

Special Issue

Green Consumer Behaviour in the Services Industry

Message from the Guest Editors

Being green and behaving as an environmentally friendly consumer is nowadays perceived more as a necessity than a lifestyle (Culiberg and Elgaaied-Gambier, 2016), as people have become increasingly aware of climate change risks (Smith et al., 2021). Notwithstanding, the relationship between consumers' environmental concern and purchase intention is not straightforward (Moraes et al., 2012; Hojnik et al., 2019). Indeed, research on sustainable consumption has coined the term "green gap phenomenon" to refer to the discrepancy between what consumers say about their concern about the environment, on the one hand, and their pro-environmental behavior, on the other hand (ElHaffar et al., 2021). In spite of recent literature on the drivers of consumer pro-environmental behavior (Li et al., 2019), further research should be conducted to ascertain how to engage consumers actively in "greening" their behavior in the services industry.

Guest Editors

Prof. Dr. Maria-Eugenia Ruiz-Molina

Marketing Department, Universitat de València, 46022 Valencia, Spain

Prof. Dr. Irene Gil-Saura

Marketing Department, Universitat de València, 46022 Valencia, Spain

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Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
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Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,
Columbus, OH 43210, USA

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