



Green Consumer Behaviour in the Services Industry

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Message from the Guest Editors

Dear Colleagues,

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.





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