

Green offering-related consumption values: A review and research agenda

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Abstract:

This study takes a structured review approach to synthesize the literature on green offering-related consumption values (CVs). Seven unique CVs were identified from the extant models of green offering-related CVs: conditional, ecological, economic, emotional, epistemic, functional and social value. Further, CVs of green offerings arouse the consumers in both emerging and advanced countries to engage in environmentally sustainable consumption. This study contributes to the literature on CVs in relation to green consumption. The findings of this study benefit green retailers and marketers in developing effective marketing strategies.

Keywords: Consumption values, green consumption, review

Introduction

Environmentally sustainable consumption is an increasingly important theme in today's society (Koller et al., 2011), as consumers are encouraged to adopt more environmentally sustainable lifestyles and consumption patterns that do not damage the environment (Biswas, 2017). However, consumers do not always show a consistent preference for buying green offerings and paying premium for such offerings, due to the conflict between collective social gains (environmental protection) and self-interests (perceived high price and inferior performance of green offerings) (Leonidou & Leonidou, 2011). It may be possible to extend green purchasing by enhancing consumption values (CVs) (e.g. Jamrozky & Lawonk, 2017). The theory of CVs is complex and has been informed by numerous disciplines such as neoclassical economics, social sciences, psychology, consumer psychology and marketing sciences (Sheth et al., 1991). The concept of CVs refers to “*the consumers' assessment of the benefits they receive from using a particular offering*” (Sheth et al., 1991, p.160). To capture the complex nature of consumer preferences CVs have been conceptualised in terms of seven dimensions: (1) *conditional value (CV)* – circumstances or set of conditions (i.e. discounts, rewards); (2) *ecological value (EgV)* – less destructive to the natural environment; (3) *economic value (EcV)* – value for money of the offering; (4) *emotional value (EmV)* - feelings or affective states that the offering generates; (5) *epistemic value (EpV)* - the utility derived from the offering's ability to enhance aspiration for knowledge, (6) *functional value (FV)* - the utility derived from the perceived quality and expected performance of the offering and (7) *social value (SV)*- the utility derived from the offering's ability to enhance social self-concept (Koller et al., 2011; Sheth et al., 1991; Sweeney & Soutar, 2001). By providing appropriate CVs, green marketers can encourage consumers to purchase their products and brands and to spread a positive word of mouth (Koller et al., 2011). The Marketing Science Institute (2018) has incorporated the concept of CVs in its list of research priorities for 2018-2020. Despite the need to a better understanding of the role of CVs in sustainable consumption, there is currently no review paper that collates the findings in relation to the effect of CVs on green consumption. Therefore, the purpose of this study is to report on the current empirical literature on CVs in green consumption context.

Methods

A structured literature review approach (Massaro et al. 2016) was adopted, in which articles were identified based on three key criteria: Quality (articles published in peer-reviewed journals, graded Q1, Q2 and Q3 in Scimago journal quality list); time period (2011 -2019); and variables under study (effects of CVs on green consumption). The online databases EBSCOhost, ProQuest, Scopus, Science Direct and Web of Science were searched using the key words ‘consumption values/customer value/perceived value’, ‘green products/eco-friendly products’ and ‘green consumption/environmentally sustainable consumption’.

Results and Discussions

The structured literature search yielded 11 empirical studies, which are summarised in Table 1. The studies identified were undertaken across high income (HI), middle income (MI) and low income (LI) countries based on the World Bank (2019) classifications and in a range of green products. Only two models (Biswas & Roy, 2015b; Koller et al. 2011) incorporated both antecedents (i.e. environmental attitude and consumer innovation) and consequences (i.e. loyalty intention, purchase intention and willingness to pay premium) of green offering-related CVs into a single framework. Three main gaps in this literature can be discerned: Firstly, the set of seven CVs in green consumption have not been comprehensively incorporated into a model. Most of empirical investigations are limited to functional, social and emotional value of green offerings, ignoring the role of ecological CVs in environmentally conscious shopping behaviour. Secondly, while existing literature has investigated various green offerings, there is a lack of empirical research into energy-efficient appliances (EEAs). This green product

category is growing in prominence among households globally (Baldini et al., 2018; Nguyen et al., 2017; Trotta, 2018), due to increasing electricity prices and pressure to reduce greenhouse gas emissions globally. Thirdly, empirical research into green consumption in emerging countries of South Asian region, such as Bangladesh, Pakistan and Sri Lanka is lagging. This review consolidates our understanding of green-offering related CVs. It also provides directions for future research to study these CVs in a more comprehensive framework. Such research is warranted given the need to accelerate green consumption globally.

Table 1. Empirically studied consumption values based-models in green consumption

Ref	Context	Dimension of CV	Antecedent	Consequence	Limitation	Product
Koller et al. (2011)	HI (Austria)	EcV, EmV, FV, SV	EgV	Loyalty intention	Limited antecedents & consequences	Hybrid car
Lin & Huang (2012)	HI (Taiwan)	CV, EmV, EpV, FV, SV	NA	Green purchasing behaviour	No antecedents constructed	Generic green products
Hur et al. (2013)	HI (USA)	EmV, FV, SV	NA	Green product satisfaction & loyalty	No antecedents constructed	Hybrid car
Hur et al. (2015)	HI (USA)	EV, FV, SV	NA	Green product satisfaction & loyalty	No antecedents constructed	Hybrid car
Lee et al. (2015)	HI (New Zealand)	EmV, EpV, FV, SV	N/A	Place identity, envir. attitude, Sustain. Consumption beh.	No antecedents constructed	Green residence
Biswas & Roy (2015a)	MI (India)	CV, EgV, EpV, FV, SV	NA	Green purchasing behaviour	No antecedents constructed	Generic green products
Biswas & Roy (2015b)	MI (India)	CV, EcV, EpV, SV	Envir. attitude, consumer innovation & situational factors	Green purchase intention & willingness to pay premium	EmV and FV excluded	Generic green products
Gonçalves et al. (2016)	HI (Portugal)	CV, EmV, EpV, FV, SV	N/A	Green purchasing behaviour	No antecedents constructed	Generic green products
Awuni & Du (2016)	MI (China)	CV, EmV, EpV, FV, SV	NA	Green purchasing intention	No antecedents constructed	Generic green products
Biswas (2017)	MI (India)	EgV, EmV, FV	NA	Green purchasing behaviour	No antecedents constructed	Green electronic products
Jamrozy & Lawonk (2017)	HI (USA)	CV, EmV, EpV, FV, SV	NA	Green purchasing intention	No antecedents constructed	Eco-tourism

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