

Determinants of Green Product Purchase Intentions: A Systematic Review and Synthesis of Literature from 2013-2022

Dini Selasi¹, Ade Nurhayati Kusumadewi², Melda Yunita³, Nenden Hendayani³, Heidi Siddiqa⁴, Nia Kurniasih³

¹ Islam Bunga Bangsa University Cirebon

² Moslem University of Dr. KH EZ Muttaqien

³ Doctoral of Management, Pasundan University

⁴ Cipasung University Tasikmalaya

meldayunita001@gmail.com

Abstract. This study presents a systematic review of recent literature on factors influencing consumers' intentions to purchase eco-friendly products. We analyzed 37 peer-reviewed articles published between 2013 and 2022, identified through a comprehensive search of the Scopus database. The review synthesizes findings on key determinants of green purchase intentions, including individual consumer behavior, social influence, corporate strategies, and government policies. Results indicate that while environmental concern and attitudes remain significant predictors, factors such as social norms, perceived consumer effectiveness, and green marketing strategies also play crucial roles. The review highlights the complex and context-dependent nature of green purchase intentions, emphasizing the need for more nuanced approaches in both research and practice. This study contributes to the literature by providing a comprehensive overview of recent findings and identifying areas for future research in the rapidly evolving field of sustainable consumption.

Keywords: Green purchase intentions, Eco-friendly products, Consumer behavior, Social influence, Sustainable consumption

1.Introduction

While numerous studies have examined factors influencing green purchase intentions, a comprehensive synthesis of recent literature is lacking. As The Theory of Planned Behavior (TPB) framework has been widely used in various fields, including environmental studies, to understand and predict consumer behavior related to sustainable practices. Despite its validity, the TPB has been criticized for its limited predictive power, leading to the development of extended TPB frameworks that include additional factors to enhance predictive efficacy. This review aims to address this gap by systematically analyzing and synthesizing findings from studies published between 2013 and 2022, with a focus on identifying key determinants of consumers' intentions to purchase eco-friendly products. Deforestation and habitat loss are increasing at unprecedented rates in human history. It results in the extinction of several species. It has serious ramifications for human health and wellbeing in the form of an alarming increase in mortality and morbidity, putting immense financial demand on healthcare systems across the globe (Adom & Amoani, 2021; Bongaarts, 2019; S. Chen et al., 2018; Day et al., 2018; Demoury et al., 2022; Thorpe, 2015). Individuals, both as consumers and producers, are intentionally seeking to adopt more environmentally friendly methods in response to this reality (Thorpe, 2015).

Changes in consumer ideas, perspectives, the structure of demands, the conditions and methods of satisfying them, and the rising demand for environmentally friendly items all suggest that consumers are becoming more conscious of the importance of environmental preservation (Witek & Kuźniar, 2021). The purchase and use of environmentally desirable "green" things is an important ecologically responsible activity that may help lessen and perhaps solve many of the world's present environmental concerns (Kamalanon et al., 2022; Ritter et al., 2015; Sheng et al., 2019; Ting et al., 2019).

The consumer may play an important part in the march toward sustainability by changing their buying habits, behavior, and mindset. Furthermore, when consumers take environmental action, they want companies to follow suit. Product promoters like these are critical in influencing customer demand and the environmental consequences that follow (Hojnik et al., 2019).

Since the 1980s, several businesses have made significant contributions to the promotion of environmentally friendly consumption, and the importance of sustainability in business has grown (Padilla, 2018). Companies that have implemented a green positioning strategy have witnessed increases in customer satisfaction, earnings, market share, and the company's overall performance index (Moser, 2015). The present research will look at the most critical aspects that influence customers' choices to make environmentally responsible purchases. Intentions, which may be influenced by attitudes, subjective standards, and perceived behavioral control, have a direct effect on behavioral choices.

The present research will look at the most critical aspects that influence customers' choices to make environmentally responsible purchases. Intentions, which may be influenced by attitudes, subjective standards, and perceived behavioral control, have a direct effect on behavioral choices (Icek Ajzen, 1985). The TPB has been employed in an increasing number of worldwide scientific research, particularly in environmental studies during the past two decades (Si et al., 2019).

The objective of the research is to explore various factors in shaping consumer behavior toward purchasing decisions for sustainable product. This study aims to identify and analyze the key factors influencing consumers' intentions to purchase eco-friendly products, thereby contributing to a more comprehensive understanding of green consumer behavior. This study shows whether there is a large variation among areas in terms of determinants of consumer purchase intention behaviors. As a result, it is vital to investigate client purchase intentions behaviors. There are six parts of this research: Introduction, Literature Review, Methodology, Findings, Discussion and Conclusion.

2.Literature Review

The Theory of Planned Behavior (TPB) provides a socio-cognitive framework for understanding consumer behavior, particularly in the context of environmental preservation. This section will delve deeper into the TPB and then synthesize the diverse findings from existing literature on green purchase intentions.

Theoretical Framework: Theory of Planned Behavior (TPB)

The TPB is a widely used paradigm that explains behavior based on attitude, subjective norms, and perceived behavioral control (Zhuang et al., 2021). These components significantly influence an individual's intention to adopt a certain behavior, which in turn affects their actual behavior

Attitude: An individual's favorable or negative perception about a certain behavior. Positive attitudes towards environmentally friendly behaviors can significantly influence an individual's intention to adopt such behaviors .

Subjective Norms: The extent to which an individual engages in a behavior due to social pressure. If significant others, such as family or friends, support environmentally friendly behaviors, an individual is more likely to adopt these behaviors.

Perceived Behavioral Control: An indicator of the extent to which an individual's motivation is influenced by their perception of the difficulty or ease of performing a given behavior. If an individual perceives that adopting environmentally friendly behaviors is easy and feasible, they are more likely to do so.

Application in Environmental Studies

The TPB has been extensively employed in environmental studies to forecast consumer behavior related, green buying, and the use of green hotels (M. F. Chen & Tung, 2014; Han et al., 2010; Han & Kim, 2010; Ko et al., 2013; W. L. Liao & Fang, 2019; Tommasetti et al., 2018); and energy savings (Busquets, 2018; Clement et al., 2014; Ha & Janda, 2012; Macovei, 2015). For instance, studies have shown that consumers who have a positive attitude towards green products and perceive that significant others support their purchase of such products are more likely to intend to buy green products (Karimy et al., 2015; Teo et al., 2016; Wang et al., 2017).

Critique and Limitations

Despite its validity and contribution to scientific research, the TPB has faced criticism for its predictive effectiveness (Si et al., 2019; Tommasetti et al., 2018).. Some studies have argued that the TPB does not fully capture the complexity of human behavior and that additional variables are necessary to improve its predictive accuracy. For example, (Karimy et al., 2015; Teo et al., 2016; Wang et al., 2017) have suggested that the TPB may not adequately account for contextual factors that influence consumer behavior.

Four Major Factors Identified in Previous Research

First, Customer Behavior (Ajzen, 1991; Conner & Armitage, 1998; Icek Ajzen, 1985; King & Dennis, 2006). Customer behavior is a significant determinant of green product purchase intentions. Studies have shown that consumers who are more eco-familiar with green products are more likely to purchase them. Additionally, functional and emotional benefits of green products also play a crucial role in influencing consumer purchasing decisions.

Second, Societal Influence (Clement et al., 2014; Gao, 2017; Ha & Janda, 2012; Macovei, 2015).

Societal influence, including social norms and peer pressure, significantly impacts consumer behavior. Consumers are more likely to adopt environmentally friendly behaviors if they perceive that significant others in their social circle support these actions.

Third, Company Business Plan (Jan et al., 2019). The business plan of companies also influences consumer purchasing intentions. Companies that implement a green positioning strategy and communicate their commitment to sustainability are more likely to attract consumers who prioritize environmental concerns.

Four, Government Legislation. Government legislation and policies can also shape consumer behavior. Regulations and incentives that promote the use of green products can increase consumer awareness and intention to purchase such products.

Critical Analysis of Existing Studies

While the TPB provides a comprehensive framework for understanding consumer behavior, there are several contradictions and gaps in existing research. For instance, some studies have found that the TPB does not fully account for the role of emotional benefits in influencing consumer purchasing decisions. Amin and Tarun (2021) found that emotional benefits, such as the sense of satisfaction and well-being associated with purchasing green products, play a significant role in consumer decision-making, which is not fully captured by the TPB.

Another gap in existing research is the limited focus on qualitative and mixed-methods approaches. Most studies have employed a quantitative research approach, which may not provide a comprehensive understanding of the complex factors influencing consumer behavior. Future research should consider using qualitative and mixed-methods approaches to gain a deeper understanding of consumer purchase intentions and the barriers to using green premium goods.

Synthesizing Diverse Findings

Additionally, while numerous studies have identified environmental concern as a key factor (e.g., Han et al., 2019; Nguyen et al., 2022), others have emphasized the role of social norms (Kumar et al., 2021) or perceived consumer effectiveness (Rejikumar, 2016). This review aims to synthesize these diverse findings to provide a comprehensive understanding of green purchase intentions. By integrating these various perspectives, this study aims to offer a more nuanced understanding of the factors influencing consumer decisions regarding eco-friendly products.

In conclusion, the TPB provides a robust framework for understanding consumer behavior related to environmental issues. However, it is essential to acknowledge the limitations and gaps in existing research and to incorporate additional variables and methodologies to improve the predictive accuracy of the TPB. This comprehensive synthesis of diverse findings will contribute to a deeper understanding of the complex factors influencing consumer purchase intentions for green products.

3.Method

The major purpose of this inquiry is to identify where there is a knowledge gap concerning customers' willingness to purchase. As a result, it is critical to narrow the scope of the study's emphasis. This study's literature review is part of a larger topic of study known as "customer purchasing intention."

The process data extraction protocol conducted to ensure clarity and consistency by conducting inter-rater reliability tests to ensure that multiple reviewers can extract data consistently. This involves having multiple reviewers extract data from a subset of studies and comparing their results. We conducted a systematic search of the Scopus database using the following search string: (green OR eco-friendly OR sustainable) AND (product OR consumption) AND (purchase intention OR buying

behavior). Studies were included if they (1) were published between 2013 and 2022, (2) focused on consumer purchase intentions for eco-friendly products, and (3) were empirical in nature."

The process data extraction protocol conducted to ensure clarity and consistency by conducting inter-rater reliability tests to ensure that multiple reviewers can extract data consistently. This involves having multiple reviewers extract data from a subset of studies and comparing their results. There is a checklist to ensure all necessary data points are extracted from each study. This checklist reviewed and approved by all team members. Finally, all authors control by keeping track of any changes to the data extraction protocol and document the reasoning behind these changes. This ensures that any updates are transparent and reproducible.

Data Synthesis protocol is also implemented by for combining data, handling heterogeneity, and presenting results. The authors perform a meta-analysis to combine the results of multiple studies. This involves calculating effect sizes and conducting statistical tests to compare the results. To handle heterogeneity, the authors develop a plan to handle heterogeneity among the included studies by subgrouping analyses. Finally, the report of the data synthesis process, including any decisions made during the synthesis.

In this work, a systematic review technique is applied. A systematic review combines and synthesizes the data of multiple studies on a single issue using consistent procedures, allowing researchers to reach more relevant conclusions (Kitchenham, 2004). Following the PRISMA standards, we numbered the papers, classified them, and scored them based on their suitability for inclusion in the study.

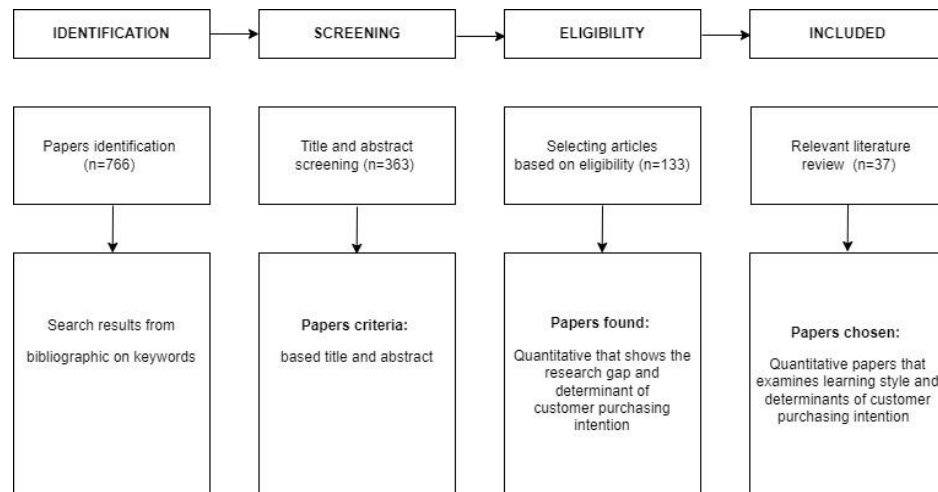


Fig.1 : Literature review by the PRISMA method (Moher et al., 2009)

Step 1: Identifying

A search of online bibliometrics articles. On January-February 2023, the keywords "customer purchasing intention" and "green products" were used to search for articles in the Scopus Preview. This phase of searching without regard for the year yields documents.

Screening is the second step.

In terms of title and abstract, papers focusing on "customer purchasing intention" and "green products" were chosen. As a result, the papers were trimmed to 363.

Step 3: Qualification

During the eligibility round, 133 papers were chosen. These studies investigate "customer purchasing intention" and "green products" from the viewpoints of sociology, economics, and management.

Included in Step 4

The next stage was to choose 37 papers that met the requirements, namely publications analyzing "customer purchasing intention" and "green products."

The study's major focus was on the elements that impact customers' purchasing choices. As a result, "consumer purchase intention" and "green products" are the research's focal points. In comparison to a more complete assessment of the underlying issue, the paper's emphasis on "consumer purchase intention" and "green products" shows an important but understudied topic.

Taking into consideration the specific broad theme of "customer purchasing intention" and "green products" in other topics, the selected documents also facilitate papers related to the application of "customer purchasing intention" and "green products" in other fields, ensuring that this research focuses on the research topic. Articles from domains other than this one is considered required since "consumer buying intention" and "green products" incorporate the measurement.

An established research bibliography was used to determine the purpose papers for this examination. Figure 1 depicts how some of the choices present in databases were implemented. Because of the breadth of its bibliography, Scopus is used to collect research publications. Hand-selected and examined papers from those search engines that are both trustworthy and relevant to the present study endeavor. However, such an approach may need a large number of reports and may not properly classify the articles. Thus, it is possible to pre-arrange keywords and define the grounds of the documents, such as a specific source, to narrow the papers' results and identify the connected documents (Pudovkin & Garfield, 2002).

The chosen papers are investigated using in-depth paper analysis. This study also disassembled each report to get to the core of the research methodology, aims, and conclusions. The researchers categorised the papers in this issue based on their context, such as "advanced and developing nations," research approaches matched with the study's aims, research implication, and research methodology. This paper discussed how all of the studies fit together thematically.

When evaluating the various editions of the publishers' publications and the papers themselves, it is critical to restrict the scope of this study's thesis. Despite the availability of information-gathering and text-analysis methods, expert judgement is still required to corroborate the research categorization (Walczak & Kellogg, 2015). This reason explains why the articles in this research need a stringent categorization scheme. The technique suggested by combines prescriptive information with an understanding of the research analysis process (Denyer et al., 2008) It is simpler to adopt for examining published works. This topic is examined further by concentrating on customer purchasing habits.

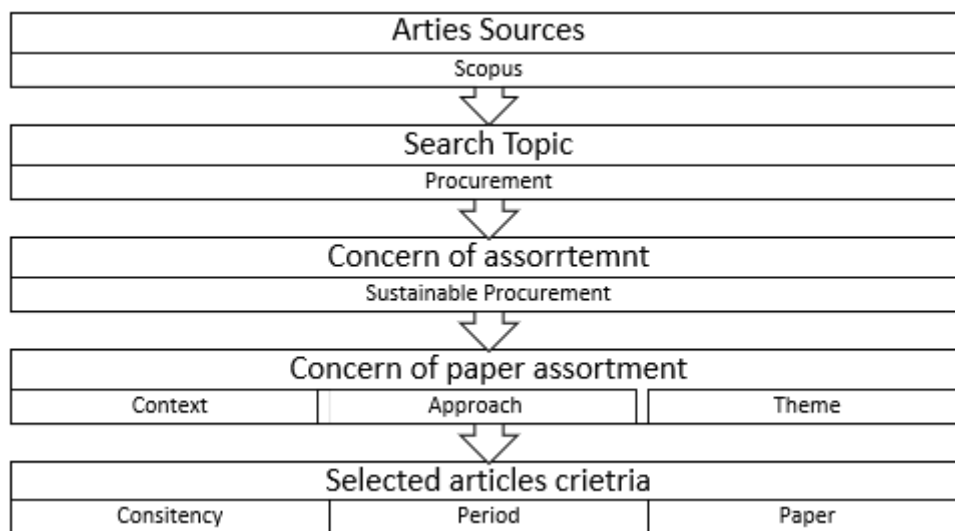


Fig.2: The logical choices of the direction of the examined articles

This study focuses on the subject of "customer purchasing intention." The urgency of this investigation is related to "customer purchasing intention." In contrast to an analysis of the full case, the pace of addressing sustainable procurement in the research paper is critical to exploring the research gap other than the chosen problem. Consider the specific comprehensive theme: "customer purchasing intentions in other topics." To ensure that this study focuses on the research subject, the chosen documents also permit publications connected to the problem of sustainable procurement application in other sectors.

The goal of article selection in this study was achieved by choosing a particular research bibliography. Figure 2 depicts the implementation of options from research catalogues. This research relies on Scopus publications since that search engine has a large bibliography collection. The trustworthy and relevant research articles from that search engine are carefully selected and examined. An approach of categorize the articles is to depend just on the paper's citation. However, such strategy may indicate a large number of articles and must be more efficient in categorizing the articles. As a consequence, it is also possible to arrange keywords ahead of time and establish the bases of the documents, such as a certain source, to bind the limits of the paper's findings (Pudovkin & Garfield, 2002).

This study investigates the selected examined articles using a depth-paper-analysis. This study additionally studied each picked report to a particular phase till the core of the research information, aim, and outcome were determined. Following that, the researchers classified the articles by context: "advanced and developing countries," technique used that was related to the study aims, implication, and procedure used by the issue's manuscripts reviewed. Finally, the subject of those publications was covered in this paper.

Considering the publishers' and papers' editions, this research still needs expert viewpoints to corroborate the study categorization based on the given classification above. Furthermore, technologies such as information searching and text inspection are required for this study (Walczak & Kellogg, 2015). That explanation explains why using a rigorous paper classification method matches the needs of this investigation (Denyer et al., 2008).

4. Findings

As indicated in Table 4, the Scopus Preview results reveal 37 publications addressing sustainable procurement. Some study indicates that keywords that are not relevant to the restriction or context of the research issue were deleted.

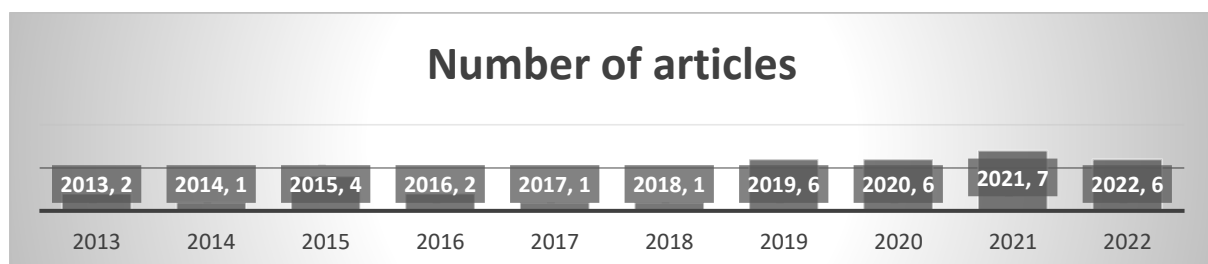


Fig.3: The number of articles chosen each year

The relevant research papers based on the context of sustainable procurement will be addressed in the research group in the chapter outcomes based on annual chosen articles, as shown in Figure 3. The years chosen were mostly 2019, 2020, 2021, and 2022.

Trends over time shows that the number of articles published on the topic of green product purchase intentions has increased significantly over the years, indicating a growing interest in this area of research.

This trend suggests that consumer awareness and concern for environmental issues are increasing, leading to more studies focusing on green purchasing behavior.

4.1 Articles are classified depending on their context.

Some background on sustainable procurement is provided in the study paper's classification:

Table 1. Articles cataloguing based on the setting

Context	Amount	Percentage
Green product	12	32,43
Green retail product	5	13,51
Food	5	13,51
Apparel	3	8,11
Transportation	2	5,41
Cosmetic	2	5,41
Plastic	2	5,41
Agriculture	2	5,41
Energy efficiency product	1	2,70
Detergent	1	2,70
Green hotel	1	2,70
Mining adn manufacturing	1	2,70
Total	37	100

The research articles are classified into twelve contexts depending on the context of the study subject. The majority of the texts (32,43%) concerned procurement in general, green retail items (13,51%), food (13,51%), and clothes (8,11%). This study takes into account categorisation depending on the kind of items bought. When marketing the items, this environment may have a distinct procedure. According to Table 1, most publications still highlighted client purchase intentions for accessible green items. It's remarkable to see how the subject about green items has moved into everyday life for retail, food, cosmetics, and agriculture. Furthermore, transportation and energy efficiency studies might be expanded.

Table 2. Articles cataloguing based on the locus

Locations	Amount	Percentage
Vietnam	7	19.0
India	6	16.2
Indonesia	5	13.5
Iran	5	13.5
China	2	5.4
Malaysia	2	5.4
South Korea	2	5.4
USA	2	5.4
Bangladesh	1	2.7
Georgia	1	2.7
Jordan	1	2.7
Mauritius	1	2.7
Taiwan	1	2.7
Tunisia	1	2.7
Total	37	100

Furthermore, the setting of majority of research papers (86,5%) were in the Asia setting: Vietnam (19%), India (16.2%), Indonesia (13.5%), Iran (13.5%), China (5.4%), Malaysia (5.4%), South Korea (5.4%), Bangladesh (2.7%), Jordan (2.7%), and Taiwan (2.7%). While the other (about 13,5%0 are in the USA, Georgia, Mauritius, and Tunisia. Table 2 demonstrates that the development of green products is already a concern for many Asian nations.

Difference across regions shows that the majority of studies were conducted in Asian regions, which might introduce geographical bias. However, this dominance highlights the significant interest and concern for green products in these regions. For instance, studies in Vietnam and India show a strong focus on eco-familiarity and functional benefits, while those in China and South Korea emphasize perceived consumer effectiveness and emotional benefits.

4.2 Article classification based on research methodology

Every article is addressed using a quantitative approach.

Table 3. Article cataloguing based on the setting

Approach	Amount	Percentage
Quantitative	37	100
Qualitative	0	0
Mixed-method	0	0
Total	37	100

The survey is used to examine the majority of publications using a quantitative research technique. In terms of study methodology, future research will be interested in collecting data using qualitative and mixed-method research approaches to acquire a more in-depth understanding of consumer purchase intentions, such as the barrier and rationale for utilizing green premium goods.

4.3 Article categorization according to topic

These articles' themes might be split depending on the determinant of green product purchase intention. Customers, from an individual standpoint, might be the decider. like the eco-familiarity (Matin et al., 2022; Zare et al., 2016; Zulganef et al., 2019), functional benefits (Amin & Tarun, 2021), emotional benefits (Amin & Tarun, 2021; Matin et al., 2022), eco-concerns (Han et al., 2019; Nguyen et al., 2022), consciousness, attitude (Bui et al., 2021; Chou et al., 2020; Nguyen et al., 2022), concern about one's health (Khoiriyah & Toro, 2018), individual behavior (Duong, 2022), consumption values

(Yuan et al., 2022), traits (Y. K. Liao et al., 2021) as well as a feeling of duty (Y. K. Liao et al., 2021). It might also be studied by a group of customers, such as social norms (Han et al., 2019; A. Kumar et al., 2021), cultural orientation as a group (N. Kumar & Mohan, 2021), social benefits (Amin & Tarun, 2021; Matin et al., 2022) as well as societal pressure (Latip et al., 2020). The factor might also be seen from the standpoint of the company's efforts toward green goods, such as 4Ps of marketing (Al-Gasawneh & Al-Adamat, 2020; Hosseinikhah & Mirabolghasemi, 2022; Matin et al., 2022; Nguyen et al., 2022; Shafiee & Shahin, 2021), organization branding (Joshi & Srivastava, 2020; Ko et al., 2013; Nguyen et al., 2022) as well as marketing (Alamsyah et al., 2020). It should also be observed through government interference via government regulation. (Matin et al., 2022; Zulganef et al., 2019). According to the results, the majority of the research was done on the consumer behavior organizations strategic business. Only a few studies addressed societal impact and government involvement

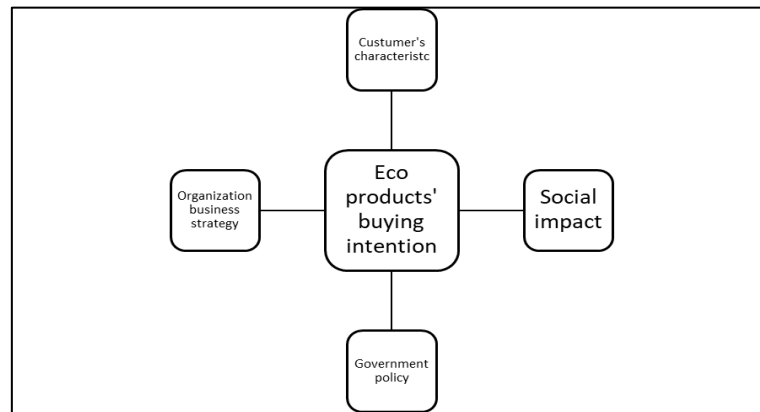


Fig.4: Propose antecedent of purchase intentions for green items.

Addressing this area will contribute to a deeper understanding of consumer behavior and the development of more effective strategies for promoting sustainable consumption practices. Future research should continue to integrate qualitative and mixed-methods approaches to gain a more nuanced understanding of consumer purchase intentions and the barriers to using green premium goods.

Table 4. Reviewed articles

No	Authors	Country	Context	Objective	Determinant	Research Method
1	(Matin et al., 2022)	Georgia	Green retail product	To know the effect of conditional value, product positioning, societal values, eco-literacy, emotional satisfaction and government policies on green product purchasing intention	conditional value, product positioning, societal values, eco-literacy, emotional satisfaction and government policies	Quantitative survey
2	(T. L. Nguyen et al., 2022)	Vietnam	Mining and manufacturing	To know the effect of green brand positioning, green brand associations, attitude towards green brands, advertisement message credibility, and environmental concern toward green intention purchase	Green brand positioning, green brand associations, attitude towards green brands, advertisement message credibility, and environmental concern	Quantitative survey
3	(Duong, 2022)	Vietnam	Green product	To know the influence of personality traits toward green products purchasing intention	Personality traits: conscientiousness, agreeableness, extraversion, neuroticism and openness to experience	Quantitative survey
4	(Yuan et al., 2022)	China	Green product	To know the influence of consumption values toward green product purchasing intention	consumption values (i.e., ecological, functional, symbolic, experiential and epistemic)	Quantitative survey
5	(Hosseinikhah & Mirabolghasemi, 2022)	Iran	Retail product	To know the impact of viral marketing strategies on the purchasing intention of eco-labelled products.	viral marketing strategies (level of information, level of entertainment, irritation level and source credibility)	Quantitative survey

No	Authors	Country	Context	Objective	Determinant	Research Method
6	(Hoang et al., 2022)	Vietnam	Organic food	To know the impact of food choice questionnaire on the organic food purchasing intention	food choice questionnaire	Quantitative survey
7	(S. Amin & Tarun, 2021)	Bangladesh	Green product	To know the impact of consumption values (such as functional value, emotional value and social value) on the green product purchasing intention	Consumption values (emotional value).	Quantitative survey
8	(N. Kumar & Mohan, 2021)	India	Textile	To know the impact of collectivism cultural orientation, environmental concern on the green textile product purchasing intention	collectivism cultural orientation, environmental concern	Quantitative survey
9	(Y. K. Liao et al., 2021)	Vietnam	Green product	To know the impact of subjective norms, perceived moral obligation, perceived behavioural control, and customers' perceived value on the green product purchasing intention	subjective norms, perceived moral obligation, perceived behavioural control, and customers' perceived value	Quantitative survey
10	(Shafiee & Shahin, 2021)	Iran	Automobile	To know the impact of green marketing (price, product, promotion, and place) on the green automotive product purchasing intention	green marketing (price, product, promotion, and place)	Quantitative survey
11	(Bui et al., 2021)	Vietnam	Cosmetics	To know the impact of attitude, subjective	attitude is the most influential factor then, subjective norm, perceived behavioural control and environmental knowledge	Quantitative survey

No	Authors	Country	Context	Objective	Determinant	Research Method
				norm, perceived behavioural control, and environmental knowledge on the green cosmetics product purchasing intention		
12	(Suhartanto et al., 2021)	Indonesia	Plastics	To know the impact of trust on the green plastics product purchasing intention of young customers	trust	Quantitative survey
13	(A. Kumar et al., 2021)	India	Apparel	To know the impact of attitude, social norms, perceived behaviour control, environmental consciousness on the green apparel products purchasing intention	attitude, social norms, perceived behaviour control, environmental consciousness	Quantitative survey
14	(Chou et al., 2020)	Taiwan	Restaurant	To know the impact of attitude perceived quality, environmental consciousness on the green restaurant products purchasing intention	attitude to green products, perceived quality on marketing mix and consumer willingness in environmental concern	Quantitative survey
15	(Joshi & Srivastava, 2020)	India	Apparel	To know the impact of customer engagement and brand experience on the green apparel product purchasing intention of young customers	customer engagement and brand experience	Quantitative survey

No	Authors	Country	Context	Objective	Determinant	Research Method
16	{Latip et al., 2020)	Malaysia	Food	To know the impact of personal attitude, perceived social pressure, and perceived autonomy on the organic food purchasing intention	personal attitude, perceived social pressure, and perceived autonomy	Quantitative survey
17	{T. Nguyen et al., 2020)	Vietnam	Green product	To know the impact of social and environment sustainability awareness on the green product purchasing intention	social and environment sustainability awareness	Quantitative survey
18	{Alamsyah et al., 2020)	Indonesia	Green product	To know the impact of green advertising, green brand image and customer green awareness on the green product purchasing intention	green advertising, green brand image and customer green awareness	Quantitative survey
19	{Al-Gasawneh & Al-Adamat, 2020)	Jordan	Green product	To know the impact of Word of mouth and marketing content on the green product purchasing intention	Word of mouth and marketing content	Quantitative survey
20	{Kautish & Sharma, 2019)	India	Green product	To know the impact of terminal value and instrumental value orientations on the green product purchasing intention of young generation	terminal value and instrumental value	Quantitative survey
21	{Han et al., 2019)	USA	Transportation	To know the impact of eco-concerns, anticipated affects, social norm, and sense	eco-concerns, anticipated affects, social norm, and sense of obligation to take pro-environmental actions	Quantitative survey

No	Authors	Country	Context	Objective	Determinant	Research Method
				of obligation to take pro-environmental actions on the eco-friendly airplane purchasing intention		
22	(Zulganef et al., 2019)	Indonesia	Plastic bag	To know the impact of government regulations, eco-friendly awareness, the intention to continue using plastic bags, and the intention to purchase green products on the plastic bag purchasing intention	government regulations, eco-friendly awareness, the intention to continue using plastic bags, and the intention to purchase green products	Quantitative survey
23	(Dwikuncoro & Ratajczak, 2019)	Indonesia	Palm oil	To know the impact of green satisfaction, green product quality, green trust on the palm oil purchasing intention	green satisfaction, green product quality, green trust	Quantitative - survey
24	(Choi et al., 2019)	Vietnam	Green premium product	To know the impact of green satisfaction, green product quality, green trust on the green premium product purchasing intention	green self-expressive motive and fit	Quantitative - survey
25	(Wong & Tzeng, 2019)	China	Agriculture	To know the impact of (a) awareness of certified organic label, (b) food safety attitude, and (c) green product awareness on the green agriculture products purchasing intention	(a) awareness of certified organic label, (b) food safety attitude, and (c) green product awareness	Quantitative - survey

No	Authors	Country	Context	Objective	Determinant	Research Method
26	(Khoiriyah & Toro, 2018)	Indonesia	Green product	To know the impact of health consciousness, environmental attitude, and value orientation on the green products purchasing intention	health consciousness, environmental attitude, and value orientation	Quantitative - survey
27	(Esmailpour & Bahmiary, 2017)	Iran	Green product	To know the impact of environmental attitude on the green products purchasing intention	environmental attitude	Quantitative - survey
28	(Esmaili et al., 2017)	Iran	Detergent	To know the impact of green branding constructs (perceived value of a green brand, the green brand image, and brand equity on the green products purchasing intention	green branding constructs (perceived value of a green brand, the green brand image, and brand equity	Quantitative - survey
29	(Rejikumar, 2016)	India	Green retail product	To know the impact of customer perceived eco-literacy, perceived individual benefits, perceived customer effectiveness and perceived customer social responsibility on the green products purchasing intention	customer perceived eco-literacy, perceived individual benefits, perceived customer effectiveness and perceived customer social responsibility	Quantitative - survey
30	(Zare et al., 2016)	Iran	Green product	To know the impact of environmental knowledge, attitudes towards green products, environmental concerns, attention to health, environmental	environmental knowledge, attitudes towards green products, environmental concerns, attention to health, environmental awareness of customers behaviour, its perception of the effects on the environment,	Quantitative - survey

No	Authors	Country	Context	Objective	Determinant	Research Method
				awareness of customers behaviour, its perception of the effects on the environment, on the green products purchasing intention		
31	(Nedra et al., 2015)	Tunisia	Organic food	To know the impact of perception, attitude, motivation (health and environmental concern) on the green products purchasing intention	perception, attitude, motivation (health and environmental concern),	Quantitative - survey
32	(Jiang & Kim, 2015)	Korea	Green hotel	To know the impact of Environmental concern, Perceived green benefit, Perceived green costs on the green hotel products purchasing intention	Environmental concern, Perceived green benefit, Perceived green costs	Quantitative - survey
33	(Pudaruth et al., 2015)	Mauritius	Cosmetics	To know the impact of purchasing pattern on the green cosmetics products purchasing intention	purchasing pattern	Quantitative - survey
34	(M. Amin et al., 2015)	Malaysia	Green retail product	To know the impact of green product positioning and marketing strategies on the green retail products purchasing intention	green product positioning and marketing strategies	Quantitative - survey
35	(Chowdhury & Samuel, 2014)	India	Energy efficiency product	To know the impact of Brand, model, price, marketing, energy	Brand, model, price, marketing, energy efficiency, maintenance	Quantitative - survey

No	Authors	Country	Context	Objective	Determinant	Research Method
				efficiency, maintenance on the green retail products purchasing intention		
36	(Ko et al., 2013)	South Korea	Green retail product	To know the impact of green marketing and corporate image on the green retail products purchasing intention	green marketing, corporate image	Quantitative - survey
37	(DiPietro et al., 2013)	USA	Food	To know the impact of customers' perception on the green cosmetics products purchasing intention	customers' perception	Quantitative - survey

5. Discussion

Potential Explanations for Conflicting Findings Across Studies

The synthesis of diverse findings from existing literature on green purchase intentions reveals both convergent and divergent results.

Four factors can explain these conflicting findings:

First, Methodological Differences: Studies employing different research methodologies, such as qualitative versus quantitative approaches, may yield varying results. For instance, qualitative studies might uncover nuanced emotional benefits that are not captured by quantitative surveys (Amin and Tarun, 2021).

Second, contextual Variations: The cultural, social, and economic contexts of different regions can significantly influence consumer behavior. For example, studies conducted in Asian regions (86.5% of the studies) may show different patterns compared to those conducted in Western countries (13.5% of the studies) due to varying levels of environmental awareness and societal norms (Table 2).

Third, sample size and demographics: The sample size and demographic characteristics of the participants can also contribute to conflicting findings. Larger samples with diverse demographics might provide more generalizable results, while smaller samples might be more susceptible to biases (Kitchenham, 2004).

Four, time frame: The time frame of the studies can also influence the results. Studies conducted in different years may reflect changing consumer attitudes and behaviors over time. For instance, environmental concern has been increasing over the years, which could explain why it is a more frequently cited factor in recent studies (Figure 3).

Theoretical and Practical Implications

The findings of this review have significant theoretical and practical implications:

The TPB remains a robust framework for understanding consumer behavior related to environmental issues. However, the synthesis of diverse findings highlights the need for more comprehensive models that incorporate additional variables such as emotional benefits and contextual factors. This suggests that future theoretical models should be more nuanced and inclusive (Ajzen, 1991; Karimy et al., 2015). Additionally, the practical implications are multifaceted. Companies implementing green positioning strategies and communicating their commitment to sustainability are more likely to attract environmentally conscious consumers. Government legislation and policies promoting the use of green products can increase consumer awareness and intention to purchase such products. Thus, businesses should consider the emotional benefits associated with green products to enhance consumer satisfaction and loyalty (Moser, 2015; Zhuang et al., 2021).

Limitations of this review

This review has four limitations that need to be addressed comprehensively:

First, Methodological Limitations: The review primarily relied on quantitative studies, which might not capture the full complexity of consumer behavior. Future research should incorporate qualitative and mixed-methods approaches to gain a deeper understanding of consumer purchase intentions and the barriers to using green premium goods (Amin and Tarun, 2021).

Second, Geographical Bias: The majority of studies were conducted in Asian regions, which might introduce geographical bias. Future studies should aim to include a more diverse range of regions to ensure generalizability (Table 2).

Third, Temporal Bias: The review focused on studies from 2013 to 2022, which might not reflect long-term trends or changes in consumer behavior over time. Future reviews should consider a broader time frame to capture evolving consumer attitudes and behaviors.

Four, Data Quality: The quality of data in some studies might be limited by the survey methods used.

Future research should ensure that data collection methods are robust and reliable to minimize biases.

Synthesizing Cultural Contexts

Our findings suggest that while environmental concern remains a key factor across studies, its relative importance may vary depending on cultural context. For instance, studies in Asian countries (e.g., Kumar & Mohan, 2021; Nguyen et al., 2022) found a stronger influence of social norms compared to studies in Western contexts. This highlights the importance of considering cultural nuances when developing strategies to promote green purchasing behaviors. In Asian cultures, social norms and peer pressure play a significant role in shaping consumer behavior, whereas in Western cultures, individual attitudes and personal values may be more influential (Kumar et al., 2021).

6. Conclusion

This systematic review of recent literature on green purchase intentions reveals the multifaceted nature of factors influencing consumers' decisions to buy eco-friendly products. Our analysis of 37 studies published between 2013 and 2022 highlights four key categories of determinants: individual consumer behavior, social influence, corporate strategies, and government policies. While traditional factors such as environmental concern and attitudes continue to play significant roles, our review underscores the importance of additional factors, including social norms, perceived consumer effectiveness, and green marketing strategies. These findings suggest that the widely used Theory of Planned Behavior may need to be expanded to fully capture the complexity of green purchase intentions. The review also reveals notable variations across different cultural contexts and product categories, emphasizing the need for more nuanced, context-specific approaches in both research and marketing strategies. Future research should focus on longitudinal studies to examine how these factors evolve over time, as well as explore potential interactions between different determinants. From a practical standpoint, our findings suggest that policymakers and marketers should adopt multifaceted approaches to promote eco-friendly products, addressing not only individual attitudes but also social influences and broader systemic factors. While this review provides a comprehensive synthesis of recent literature, it is limited by its focus on quantitative studies and reliance on a single database. Future reviews could benefit from including qualitative research and a broader range of databases to capture a more diverse set of perspectives.

In conclusion, this review contributes to the field by providing a systematic analysis of recent literature on green purchase intentions, highlighting key trends and gaps in current knowledge, and offering directions for future research and practice in promoting sustainable consumption. We conclude that the synthesis of diverse findings from existing literature on green purchase intentions highlights the critical role of environmental concern, social norms, and perceived consumer effectiveness. However, it also underscores the need for more comprehensive theoretical models and practical strategies that incorporate additional variables and methodologies to improve predictive accuracy and generalizability. Addressing these limitations will contribute to a deeper understanding of consumer behavior and the development of more effective strategies for promoting sustainable consumption practices. Future research should continue to integrate qualitative and mixed-methods approaches to gain a more nuanced understanding of consumer purchase intentions and the barriers to using green premium goods.

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