



Semi-Bibliometric Review On Key Drivers Of Green Products Purchase Intention

¹Sneha Nath, ²Prof. H. Ramananda Singh, ³Dr. Joyeeta Deb

¹Ph.D. Research Scholar, ²Professor, ³Associate Professor

¹Department of Business Administration

¹Assam University, Silchar, India

Abstract: As sustainability concerns have grown, understanding the antecedents driving consumers to purchase green products has become increasingly important. This paper reviews the factors influencing green purchase intention, focusing on individual, societal, and contextual factors. Findings reveal that environmental attitude, concern, knowledge, perceived consumer effectiveness, and personal norms positively impact green purchase intention. Socially, subjective norms and social influence are crucial. Contextually, accessibility, availability, price, and quality of green products also shape consumer intentions. The findings highlight the need for holistic strategies targeting individual, societal, and market-level factors to promote environmentally sustainable consumer behaviour. This review contributes to the development of effective interventions to promote environmentally sustainable consumer behaviour.

Index Terms – Green Purchase Intention, Sustainability, Environment, Green Products, Determinants.

I. INTRODUCTION

The rising global recognition of environmental deterioration, climate change, and the pressing obligation for sustainable development has stimulated a growing urge for eco-friendly products and services (Majeed et al., 2022) among consumers. The increase in this tendency can be attributed to a heightened awareness of environmental issues among the general population, as well as the recognition that personal purchasing decisions can directly affect the well-being of the planet (Taufique & Vaithianathan, 2018; Wijekoon & Sabri, 2021). Consequently, comprehending the antecedents that influence customers' intents to buy green or eco-friendly items has gained noteworthy attention and significance among researchers, marketers, and regulators (Panda et al., 2020; Joshi & Rahman, 2016). Green purchase intention, a fundamental concept in this sphere, refers to the degree to which a consumer intends or is willing to buy commodities and services that are eco-friendly in nature (Sharma & Foropon, 2019; Veleva & Ellenbecker, 2001). Green purchase intention is a vital aspect of sustainable consumption behaviour, as it signifies the cognitive and motivational processes that exist before the actual purchase of eco-friendly products and services (Dangi et al., 2020; Moisander, 2007). By comprehending the antecedents influencing the intention to make environmentally friendly purchases, researchers and professionals can create more efficient tactics to encourage consumers (Barr & Gilg, 2006) to engage in environmentally responsible behaviour (Khandelwal, 2015) and consequently reduce the adverse environmental consequences of human actions (S. K. Yadav et al., 2017). The rising global focus on sustainability, along with the growing desire for eco-friendly or green products among consumers highlight the crucial significance of comprehending the elements that influence the green products' purchase intention (Lavuri, 2022) (Wijekoon & Sabri, 2021). This review article aims to contribute to the current endeavours in promoting a better sustainable future by offering a comprehensive and current examination of the crucial facet that influence consumers' willingness to engage in sustainable consumption behaviours.

This review paper, thus, seeks to consolidate the current body of information on the factors that influence individuals' intention to make environmentally responsible purchases. By utilizing multiple theoretical frameworks such as the theory of planned behaviour, the value-belief-norm theory, and the model of pro-environmental behaviour, the paper analyzes and explores the significant individual, societal, and contextual aspects that impact consumers' intentions to purchase environmentally friendly products. Within the review, the theoretical and practical consequences of the current research has been emphasized, while also pinpointing prospects for future investigations to enhance the comprehension of this significant subject. This paper seeks to create a comprehensive framework for understanding the various antecedents influencing green purchase intention and to guide the creation of effective tactics for promoting environmentally responsible consumer behaviour.

The review has been organised in the following manner: Following first section discusses the theoretical frameworks through which the core antecedents are identified and which provides a base to the study. Second section presents the methodology adopted in the study for acquiring the outcome; third section highlights the major outcomes of the study. Fourth section discusses the major findings; and the following section concludes the study after providing implication and prospects for future research.

II. OBJECTIVES: (i) To identify the key drivers of green products purchase intention.
(ii) To cluster the drivers into different categories based on the attributes of the drivers.

III. THEORETICAL FRAMEWORKS

The current body of research on the elements that influence people's desire to make environmentally friendly purchases has been influenced by several theoretical frameworks. Each framework provides a distinct viewpoint on the facets that contribute to sustainable consumer behaviours.

Theory of Planned Behaviour (TPB)

The theory of planned behaviour (TPB), created by Ajzen, (1991), is a highly popular theoretical paradigm in the sphere of purchase intention. As per the TPB, an individual's decision to indulge in a certain behaviour, like buying environmentally friendly products, is driven by three main factors: (1) their personal opinion about the behaviour, (2) the impact of others' opinions, and (3) their apprehension of their control capacity to carry out the behaviour. The Theory of Planned Behaviour (TPB) has been extensively used to study green buying intention (Bong Ko & Jin, 2017; Yadav & Pathak, 2017; Saut & Saing, 2021). Additionally, innumerable research have depicted that this framework is effective in explaining and forecasting consumers' sustainable purchasing behaviours (Yadav & Pathak, 2017; Paul et al., 2016). Therefore, present study has employed this model as a base to apprehend the factors determining the green purchase intention.

Value-Belief-Norm (VBN) Theory

The value-belief-norm (VBN) theory, created by Stern, (2000), is another significant theoretical paradigm. The VBN hypothesis proposes that pro-environmental behaviours, such as buying green items, are impacted by a causal sequence of elements, including an individual's personal values, their ideas about environmental issues, and their personal norms towards environmental preservation. The theory has been extensively employed by researchers (Farzin et al., 2023; Tan et al., 2020; Wang et al., 2020) to comprehend the psychological and moral factors that influence the intention to make environmentally friendly purchases. Thus, relying upon the effective employment of the theory, the present study also embraced this model to acquire more dependable and reliable results.

Model of Pro-Environmental Behaviour (MPEB)

Researchers have also utilised the model of pro-environmental behaviour (MPEB) (Kollmuss & Agyeman, 2002) alongside the TPB and VBN framework. The MPEB proposes that pro-environmental behaviours, such as green purchasing, are impacted by an intricate interaction of internal elements (such as motivation, knowledge, values) and external factors (such as infrastructure, social and cultural norms, economic circumstances). This approach has been appreciated in examining the multifaceted aspects that influence individuals' inclination to make environmentally friendly purchases (Kang et al., 2012; Nittala, 2014). It has

therefore, been identified that the model could also play a crucial role to anticipate the factors determining purchase intention and thus, utilized in the present study.

Researchers have developed a more complete knowledge of the many factors that influence people's intention to acquire sustainable products by combining findings from different theoretical viewpoints. The utilisation of these models have additionally facilitated the identification of the pivotal individual, societal, and contextual elements that influence sustainable consumption behaviours, as elucidated in the preceding sections. After discussing the background and the theories utilised in the present study, the paper next delves with the detailed discussion of the methodological approach utilized in the study for acquiring the objectives.

IV. METHODOLOGICAL ADOPTION

The current literature survey is directed to present an exhaustive picture of the antecedents impacting the green purchase intention through investigation of the existing empirical studies. This review paper employed a comprehensive and semi-systematic approach to identify, analyze, and synthesize the existing literature on the antecedents of green purchase intention. The methodology comprises of the subsequent steps as discussed.

Literature Search and Screening

This pertains to the procedure of systematically searching for and evaluating relevant literature to locate and select the most appropriate sources for a particular study or research project. The literature survey was conducted through Scopus database. The primary search phrases employed were "green purchase intention", "pro-environmental purchase behaviour", "environmental attitude", "social influence", and "contextual factors". In order to be considered for inclusion in the review, research articles were required to satisfy the following norms: (1) The study must have been published in a scholarly publication that undergoes evaluation by experts in the specific realm between the years 2017 and 2023. (2) The study should specifically explore the factors that influence individuals' desire to make environmentally friendly purchases or engage in comparable pro-environmental buying behaviours. (3) The study must have been done within the sphere of consumer behaviour or marketing. Conference papers, book chapters, and dissertations were not included. The details of inclusion and exclusion norms has been detailed in table 1. The preliminary search produced 1,586 items that may be related. After subjecting titles and abstracts to a screening process that excluded duplicate entries, a comprehensive analysis of the entire texts of 102 articles was conducted. The predetermined criteria for inclusion and exclusion were used as an underlying basis to locate, choose, and assess the current studies that were directly pertinent to the objectives of the study (Tranfield et al., 2003). During the eligibility phase, the studies that were deemed possibly pertinent were meticulously incorporated and comprehensively scrutinized. This approach is characterised by a structured design that permits duplications (Staples & Niazi, 2007). The detailed process of data screening has been presented in Fig.1.

Table 1 – Inclusion and Exclusion Norms

Characteristics	Inclusion Norms	Exclusion Norms
Temporal Horizon	Papers published between January 2017 and December 2023	Papers published before January 2017 and after December 2023
Research Design and Type	Empirical	Theoretical, conceptual
Quality norm	Indexed, peer-reviewed academic journals	Books, Conference papers, dissertations and professional journals
Language	English	All other languages except English
Database	All articles from Scopus	All other articles except Scopus

Data Extraction and Analysis

The information extracted from each of the 102 articles includes the author(s), publication year, and journal; research objectives and theoretical framework; sample characteristics and data collection methods; key independent and dependent variables; and main findings and conclusions. The data thus gathered was subsequently examined utilizing a theme synthesis methodology (Thomas & Harden, 2008). The process

entailed identifying, categorizing, and synthesizing the primary attributes that have been identified to impact the intention to make environmentally friendly purchases. The analysis was performed employing the regularly utilised theoretical frameworks existing in the literature, including the theory of planned behaviour the value-belief-norm theory and the model of pro-environmental behaviour.

Evaluation of Quality

In order to guarantee the thoroughness and accuracy of the review, the standard of the included prior literature was evaluated using the Mixed Methods Appraisal Tool (MMAT) (Hong et al., 2018). This tool assesses the methodological rigour of studies conducted using various research designs, such as quantitative, qualitative, and mixed-methods approaches. Two reviewers independently evaluated each paper, and any divergences were resolved through discussion. Only studies that achieved a score of 50% or higher on the MMAT were included in the final synthesis. The quality evaluation results indicated that the majority of the included studies exhibited high methodological quality, with an average MMAT score of 80%.

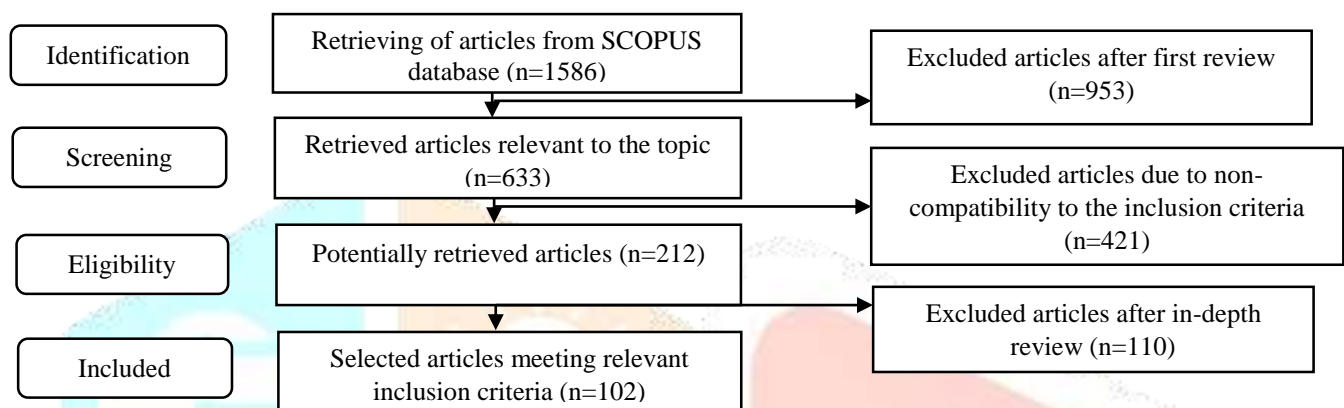


Figure 1: Research Framework

V. RESULTS

After a thorough literature survey, several aspects were identified that were seen to impact the green purchase intention of consumers related to the green products. An extensive analysis of 102 studies on consumer green purchase intention connoted that there were varying interpretations of green purchase intention and numerous discrepancies in how this element was articulated. The key independent variables identified in the study were attitudes, emotions, motivation, perceived factors, environmental concern, and willingness to pay among others. These numerous factors were later grouped into five categories, viz., individual factors, societal factors, contextual factors, green product specifications and socio-economic attributes. Tables 2 provide a comprehensive summary of all the identified elements influencing green purchase intention.

Table 2 – List of factors impacting Green Purchase Intention

Major Factors	Studies
Attitudes	(Cai et al., 2017), (Barbarossa et al., 2017), (Park & Lin, 2020), (Frank & Brock, 2018), (Testa et al., 2020), (Rana & Paul, 2017), (Nguyen et al., 2019), (Arli et al., 2018), (Wei et al., 2017), (Singh & Verma, 2017), (Li et al., 2017), (Geng et al., 2017), (Woo & Kim, 2018), (ElHaffar et al., 2020), (Trivedi et al., 2018), (Patel et al., 2020), (Chen et al., 2020), (Ghazali et al., 2018), (Wang et al., 2019), (Ricci et al., 2018)
Emotions	(Testa et al., 2020), (Nguyen et al., 2018), (Woo & Kim, 2018)
Motivation	(I. Ghazali et al., 2017), (Frank & Brock, 2018), (Park & Lin, 2020), (Geng et al., 2017), (Sangroya & Nayak, 2017), (Ali et al., 2020), (Hameed & Khan, 2020), (Wang et al., 2021)
Perceived factors	(Nguyen et al., 2019), (Testa et al., 2020), (Geng et al., 2017), (Li et al., 2017), (Arli et al., 2018), (Cerri et al., 2018), (Wei et al., 2017), (Singh &

	Verma, 2017), (Park & Lin, 2020), (Frank & Brock, 2018), (ElHaffar et al., 2020), (ElHaffar et al., 2020), (Cai et al., 2017), (Sangroya & Nayak, 2017), (Schill et al., 2019), (Trivedi et al., 2018), Hameed & Khan, 2020), (Ahmad & Zhang, 2020), (Patel et al., 2020), (Chen et al., 2020), (Ghazali et al., 2018), (Hosta & Zabkar, 2021), (Silva et al., 2021)
Environmental Concern	(Ghazali et al., 2018), (Hosta & Zabkar, 2021), (Silva et al., 2021), (Wang et al., 2021), (Ricci et al., 2018)
Willingness to Pay	(Wei et al., 2017), (Barbarossa et al., 2017), (ElHaffar et al., 2020), (Rana & Paul, 2017), (Konuk et al., 2015)
Sociocultural factors	(ElHaffar et al., 2020), (Zhou et al., 2021), Hao et al., 2019), (Ahmad & Zhang, 2020)
Perception	(Hojnik et al., 2020)
Values and personal norms	(Li et al., 2017), (Woo & Kim, 2018), (ElHaffar et al., 2020), (I. Ghazali et al., 2017), (Arlı et al., 2018), (Barbarossa et al., 2017), (Sangroya & Nayak, 2017), (Sadiq et al., 2021), (Ali et al., 2020), (Talwar et al., 2021), (Yan et al., 2021), (Ahmad & Zhang, 2020), (Patel et al., 2020), (Yue et al., 2021), (Hosta & Zabkar, 2021), (Silva et al., 2021)
Trust	(Wei et al., 2017), (ElHaffar et al., 2020), (Sangroya & Nayak, 2017), (Sun et al., 2021), (Ahmad & Zhang, 2020), (Chen et al., 2020), (Konuk et al., 2015), (Ricci et al., 2018)
Health consciousness	(Singh & Verma, 2017), (Frank & Brock, 2018), (ElHaffar et al., 2020), (Rana & Paul, 2017), (Cai et al., 2017), (Sadiq et al., 2021), (Talwar et al., 2021)
Subjective or social norms (SN)	(Singh & Verma, 2017), (Li et al., 2017), (ElHaffar et al., 2020), (Nguyen et al., 2019), (Arlı et al., 2018), (Patel et al., 2020), (Chen et al., 2020), (Hosta & Zabkar, 2021)
Word-of-mouth (Green WOM & eWOM)	(Sangroya & Nayak, 2017), (Ahmad & Zhang, 2020), (Konuk et al., 2015)
Service quality	(Ahmad & Zhang, 2020)
Interpersonal influence	(Chang & Chang, 2017)
Religious values	(Ghazali et al., 2018)
Awareness and confidence	(Singh & Verma, 2017), (ElHaffar et al., 2020), (Nguyen et al., 2019), (Cai et al., 2017), (Silva et al., 2021)
Knowledge	(Cai et al., 2017), (Zollo et al., 2021), (Zhou et al., 2021), Hao et al., 2019)
Green involvement	(Wei et al., 2017), (Frank & Brock, 2018), (ElHaffar et al., 2020), (Sangroya & Nayak, 2017), (Ahmad & Zhang, 2020)
Price	(Singh & Verma, 2017), (Li et al., 2017), (ElHaffar et al., 2020), (I. Ghazali et al., 2017), (Lago et al., 2020), Hao et al., 2019), (Chen et al., 2020)
Convenience	(Zollo et al., 2021), Hao et al., 2019)
Quality	(Rana & Paul, 2017), (Zollo et al., 2021), (Lago et al., 2020), (Silva et al., 2021), (Jäger & Weber, 2020)
Safety	(Rana & Paul, 2017)
Brand equity	(Rana & Paul, 2017), (Konuk et al., 2015), (Kazmi et al., 2021)
Eco-labelling	(Sadiq et al., 2021)
Availability of a product	(Singh & Verma, 2017), (ElHaffar et al., 2020), (Nguyen et al., 2019), (Ricci et al., 2018)
Green product packaging	(Lago et al., 2020), Hao et al., 2019)
Brand experience	(Kazmi et al., 2021)
Green-washing	(Sangroya & Nayak, 2017), (Ahmad & Zhang, 2020)
Socio-economic attributes (Age, Gender, Education, Income)	(Singh & Verma, 2017), (Li et al., 2017), (Cai et al., 2017), (Sadiq et al., 2021), (Talwar et al., 2021), (Hao et al., 2019), (Chen et al., 2020)

Individual Aspects

This section incorporates elements that are directly associated with an individual decision-maker. These elements primarily arise from an individual's personal life experiences and have a bearing on their decision-making process. Table 3 enlists all the major individual aspects identified (eleven) in the review process.

Table 3 - Individual Aspects affecting Green Purchase Intention

Individual Aspects	Attitudes
	Emotions
	Motivation
	Perceived Factors
	Willingness to Pay
	Sociocultural Factors
	Values and Personal Norms
	Trust
	Environmental Concern
	Perception
	Health consciousness

Societal Aspects

Societal aspects refer to the diverse components inside a society that impact the actions, beliefs, and encounters of individuals and collectives. The elements of societal aspects are interconnected and influence the social environment, ultimately defining the possibilities, challenges, and inequalities that individuals and groups encounter. Comprehending these sociocultural aspects is vital for analyzing and resolving intricate social problems, as they have a significant influence on shaping the actual experiences and results of individuals inside a specific community. The complete list of the societal aspects identified (four) in the review that impact green purchase intention are enlisted in table 4.

Table 4 - Societal Aspects affecting Green Purchase Intention

Societal Aspects	Subjective norms or social norms (SN)
	Green word-of-mouth (gWOM)
	Interpersonal influence
	Electronic word-of-mouth (eWOM)

Contextual Aspects

These are the aspects that are related to or influenced by the specific circumstances or environment in which something occurs. These aspects perform a significant role in shaping an individual's experiences and behaviours, as they are influenced by external environmental and situational factors. Examining contextual factors is essential for comprehending the influence of external elements on individual and group outcomes. These aspects provide the framework in which individuals operate, shedding light on the broader environmental dynamics at play. Table 5 highlights the complete list of all the contextual aspects (three) identified in the review process.

Table 5 - Contextual Aspects affecting Green Purchase Intention

Contextual Aspects	Awareness and Confidence
	Environmental Knowledge
	Green Involvement

Product Specifications

Product specifications encompass the intricate technical and functional aspects of a product. These parameters are crucial for effectively conveying the product's key capabilities, features, and qualities to potential customers. They enable a company to showcase its distinctive selling points, establish precise

customer expectations, assist in the sales process, and guarantee compliance with regulations. Effectively communicating product specifications is crucial for setting the offering apart, validating its value proposition, and empowering customers to make well-informed purchasing choices. Table 6 provides a list of all the product specifications (twelve) impacting green purchase intention.

Table 6 – Product Specifications affecting Green Purchase Intention

Product Specifications	Price
	Brand image
	Eco-labelling
	Availability of a product
	Brand Trust
	Green product packaging
	Brand experience
	Green-washing
	Service quality
	Product Knowledge
	Convenience
	Quality

Socio-economic Attributes

Socio-economic attributes encompass the various societal and economic factors that define an individual, household, or community. These factors encompass various indicators such as income, education, occupation, social class, access to resources, and living standards. Understanding the socio-economic attributes of an entity can shed light on its social and financial standing, as well as the potential effects on its opportunities, behaviours, and outcomes. Grasping these attributes is essential for analyzing disparities, crafting focused interventions, and formulating policies that tackle socio-economic inequalities within a society. The identified socio-economic attributes (four) impacting green purchase intention are presented in table 7.

Table 7 – Socio-economic attributes affecting Green Purchase Intention

Socio-economic attributes	Age
	Education
	Gender
	Income

VI. DISCUSSIONS

This review explores the factors that influence customers' intention to purchase environmentally-friendly items, focusing on individual, societal, and contextual factors. The study uses various theoretical frameworks, including the theory of planned behavior, the value-belief-norm theory, and the model of pro-environmental behaviour, to understand the complex interplay among the factors in shaping sustainable consumption patterns. The review highlights the significant impact of environmental attitude, knowledge, concern, motivation, perceived factors, willingness to pay, values and personal norms, trust, religious factors, and perceived consumer effectiveness on green purchasing intention at the individual level. Consumers with a favorable environmental attitude, strong environmental awareness, high level of environmental concern, positive motivation and willingness to pay for environmental protection, strong personal values and norms, trust in green products, and religious freedom and support, as well as a strong belief in the effectiveness of their conduct, are more likely to express a desire to buy environmentally-friendly products. Societal effects also play a significant role in the probability of engaging in environmentally conscious buying. Subjective norms, defined as the perceived social pressure applied by powerful persons, and social influence, which incorporates the effect of others' actions and preferences, were identified as crucial elements that motivate sustainable purchase practices. The societal purchase intention of environmentally friendly products was found to be affected by word-of-mouth (WOM) and interpersonal influence, in addition to the elements previously mentioned. This suggests that employing social influence through peer-to-peer networks, opinion leaders, and targeted marketing activities can be an effective strategy for promoting ecologically responsible consumption. Factors like awareness, confidence, environmental and product knowledge, and active

engagement in green activities are crucial in influencing the intention to make eco-friendly purchases. The study emphasizes the importance of understanding the intricate connections between different elements to have a deeper understanding of sustainable consumption choices. Industry participants can formulate effective strategies by considering contextual aspects, such as dividing the market into segments, creating environmentally friendly products and services, establishing strategic partnerships, involving staff as advocates for sustainability, and implementing rigorous methods to monitor their achievements. The review also identified factors such as product features and socio-economic aspects that significantly influence consumers' propensity to make environmentally-conscious decisions. Factors such as cost, reputation of the brand, eco-certification, product availability, consumer faith in the brand, environmentally-friendly packaging, energy efficiency labels, consumer experience, and deceptive environmental claims have significant influence. Socio-economic qualities, such as age, education, gender, and income, have an impact on customers' inclination to purchase green products.

Findings highlight the significance of implementing a holistic strategy that considers several factors, including product attributes and customer actions, to develop successful interventions that encourage sustainable consumption. By leveraging these insights, companies in the sector can enhance their marketing strategies, optimize their product offers, and foster a conducive atmosphere that promotes eco-conscious consumer choices.

VII. POTENTIAL RESEARCH AVENUES AND MANAGERIAL IMPLICATIONS

The review examines studies published between 2017 and 2023 in SCOPUS, highlighting the significance of understanding factors impacting eco-conscious purchases emphasizing the need for a multidimensional approach to analyze sustainable consumption habits, integrating concepts from various theoretical systems. Future research can assess tangible customer actions to gain more precise understanding of real-world scenarios. The results have significant implications for both theoretical understanding and practical application. The review also suggests that technological and market-oriented advancements can encourage sustainable consumption. Educational programs and information dissemination can enhance consumers' understanding of the environment and their capacity to effect change. Social influence and subjective norms can also be used to encourage sustainable purchase practices. Marketers and politicians can use strategies like peer-to-peer teaching, influencer marketing, and social comparison systems to harness social networks. Additionally, the study highlights the importance of businesses and governments in ensuring the widespread availability, accessibility, and competitiveness of green products. This could involve expanding accessibility, improving product labelling and certification, and providing financial incentives or subsidies. Policymakers and regulators should enforce strict environmental regulations to provide a positive framework for sustainable consumption.

VIII. CONCLUSION

This extensive review study has conducted a thorough analysis of the primary individual, societal, and contextual aspects along with the product specifications and socio-economic attributes that impact consumers' inclination to purchase environmentally friendly items. By utilizing different theoretical frameworks, the review has analyzed the current literature to create a comprehensive enlightenment of the elements influencing sustainable consumption. The results emphasize the significance of taking into account the interaction of psychological, societal, and market-based elements in encouraging the intention to make environmentally-friendly purchases. By contemplating these several elements that influence behaviour, businesses, policymakers, and other stakeholders may create better strategies to promote environmentally conscious consumer actions and, in turn, help facilitate the shift towards a more sustainable future. With the rising need for environmental sustainability worldwide, it is crucial to comprehend the intricacies of green purchase intention. This review study offers a good basis for future research and practical interventions focused on promoting sustainable consumption patterns and reducing the environmental effect of human activities.

REFERENCES

- [1] Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production*, 267, 122053. <https://doi.org/10.1016/j.jclepro.2020.122053>
- [2] Ajzen, I. (1991). Reporting Behaviour of People with Disabilities in relation to the Lack of Accessibility on Government Websites: Analysis in the light of the Theory of Planned Behaviour. *Organizational Behavior and Human Decision Processes*, 50(1), 179–211. <https://doi.org/10.47985/dcidj.475>
- [3] Ali, F., Ashfaq, M., Begum, S., & Ali, A. (2020). How “Green” thinking and altruism translate into purchasing intentions for electronics products: The intrinsic-extrinsic motivation mechanism. *Sustainable Production and Consumption*, 24, 281–291. <https://doi.org/10.1016/j.spc.2020.07.013>
- [4] Arli, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018). Exploring consumers’ purchase intention towards green products in an emerging market: The role of consumers’ perceived readiness. *International Journal of Consumer Studies*, 42(4), 389–401. <https://doi.org/10.1111/ijcs.12432>
- [5] Barbarossa, C., De Pelsmacker, P., & Moons, I. (2017). Personal Values, Green Self-identity and Electric Car Adoption. *Ecological Economics*, 140, 190–200. <https://doi.org/10.1016/j.ecolecon.2017.05.015>
- [6] Barr, S., & Gilg, A. (2006). Sustainable lifestyles: Framing environmental action in and around the home. *Geoforum*, 37(6), 906–920. <https://doi.org/10.1016/j.geoforum.2006.05.002>
- [7] Bong Ko, S., & Jin, B. (2017). Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China. *Journal of Fashion Marketing and Management*, 21(1), 70–87. <https://doi.org/10.1108/JFMM-07-2014-0057>
- [8] Cai, Z., Xie, Y., & Aguilar, F. X. (2017). Eco-label credibility and retailer effects on green product purchasing intentions. *Forest Policy and Economics*, 80(March), 200–208. <https://doi.org/10.1016/j.forpol.2017.04.001>
- [9] Cerri, J., Testa, F., & Rizzi, F. (2018). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers’ attitudes and the purchasing of sustainable products. *Journal of Cleaner Production*, 175, 343–353. <https://doi.org/10.1016/j.jclepro.2017.12.054>
- [10] Chang, S. H., & Chang, C. W. (2017). Tie strength, green expertise, and interpersonal influences on the purchase of organic food in an emerging market. *British Food Journal*, 119(2), 284–300. <https://doi.org/10.1108/BFJ-04-2016-0156>
- [11] Chen, C. fei, Xu, X., Adams, J., Brannon, J., Li, F., & Walzem, A. (2020). When East meets West: Understanding residents’ home energy management system adoption intention and willingness to pay in Japan and the United States. *Energy Research and Social Science*, 69(May), 101616. <https://doi.org/10.1016/j.erss.2020.101616>
- [12] Dangi, N., Gupta, S. K., & Narula, S. A. (2020). Consumer buying behaviour and purchase intention of organic food: a conceptual framework. *Management of Environmental Quality: An International Journal*, 31(6), 1515–1530. <https://doi.org/10.1108/MEQ-01-2020-0014>
- [13] De Silva, M., Wang, P., & Kuah, A. T. H. (2021). Why wouldn’t green appeal drive purchase intention? Moderation effects of consumption values in the UK and China. *Journal of Business Research*, 122(March 2019), 713–724. <https://doi.org/10.1016/j.jbusres.2020.01.016>
- [14] ElHaffar, G., Durif, F., & Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. *Journal of Cleaner Production*, 275, 122556. <https://doi.org/10.1016/j.jclepro.2020.122556>
- [15] Farzin, M., Shababi, H., Shirchi Sasi, G., Sadeghi, M., & Makvandi, R. (2023). The determinants of eco-fashion purchase intention and willingness to pay. *Spanish Journal of Marketing - ESIC*. <https://doi.org/10.1108/SJME-07-2022-0158>
- [16] Frank, P., & Brock, C. (2018). Bridging the intention–behavior gap among organic grocery customers: The crucial role of point-of-sale information. *Psychology and Marketing*, 35(8), 586–602. <https://doi.org/10.1002/mar.21108>
- [17] Geng, J., Long, R., Chen, H., & Li, W. (2017). Exploring the motivation-behavior gap in urban residents’ green travel behavior: A theoretical and empirical study. *Resources, Conservation and Recycling*, 125(June), 282–292. <https://doi.org/10.1016/j.resconrec.2017.06.025>
- [18] Ghazali, E. M., Mutum, D. S., & Ariswibowo, N. (2018). Impact of religious values and habit on an extended green purchase behaviour model. *International Journal of Consumer Studies*, 42(6), 639–654.

<https://doi.org/10.1111/ijcs.12472>

- [19] Ghazali, I., Abdul-Rashid, S. H., Dawal, S. Z. M., Aoyama, H., Tontowi, A. E., & Sakundarini, N. (2017). Cultural Influences on Choosing Green Products: An Empirical Study in MALAYSIA. *Sustainable Development*, 25(6), 655–670. <https://doi.org/10.1002/sd.1685>
- [20] Hameed, I., & Khan, K. (2020). An extension of the goal-framing theory to predict consumer's sustainable behavior for home appliances. *Energy Efficiency*, 13(7), 1441–1455. <https://doi.org/10.1007/s12053-020-09890-4>
- [21] Hao, Y., Liu, H., Chen, H., Sha, Y., Ji, H., & Fan, J. (2019). What affect consumers' willingness to pay for green packaging? Evidence from China. *Resources, Conservation and Recycling*, 141(April 2018), 21–29. <https://doi.org/10.1016/j.resconrec.2018.10.001>
- [22] Hojnik, J., Ruzzier, M., & Manolova, T. S. (2020). Sustainable development: Predictors of green consumerism in Slovenia. *Corporate Social Responsibility and Environmental Management*, 27(4), 1695–1708. <https://doi.org/10.1002/csr.1917>
- [23] Hong, Q. N., Gonzalez-Reyes, A., & Pluye, P. (2018). Improving the usefulness of a tool for appraising the quality of qualitative, quantitative and mixed methods studies, the Mixed Methods Appraisal Tool (MMAT). *Journal of Evaluation in Clinical Practice*, 24(3), 459–467. <https://doi.org/10.1111/jep.12884>
- [24] Hosta, M., & Zabkar, V. (2021). Antecedents of Environmentally and Socially Responsible Sustainable Consumer Behavior. *Journal of Business Ethics*, 171(2), 273–293. <https://doi.org/10.1007/s10551-019-04416-0>
- [25] Jäger, A. K., & Weber, A. (2020). Can you believe it? The effects of benefit type versus construal level on advertisement credibility and purchase intention for organic food. *Journal of Cleaner Production*, 257. <https://doi.org/10.1016/j.jclepro.2020.120543>
- [26] Joshi, Y., & Rahman, Z. (2016). "Predictors of young consumer's green purchase behaviour", *Management of Environmental Quality: An International Journal*, Vol. 27 Iss 4 pp. 452 - 472. *Management of Environmental Quality: An International Journal*, 27(4), 452–472. <https://doi.org/http://dx.doi.org/10.1108/MEQ-05-2015-0091>
- [27] Kang, K. H., Stein, L., Heo, C. Y., & Lee, S. (2012). International Journal of Hospitality Management Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management*, 31(2), 564–572. <https://doi.org/10.1016/j.ijhm.2011.08.001>
- [28] Kazmi, S. H. A., Shahbaz, M. S., Mubarik, M. S., & Ahmed, J. (2021). Switching behaviors toward green brands: evidence from emerging economy. *Environment, Development and Sustainability*, 23(8), 11357–11381. <https://doi.org/10.1007/s10668-020-01116-y>
- [29] Khandelwal, U. (2015). Explaining Intention To Purchase Green Products By. 3(1), 26–38.
- [30] Kollmuss, A., & Agyeman, J. (2002). Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239–260. <https://doi.org/10.1080/13504620220145401>
- [31] Konuk, F. A., Rahman, S. U., & Salo, J. (2015). Antecedents of Green Behavioral Intentions. *International Journal of Consumer Studies*, 20(6), 776–780.
- [32] Lago, N. C., Marcon, A., Ribeiro, J. L. D., de Medeiros, J. F., Brião, V. B., & Antoni, V. L. (2020). Determinant attributes and the compensatory judgement rules applied by young consumers to purchase environmentally sustainable food products. *Sustainable Production and Consumption*, 23, 256–273. <https://doi.org/10.1016/j.spc.2020.06.003>
- [33] Lavuri, R. (2022). Extending the theory of planned behavior: factors fostering millennials' intention to purchase eco-sustainable products in an emerging market. *Journal of Environmental Planning and Management*, 65(8), 1507–1529. <https://doi.org/10.1080/09640568.2021.1933925>
- [34] Li, Q., Long, R., & Chen, H. (2017). Empirical study of the willingness of consumers to purchase low-carbon products by considering carbon labels: A case study. *Journal of Cleaner Production*, 161(2017), 1237–1250. <https://doi.org/10.1016/j.jclepro.2017.04.154>
- [35] Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability (Switzerland)*, 14(18), 1–18. <https://doi.org/10.3390/su141811703>
- [36] Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 31(4), 404–409. <https://doi.org/10.1111/j.1470-6431.2007.00586.x>
- [37] Nguyen, H. V., Nguyen, C. H., & Hoang, T. T. B. (2019). Green consumption: Closing the intention-behavior gap. *Sustainable Development*, 27(1), 118–129. <https://doi.org/10.1002/sd.1875>
- [38] Nguyen, T. N., Lobo, A., & Nguyen, B. K. (2018). Young consumers' green purchase behaviour in an

- emerging market. *Journal of Strategic Marketing*, 26(7), 583–600. <https://doi.org/10.1080/0965254X.2017.1318946>
- [39] Nittala, R. (2014). Green Consumer Behavior of the Educated Segment in India. *Journal of International Consumer Marketing*, 26(2), 138–152. <https://doi.org/10.1080/08961530.2014.878205>
- [40] Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 118575. <https://doi.org/10.1016/j.jclepro.2019.118575>
- [41] Park, H. J., & Lin, L. M. (2020). Exploring attitude–behavior gap in sustainable consumption: comparison of recycled and upcycled fashion products. *Journal of Business Research*, 117(August), 623–628. <https://doi.org/10.1016/j.jbusres.2018.08.025>
- [42] Patel, J. D., Trivedi, R. H., & Yagnik, A. (2020). Self-identity and internal environmental locus of control: Comparing their influences on green purchase intentions in high-context versus low-context cultures. *Journal of Retailing and Consumer Services*, 53(July 2019), 102003. <https://doi.org/10.1016/j.jretconser.2019.102003>
- [43] Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- [44] Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38(June), 157–165. <https://doi.org/10.1016/j.jretconser.2017.06.004>
- [45] Ricci, E. C., Banterle, A., & Stranieri, S. (2018). Trust to Go Green: An Exploration of Consumer Intentions for Eco-friendly Convenience Food. *Ecological Economics*, 148(February), 54–65. <https://doi.org/10.1016/j.ecolecon.2018.02.010>
- [46] Sadiq, M., Adil, M., & Paul, J. (2021). An innovation resistance theory perspective on purchase of eco-friendly cosmetics. *Journal of Retailing and Consumer Services*, 59(September), 102369. <https://doi.org/10.1016/j.jretconser.2020.102369>
- [47] Sangroya, D., & Nayak, J. K. (2017). Factors influencing buying behaviour of green energy consumer. *Journal of Cleaner Production*, 151, 393–405. <https://doi.org/10.1016/j.jclepro.2017.03.010>
- [48] Saut, M., & Saing, T. (2021). Factors affecting consumer purchase intention towards environmentally friendly products: a case of generation Z studying at universities in Phnom Penh. *SN Business & Economics*, 1(6), 1–20. <https://doi.org/10.1007/s43546-021-00085-2>
- [49] Schill, M., Godefroit-Winkel, D., Diallo, M. F., & Barbarossa, C. (2019). Consumers' intentions to purchase smart home objects: Do environmental issues matter? *Ecological Economics*, 161(March), 176–185. <https://doi.org/10.1016/j.ecolecon.2019.03.028>
- [50] Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042. <https://doi.org/10.1108/MD-10-2018-1092>
- [51] Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483. <https://doi.org/10.1016/j.jclepro.2017.08.106>
- [52] Staples, M., & Niazi, M. (2007). Experiences using systematic review guidelines. *Journal of Systems and Software*, 80(9), 1425–1437. <https://doi.org/10.1016/j.jss.2006.09.046>
- [53] Stern, P. C. (2000). Toward a Coherent Theory of Environmentally Significant Behavior. *Journal of Social Issues*, 56(3), 407–424. <https://doi.org/10.1007/BF00640994>
- [54] Sun, Y., Luo, B., Wang, S., & Fang, W. (2021). What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products? *Business Strategy and the Environment*, 30(1), 694–704. <https://doi.org/10.1002/bse.2648>
- [55] Talwar, S., Jabeen, F., Tandon, A., Sakashita, M., & Dhir, A. (2021). What drives willingness to purchase and stated buying behavior toward organic food? A Stimulus–Organism–Behavior–Consequence (SOBC) perspective. *Journal of Cleaner Production*, 293, 125882. <https://doi.org/10.1016/j.jclepro.2021.125882>
- [56] Tan, L. L., Abd Aziz, N., & Ngah, A. H. (2020). Mediating effect of reasons on the relationship between altruism and green hotel patronage intention. *Journal of Marketing Analytics*, 8(1), 18–30. <https://doi.org/10.1057/s41270-020-00067-7>
- [57] Taufique, K. M. R., & Vaithianathan, S. (2018). A fresh look at understanding Green consumer behavior among young urban Indian consumers through the lens of Theory of Planned Behavior. *Journal*

- of Cleaner Production, 183, 46–55. <https://doi.org/10.1016/j.jclepro.2018.02.097>
- [58] Testa, F., Pretner, G., Iovino, R., Bianchi, G., Tessitore, S., & Iraldo, F. (2020). Drivers to green consumption: a systematic review. *Environment, Development and Sustainability*, 23(4), 4826–4880. <https://doi.org/10.1007/s10668-020-00844-5>
- [59] Thomas, J., & Harden, A. (2008). Methods for the thematic synthesis of qualitative research in systematic reviews. *BMC Medical Research Methodology*, 8, 1–10. <https://doi.org/10.1186/1471-2288-8-45>
- [60] Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review. *British Journal of Management*, 14, 207–222. https://doi.org/10.1007/978-3-030-92836-0_28
- [61] Trivedi, R. H., Patel, J. D., & Acharya, N. (2018). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of Cleaner Production*, 196, 11–22. <https://doi.org/10.1016/j.jclepro.2018.06.024>
- [62] Veleva, V., & Ellenbecker, M. (2001). Indicators of sustainable production: Framework and methodology. In *Journal of Cleaner Production* (Vol. 9, Issue 6). [https://doi.org/10.1016/S0959-6526\(01\)00010-5](https://doi.org/10.1016/S0959-6526(01)00010-5)
- [63] Wang, H., Ma, B., Bai, R., & Zhang, L. (2021). The unexpected effect of frugality on green purchase intention. *Journal of Retailing and Consumer Services*, 59(July), 102385. <https://doi.org/10.1016/j.jretconser.2020.102385>
- [64] Wang, L., Wong, P. P. W., & Narayanan Alagas, E. (2020). Antecedents of green purchase behaviour: an examination of altruism and environmental knowledge. *International Journal of Culture, Tourism, and Hospitality Research*, 14(1), 63–82. <https://doi.org/10.1108/IJCTHR-02-2019-0034>
- [65] Wang, Z., Sun, Q., Wang, B., & Zhang, B. (2019). Purchasing intentions of Chinese consumers on energy-efficient appliances: Is the energy efficiency label effective? *Journal of Cleaner Production*, 238, 117896. <https://doi.org/10.1016/j.jclepro.2019.117896>
- [66] Wei, C. F., Chiang, C. T., Kou, T. C., & Lee, B. C. Y. (2017). Toward Sustainable Livelihoods: Investigating the Drivers of Purchase Behavior for Green Products. *Business Strategy and the Environment*, 26(5), 626–639. <https://doi.org/10.1002/bse.1942>
- [67] Wijekoon, R., & Sabri, M. F. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. *Sustainability (Switzerland)*, 13(11). <https://doi.org/10.3390/su13116219>
- [68] Woo, E., & Kim, Y. G. (2018). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, 121(2), 320–332. <https://doi.org/10.1108/BFJ-01-2018-0027>
- [69] Yadav, R., & Pathak, G. S. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114–122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>
- [70] Yadav, S. K., Khandelwal, U., & Tripathi, V. (2017). Determinants of Green Purchase Intention: An Empirical Study in India. *International Journal on Customer Relations*, 5(2), 42–54. <https://doi.org/10.1108/17554191311303367>
- [71] Yan, L., Keh, H. T., & Wang, X. (2021). Powering Sustainable Consumption: The Roles of Green Consumption Values and Power Distance Belief. *Journal of Business Ethics*, 169(3), 499–516. <https://doi.org/10.1007/s10551-019-04295-5>
- [72] Yue, T., Liu, J., Long, R., Chen, H., Li, Q., Liu, H., & Gu, Y. (2021). Effects of perceived value on green consumption intention based on double-entry mental accounting: taking energy-efficient appliance purchase as an example. *Environmental Science and Pollution Research*, 28(6), 7236–7248. <https://doi.org/10.1007/s11356-020-11027-0>
- [73] Zhou, Z., Zheng, F., Lin, J., & Zhou, N. (2021). The interplay among green brand knowledge, expected eudaimonic well-being and environmental consciousness on green brand purchase intention. *Corporate Social Responsibility and Environmental Management*, 28(2), 630–639. <https://doi.org/10.1002/csr.2075>
- [74] Zollo, L., Carranza, R., Faraoni, M., Díaz, E., & Martín-Consuegra, D. (2021). What influences consumers' intention to purchase organic personal care products? The role of social reassurance. *Journal of Retailing and Consumer Services*, 60(October 2020). <https://doi.org/10.1016/j.jretconser.2020.102432>