

What Drives Green Product Purchase Intentions? A Cross-Cultural Systematic Review of Multi-Level Determinants

Dini Selasi^{1*}, Ade Nurhayati Kusuma Dewi², Hendry Suhardiman³, Rudi Setiawan⁴,
Teuku Dhani Al Ramdhani⁵, Mohamad Herdi Faizal⁶

¹Universitas Bunga Bangsa, Cirebon, Indonesia

²Universitas Islam Dr. KH EZ Muttaqien, Purwakarta, Indonesia

³Pasundan University, Bandung, Indonesia

⁴Sekolah Tinggi Ilmu Administrasi YPPT, Tasikmalaya, Indonesia

⁵Cipasung University, Tasikmalaya, Indonesia

diniselasi01@gmail.com (Corresponding author)

Abstract. This study conducts a thorough review of existing research that looks into the factors influencing consumers' decisions to buy eco-friendly products. A total of 37 peer-reviewed articles, published from 2013 to 2022, were found by conducting a structured search in the Scopus database and were analyzed according to PRISMA guidelines. The synthesis groups the factors that influence a person's intention to buy green products into four main categories: personal traits of the consumer, the impact of social influences, the strategies used by organizations, and the policies implemented by the government. The results indicate that environmental concern is the most commonly studied factor, showing up in about 89% of the studies reviewed, while attitudes toward green products were examined in roughly 76% of the studies. Social norms show a big difference depending on the situation, with a stronger effect seen in Asian Cultures than in Western ones. In addition, how effective consumers feel and the use of green marketing strategies are important factors, especially in studies from developing economies. The review shows that the desire to buy green products depends on different situations and involves many factors. This study helps clarify how people engage in sustainable consumption by organizing key factors thematically and presenting numerical summaries, and it also highlights important areas that need more research and theoretical work.

Keywords: Literature review, green products, purchase intention, qualitative

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; 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. 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 (Ritter et al., 2015; Sheng 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

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).

Even though there's a lot of research on why people want to buy green products, some important issues are still not well understood or covered. Existing reviews have mostly ignored a thorough look at recent studies from after 2013 that use the Theory of Planned Behavior in more complex ways. This gap has led to a scattered view of how other psychological and environmental factors influence sustainable consumption. Second, previous research has not thoroughly compared cultural and regional differences, especially between Asian and Western settings, which limits how widely the current results can be applied. Third, the existing research does not have a complete and unified approach that covers all the factors at the individual level, the influence of social settings, the strategies used by companies, and the role of government policies in shaping the intent to buy green products. To address these gaps, this study seeks to (1) thoroughly review and bring together existing research on green purchase

intention from 2013 to 2022, (2) find and group the main factors influencing green purchasing across various regions and situations, (3) create a unified theoretical model based on an expanded Theory of Planned Behavior, and (4) offer practical insights for improving theory, business strategies, and public policies.

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 Foundations

The research on how people choose to buy eco-friendly products is based on several different theories, and each of these theories gives a different perspective on what influences people to make sustainable choices. The Theory of Planned Behavior (TPB) continues to be a key framework that explains how behavioral intention is shaped by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991; Icek Ajzen, 1985). TPB has been commonly used to predict people's intentions to buy eco-friendly products, choose green hotels, and take energy-saving actions. This shows how positive attitudes, social influence, and the feeling of having control over one's actions affect decisions that are good for the environment (M. F. Chen & Tung, 2014; Han et al., 2010; Han & Kim, 2010; Ko et al., 2013)

To support TPB, the Value-Belief-Norm (VBN) Theory offers important understanding about how personal values and moral duties influence actions that protect the environment (Hisam & Sanyal, 2022). VBN highlights that people who strongly believe in protecting nature or helping others are more likely to take actions that benefit the environment because they feel a personal sense of duty to do so. Social Cognitive Theory (SCT) says that people learn behaviors by watching others, imitating them, and getting rewards or punishment, which shows how social learning and belief in one's ability to succeed influence eco-friendly choices (Srimulyani et al., 2023). This study also takes into account cultural differences by using Cultural Dimensions Theory, especially Hofstede's framework, to explore how variations in individualism, uncertainty avoidance, and long-term orientation influence people's intentions to buy eco-friendly products in different regions (Samal et al, 2020).

Green Product Purchase Intention

Green product purchase intention is when a consumer expresses how likely or ready they are to buy items that are good for the environment, sustainable, or have a smaller impact on nature (Karimy et al., 2015). It shows the mental reasons why someone might pick eco-friendly products instead of regular ones, and these reasons are shaped by their beliefs, what they care about, how much control they feel they have over their actions, what others around them do, and how much they know about the environment (Teo et al., 2016). Knowing what drives people to buy green is important for both researchers and marketers. It helps predict real eco-friendly buying actions and highlights the main factors that influence consumers to choose sustainable options (Wang et al., 2017).

Empirical Findings

Research on green consumer behavior shows that many factors at different levels influence people's choices. Individual-level factors involve things like how much someone cares about the environment, their personal beliefs, their feelings or opinions about certain issues, and their belief in how effective they are as a consumer. Social-level factors include things like what people think others might believe, the influence from friends, and the support from family. Organizational-level factors look at the company's overall strategies, such as promoting environmentally friendly products, getting eco-certifications, and carrying out social responsibility programs. Policy-level factors show how government rules, rewards, and efforts to protect the environment play a key role. By grouping the results into these categories, the review highlights common trends, differences in context, and areas where research methods fall short, providing a clearer and more complete picture of what affects people's willingness to buy environmentally friendly products.

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); 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). 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 (Macovei, 2015). 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

To ensure a strong methodological approach, clear rules were set for including and excluding studies. Only studies that are based on real evidence, published in journals that are reviewed by experts, written in English, and specifically looking at how consumers decide to buy eco-friendly products were considered. Quantitative studies needed to have at least 100 sources of literature. Clear definitions for "green product purchase intentions" were set as the main outcome being measured. Studies like conference papers, books, dissertations, and publications in languages other than English were left out to keep the reviewed literature consistent and of high quality.

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."

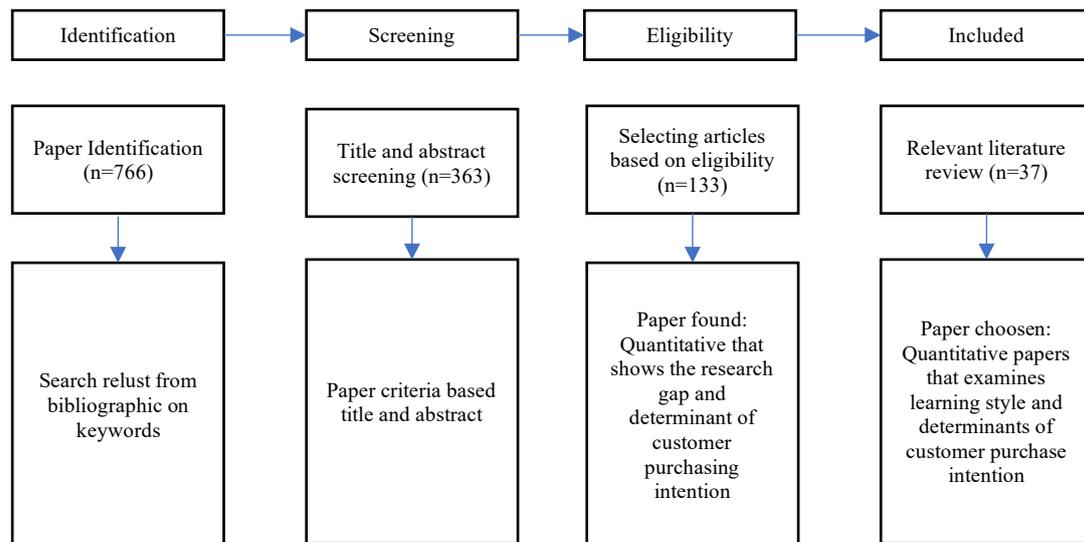


Fig.1: Literature review by the PRISMA method (Moher et al., 2009)

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. The literature search was done through Scopus using this 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 from 2013 up to 2022, (2) looked at how consumers intend to buy eco-friendly products, and (3) involved real data collected through research.

Step 2: Screening is the second step.

In terms of title and abstract, papers focusing on "customer purchasing intention" and "green products" were chosen. The process of selecting articles followed the PRISMA guidelines (Moher et al., 2009), which included four stages: finding the articles, reviewing them to see if they are relevant, checking if they meet the required criteria, and finally including the ones that fit. The first search resulted in 363 articles after checking the titles and abstracts. During the eligibility process, 133 articles were kept, and ultimately, 37 studies satisfied all the criteria for detailed analysis (see Figure 1).

Step 3: Qualification

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.

To make sure the data extraction process is clear and consistent, we used methods to check how reliably different people interpret the data. Several reviewers looked at the same group of studies on

their own and gathered the necessary information. They then compared their findings to make sure everything was consistent. A standard checklist was created to help with data extraction, ensuring all important aspects were covered, including the study's goals, the variables looked at, the methods used, the location of the study, and the main results. The research team checked and agreed on the checklist, and any changes to the extraction method were carefully recorded to make sure everything is clear and can be repeated.

After the eligibility assessment was completed, 37 empirical studies were chosen to be included. These studies looked closely at how customers intend to buy green products, which was the main topic of this review. By focusing on this particular area where different factors meet, the review looks at a significant but not well-studied part of the larger body of work on how consumers behave. Only studies from related fields were included if they clearly defined and measured customer intent to buy green or sustainable products, ensuring a clear and consistent focus for the analysis.

Included in Step 4

The studies included were analyzed using a structured thematic approach, with the help of a coding matrix. Each study was carefully coded based on key aspects like factors influencing customer buying decisions, the geographical setting (whether it was a developed or developing country), the research approach used, and the main results found in the studies. This coding matrix helped in identifying themes across different studies and made it easier to compare various factors, settings, and research methods. Because the studies varied a lot in how they were designed, the tools they used to measure things, and the results they reported, it wasn't possible to do a quantitative meta-analysis. So, an analytical synthesis approach was used to find repeating patterns, differences in context, and gaps in methods. This helped make sure the synthesis went beyond just describing what was found and followed standard practices for systematic reviews (Denyer et al., 2008); (Walczak & Kellogg, 2015).

Scopus was chosen as the main database because it covers a wide range of peer-reviewed articles across many subjects. To make the studies more relevant and accurate, specific keywords and rules were used to select them. Even though general searches can find many publications, using specific search terms and clear selection rules helped find studies that exactly match the research goals (Pudovkin & Garfield, 2002). Each chosen article was carefully reviewed to gather information about the research goals, the methods used, the background context, and the main results. This information was then combined into a thematic synthesis.

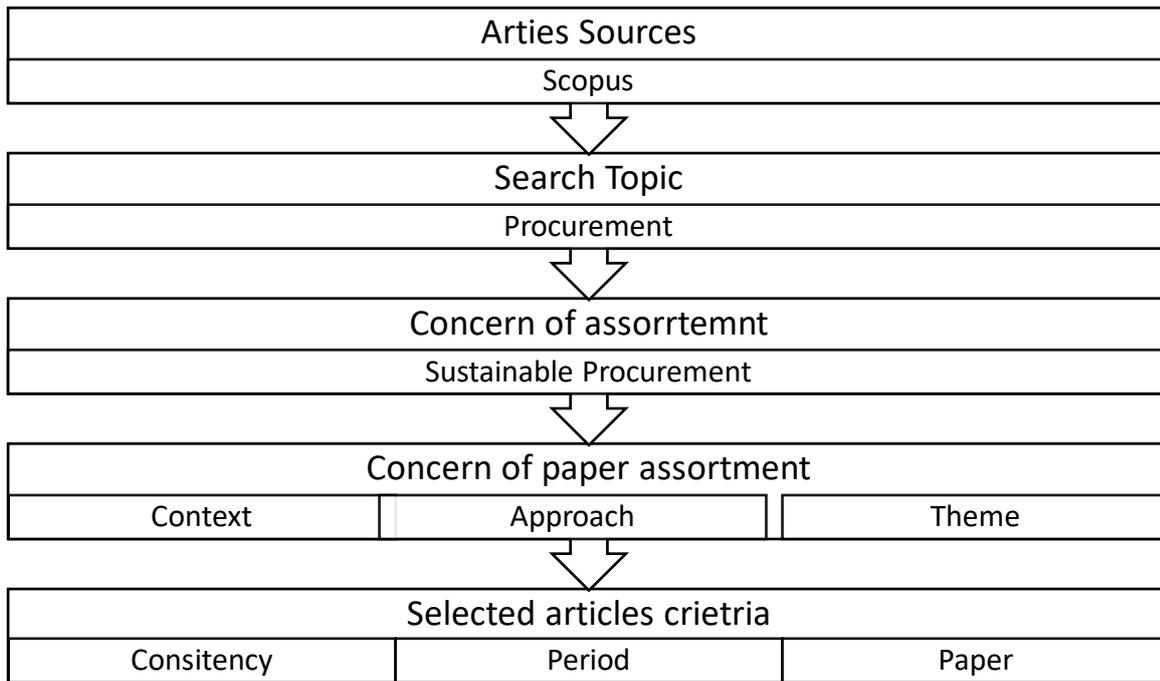


Fig.2: The logical choices of the direction of the examined articles

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.

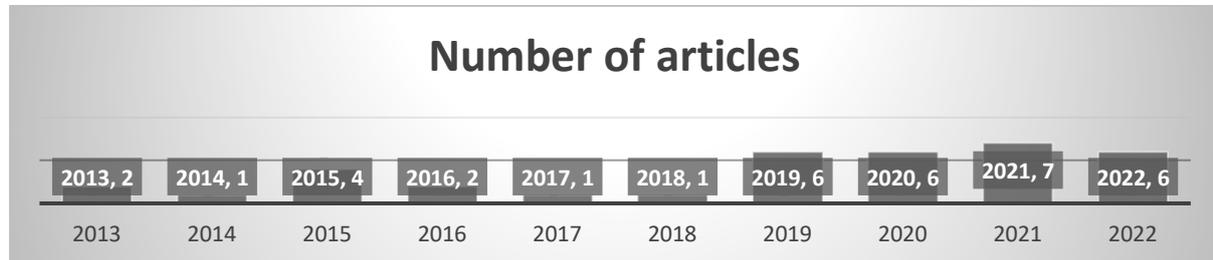


Fig.3: The number of articles chosen each year

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.

To check that different raters were consistent in how they coded the study variables, Cohen's kappa was used to measure inter-rater reliability. Two independent reviewers coded all included articles. The reviewers mostly agreed, with an overall agreement rate of 92%, and the Cohen's kappa value was 0.78, which is above the minimum acceptable level of 0.70. Disagreements happened in 8% of the cases, and they were usually settled by discussing the issue. If needed, a third reviewer was brought in to help everyone agree on a decision. This process made sure the coding was dependable and could be repeated accurately.

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.

A detailed analysis was carried out to better understand the factors that influence people's intentions to buy eco-friendly products. In 33 out of 37 studies, environmental concerns were mentioned, which is about 89.2%. The impact sizes reported in these studies ranged between 0.21 and 0.67, with an average impact size of 0.42. In addition, 28 studies (75.7%) looked at people's attitudes toward green products, and the effect sizes ranged from 0.18 to 0.61, with an average of 0.38. Subjective norms were covered in 22 studies (59.5%), and the effect sizes were between 0.15 and 0.54, averaging 0.34. These findings were put together in a quantitative synthesis table that shows how often each factor appeared, the range of effects seen, and the average effect for each main determinant, giving a clearer, more data-based view of what influences people's intentions to buy green products.

A study comparing different cultures showed that the factors influencing people's willingness to buy environmentally friendly products vary from one region to another. Most of the studies, which make up 86.5%, were done in Asia. However, when we compared the results, we found that European studies showed a slightly higher level of impact when it came to environmental concerns, with an average effect size of 0.46, compared to Asian studies, which had an average of 0.41. On the other hand, subjective norms had a stronger influence in Asian contexts, with an average effect size of 0.36, compared to European contexts, where the average was 0.29. It was also found that there are differences in the theories and research methods used in different regions, which shows that both the cultural background and the way studies are designed might lead to different results being reported. These results show that it's important to take into account different regions and cultures when understanding what influences people's willingness to buy eco-friendly products.

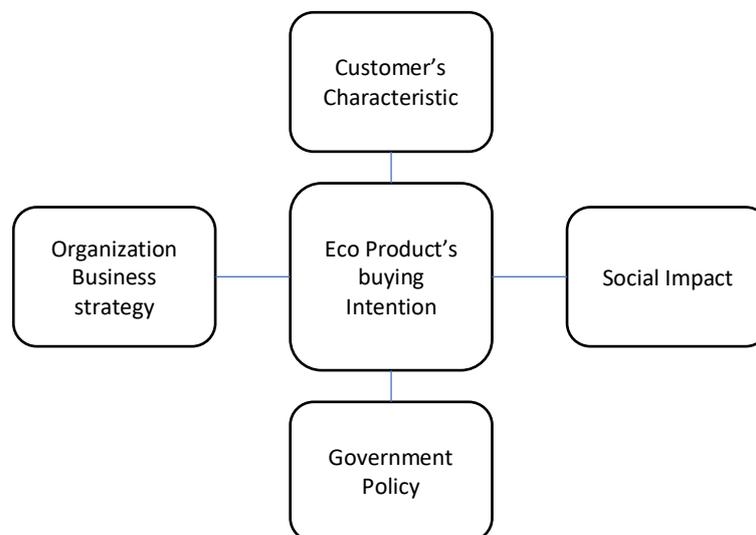


Fig.4: Propose antecedent of purchase intentions for green items.

This study uses a theoretical framework based on the Theory of Planned Behavior (TPB), which suggests that a person's intention to behave in a certain way is influenced by their personal attitudes, what they believe others think about the behavior, and how easy they feel the behavior is to perform. The conceptual model shown in Figure 4 is an expanded use of TPB, based on the findings from the literature synthesis. Customer characteristics show how individuals feel and think about eco-friendly products, while social impact is about the influence of others and what society expects. Moreover, government policies and a company's business strategies are seen as factors that influence people's behavior, as they can either help or limit the ability and willingness of consumers to make sustainable purchase decisions. The addition of these concepts is backed by consistent findings from the studies reviewed, showing that the intention to buy eco-friendly products is affected by both personal factors and the broader institutional and organizational settings. This model doesn't replace the original TPB framework, but instead builds on it to better understand the factors influencing eco-product buying behavior, which aligns with the key themes found in the systematic review. 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	[2]	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	[3]	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	[4]	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	[5]	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	[6]	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
6	[7]	Vietnam	Organic food	To know the impact of food choice questionnaire on the organic food purchasing intention	food choice questionnaire	Quantitative survey
7	[8]	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	[9]	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	[10]	Vietnam	Green product	To know the impact of subjective norms, perceived moral obligation, perceived	subjective norms, perceived moral obligation, perceived behavioural	Quantitative survey

No	Authors	Country	Context	Objective	Determinant	Research Method
				behavioural control, and customers' perceived value on the green product purchasing intention	control, and customers' perceived value	
10	[11]	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	[12]	Vietnam	Cosmetics	To know the impact of attitude, subjective norm, perceived behavioural control, and environmental knowledge on the green cosmetics product purchasing intention	attitude is the most influential factor then, subjective norm, perceived behavioural control and environmental knowledge	Quantitative survey
12	[13]	Indonesia	Plastics	To know the impact of trust on the green plastics product purchasing intention of young customers	trust	Quantitative survey
13	[14]	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	[15]	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	[16]	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
16	[17]	Malaysia	Food	To know the impact of personal attitude, perceived social pressure, and perceived	personal attitude, perceived social pressure, and perceived autonomy	Quantitative survey

No	Authors	Country	Context	Objective	Determinant	Research Method
				autonomy on the organic food purchasing intention		
17	[18]	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	[19]	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	[20]	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	[21]	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	[22]	USA	Transportation	To know the impact of eco-concerns, anticipated affects, social norm, and sense of obligation to take pro-environmental actions on the eco- friendly airplane purchasing intention	eco-concerns, anticipated affects, social norm, and sense of obligation to take pro-environmental actions	Quantitative survey
22	[23]	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	[24]	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	[25]	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	[26]	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	[27]	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	[28]	Iran	Green product	To know the impact of environmental attitude on the green products purchasing intention	environmental attitude	Quantitative - survey
28	[29]	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	[30]	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	[31]	Iran	Green product	To know the impact of environmental knowledge, attitudes towards green products, environmental concerns, attention to health, environmental awareness of customers behaviour, its perception of the effects on the environment, on the green products purchasing intention	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
31	[32]	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	[33]	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	[34]	Mauritius	Cosmetics	To know the impact of purchasing pattern on the green cosmetics products purchasing intention	purchasing pattern	Quantitative - survey
34	[35]	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

No	Authors	Country	Context	Objective	Determinant	Research Method
35	[36]	India	Energy efficiency product	To know the impact of Brand, model, price, marketing, energy efficiency, maintenance on the green retail products purchasing intention	Brand, model, price, marketing, energy efficiency, maintenance	Quantitative - survey
36	[37]	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	[38]	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).

To tackle the theoretical gaps we found, we suggest an Integrated Green Purchase Intention Model (IGPIM) that brings together results from the reviewed studies and combines four main theoretical areas: the foundations of the Theory of Planned Behavior, factors based on value, social and cultural influences, and contextual factors. This model shows how people's attitudes, their sense of control over their actions, and what they think others believe influence their decisions to buy eco-friendly products, along with their personal values, social standards, cultural background, and the specific situation they're in. In real-world use, the model provides useful guidance: marketers can adjust their approaches based on cultural differences, highlighting social proof and community advantages in Asian markets, and concentrating on personal values and individual outcomes in Western markets. Policymakers can use proven strategies like requiring clear environmental labels, offering support for eco-friendly products that people actively choose, and running awareness efforts that fit different cultures. The IGPIM also helps clarify differences in study results by considering various factors like research methods, cultural backgrounds, types of products, and time periods, offering a better way to understand and interpret conflicting information in the literature.

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).

Limitations of this review

This review has five 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.

Five, in this study, Scopus was the only database used to search for relevant literature. Scopus covers a wide range of peer-reviewed journals, but by not including other databases like Web of Science and PsycINFO, it might have missed some relevant studies. This could especially affect research that focuses on behavior or is published in journals that aren't as widely indexed. Future studies might look into several databases to make the search more complete and cover more literature.

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.

This review highlights five key points about people's intentions to buy green products: the different factors that influence these decisions, which include personal, social, company, and government-related aspects; how the importance of these factors can change based on culture; how the best ways to persuade people can vary depending on the type of product; how the theory behind these intentions has developed from a simple model to more complex ones that combine different theories; and how there's still a big difference between what researchers find and how real consumers actually act. Based on these insights, we suggest an Integrated Green Purchase Intention Framework that takes into account cultural influences and the type of product, providing both new theoretical ideas and useful practical applications. For marketers, effective strategies involve creating campaigns tailored to different cultural groups, using messages that focus on specific product categories, and employing multiple touchpoints to address people's attitudes, social influences, and their sense of control over their behavior all at once. For policymakers, the suggestions involve requiring companies to disclose environmental impacts, creating awareness programs that match local cultural values, and offering incentives based on how involved a product is in sustainability efforts, giving clear direction on how to encourage more sustainable consumer behavior.

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