are a combination of perceived personal benefits, decreased perception of risk and uncertainty, a sense of control over costs and a breakdown and rebuilding of values and cultural practices. 	Carrete, Castano, Felix, Centeno, & Gonzalez (2012)
<ul style="list-style-type: none"> The environmental knowledge, environmental concerns, the willingness to pay a premium price, the prestige of the product and subjective norms are related on consumer green attitudes and purchasing behavior of green products; Prestigious green brands not necessarily encourage consumers to exercise the purchase action. 	Yeoh & Paladino (2012)
<ul style="list-style-type: none"> There is a lack of understanding about green products and environmental sustainability, ignorance and insufficient value delivered to the customer of green products; Today's consumers want to see the functionality as the highest priority in the purchasing decisions, so it is important for green producers to guarantee that produced green products provide functions that are of a comparable standard, if not better, than non-green products. 	Lim, Ting, Ng, Chin, & Boo (2013)
<ul style="list-style-type: none"> The frequency of green purchase behavior depends on the subjective knowledge of environmental issues, which is a direct consequence of the beliefs of consumers in the effectiveness of green behavior, and an indirect consequence of consumer confidence about the claims made by green advocates. 	Marques & Almeida (2013)
<ul style="list-style-type: none"> The "green" attribute as a performance criteria, the green products as moral artifacts, and the benefits of green products are seen as alternatives to green consumption, which supports previous research; Green beliefs and attempts to specific green practices, the lack of uniformity in green marketing regulations, types of green consumption and marketing of green products are insights for studies. 	Zaharia I. & Zaharia C., (2014)

Figure 7 – Main results of the studies

When analyzing the responses of Figure 7, it is clear that they converge to the analysis carried out previously in the section of the study's purposes (Figure 5), in which one of the aspects surveyed in the studies is related to the intrinsic aspects of buying behavior of sustainable products consumers (ecological, ethical, socially responsible etc.). In this sense, it is seeking to present a brief summary that leads to some directions found through the results obtained and are wished by the authors of the articles in relation to this aspect.

Under this intrinsic bias, there is some elements of Behavioral aspects related to reasons and attitudes (Urban, Zvěřinová, & Ščasný, 2012) that influences green purchases as environmental consciousness, of appearance (Tanner & Kast, 2003; Kim and Chung 2011; Yeoh & Paladino, 2012) of social responsibility (Gielissen, 2011), the relevant product knowledge (Thøgersen, Haugaard, & Olesen, 2010), of the brand (Bartels & Hoogendam, 2011) and the environment (Shahnaei, 2012), as well as having motivation (Tanner & Kast, 2003; Tan, 2011; Saleki, 2012), moral values (Chih & Chen, 2010) (Zaharia I., & C. Zaharia, 2014) and ethics (Carrigan, Szmigin, & Wright, 2004; Basgöze & Tektaş, 2012; Marques & Almeida, 2013).

It was also highlighted other aspects that do not cease to be intrinsic, since it derives from people as a combination of personal perceived benefits, decreased perception of risk and uncertainty, a sense of control over costs and a breakdown and reconstruction of cultural values and practices (Carrete, Castano, Felix Centeno, & Gonzalez, 2012). These aspects attends the listed beliefs by (Marques & Almeida, 2013), which do not cease to be part of the reported psychographic variables so far being intrinsic and that according to Awad (2011), are more accurate and meaningful than the demographic to target and explain the consumer behavior characteristics.

On the other hand, as previously reported, other external factors also end up influencing green purchase behavior. As inferred by Hasan, Hartoyo, Sumarwan, & Suharjo (2012), external and personal factors can affect consumer availability in developing the attention, interest and desire to purchase environmentally friendly products.

It was also observed external factors such as policies, management and marketing strategies (Juwaheer, Pudaruth, & noyaux, 2012; Pickett-Baker & Ozaki, 2008), legal standards (Urban et al, 2012; Yeoh & Paladino, 2012), corporate social responsibility (Marquina, 2010) and the information provided about the product (Basgöze & Tektaş, 2012), as well as references from other customers about quality, price (Saleki, 2012) and income (Shahnaei, 2012).

It is also highlighted that were identified external factors on a more macro level that is also influencing consumer behavior in green purchasing.

Squires, Juric, & Cornwell (2001) report that, to understand why people buy organic food needs an understanding in macro-environmental factors, such as health care and public education programs, cultural differences as well as characteristics that affect the level of market development, functional risk (Essoussi & Linton, 2010; Lim Ting Ng, Chin, & Boo, 2013), monetary barriers, socioeconomic characteristics (Tanner & Kast, 2003), and the market situation (Kim et al., 2012).

3.8 FUTURE LINES OF RESEARCH

As a last item analyzed in this study, are the main lines of future research suggested by the authors. Under this perspective, it was prepared the Figure 8, which contains a brief summary of these future proposals.

Briefly, it can be observed that the directions under the theme involving green marketing includes an extension of the theoretical framework about green consumption, involving factors related to the origin of consumer behavior and the consequences of this consumption in the economy, the environment and society.

It was also observed a suggested bias for studies that seeks to relate consumer behavior to ethical shopping, fair trade and the influence of simplified and volunteer is community, which seems to be a tendency to exist, more and more, this kind of community in green and sustainable consumption.

Finally, related to future research, It's noticeable a greater diversification to geographical locations for empirical studies where the authors encourage comparative studies in developed and developing

countries, as was seen in one of the listed studies here, as well as an expansion to the countryside, more precisely the behavior of green consumers in these regions.

Main future line of researches
<ul style="list-style-type: none"> ▪ Developing a more comprehensive theoretical framework that involves different levels of the organic food industry in different markets; ▪ Studies that involves the organic food industry and health or environmental relationships of the population to assist in the further evaluation of the deficit value arguments and market development; ▪ Developing a more comprehensive theoretical framework of the determinants of consumption of organic food; ▪ Researches that involves other reasons to buy organic food, such as animal welfare, seems to be justified and relevant to future research; ▪ Researches that promotes the understanding of green behavior and its consequences on the environment, economy and society. ▪ Researches that examine the lack of consistency between fair trade and ethical brands as well as consumer distrust level and confusion about ethical messages of advertisements and labels; ▪ Researches that involves the values and attitudes of voluntary simplified communities and its influence on consumers in general; ▪ Studies on consumer attitudes to the practices of volunteer's community would help to understand where there could be connections and intersections in the identity, production and alternative use. ▪ Future research may explicitly address the green consumer behavior in rural areas of many countries; ▪ Researches related to enviromental attitudes in general and purchasing attitudes of green products.

Figure 8 – Future lines suggested by the studies

4 FINAL CONSIDERATIONS

The survey of the literature conducted in this study aimed to bring an enrichment about the international researches that have some relation to marketing, especially the involvement of three themes seen as contemporary in many areas of study, which were consumerism, sustainability and consumer behavior.

One important point that deserves to be highlighted was the direction of the responses obtained after all the filtering procedure that resulted in 27 articles with convergence themes facing consumer behavior studies and relations with the green consumption, detailed in this study, as all sustainable products, as explained above.

As can be observed in the analysis of the results, with respect to the studies analyzed, there is a convergence for research that relates consumer behavior to the area of sustainability, bringing up issues that involves ethical consumerism, social responsibility, fair trade, the environment, ecological issues, green labels and brands, organic products, among others that culminate in research of green marketing.

These responses meets the trends of collective interests, originated from the research and educational institutions, governments, society and the corporate environment, argument that is supported by Mobley, Painter, Untch, & Unnava (1995) and Tsen, Phang, Hasan & Buncha (2006), implying that sensitivity to environmental issues changes consumer behavior in order to support the growth and diffusion of green marketing and eco-conscious consumer behavior.

Another point worth to be highlighted refers to the removal of many studies found in the intermediate phase of the systematic review and therefore in the scope of the analysis for this study. This was due to the the fact that they were directed to other areas of knowledge such as political studies related to ethical consumption and consumer behavior, sustainability policies and sustainable consumer policies and consumer behavior, consumer behavior in the environmental and / or ecological area, consumption by social responsibility and ethics under the view of the social sciences, and consumer behavior with behavioral aspects in HR and psychology.

These latest results have been outstanding for a long time in the studies of Vandermerwe and Oliff (1990), Salzman (1991), Ottman (1992), Peattie and Ratnayaka (1992) and Chan (2000), which inferred that the marketing and green consumer purchasing behavior, were more researched as separate concepts in marketing area. Apparently, in the methodological process of selection of articles

for this study, this argument remains.

5 LIMITATIONS OF THE RESEARCH AND SUGGESTIONS FOR FUTURE STUDIES.

The main limitation of this study was to have used only the ProQuest database, which ends up to reduce and limit the results from the filters used. However, this limitation is justified because it is an initial study and used to incite further research involving the marketing area, in particular, the issues of consumerism, sustainability and consumer behavior.

For future studies it is suggested the inclusion of other databases such as Scopus, Web of Science, Science Direct, among others, that will bring a major expansion of the results and describe a global reality involving the issues in question.

It is also emphasized that another limiting factor of this study was the correlation of the three initial themes "consumerism, sustainability and consumer behavior" in the joint search in the database, which eventually reduced the likelihood of obtaining articles in marketing area. In this sense, perhaps, in future researches, it is possible to contemplate separate searches of these topics in the marketing area. This, at first, could represent a huge range of responses, however, with filtering elements in the search tools that could help in the direction of the mentioned area.

It is important to note that, despite the limitations listed in this study, the contribution that it tries to show and produces for the scientific community, is exactly in pointing out a global direction to where the marketing studies are being directed, that involves sustainable consumption and its ramifications with consumer behavior. Therefore, it is justified the choice to perform searches of articles only written in English, as these are published in internationally recognized journals and therefore any country can access it.

Finally, it is emphasized that this study is only an initial teasing in research in the marketing area that involves systematic reviews on topics that are popular such as sustainability in its broadest sense, thus inciting a further development in this area and in the respective topics listed.

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