

## **EXPLORING GREEN PURCHASE INTENTION USING A SYSTEMATIC LITERATURE REVIEW**

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**Abstract:** This study presents a systematic literature review on green purchase intention behaviour. From an initial pool of 26 journals, 16 were selected for in-depth analysis. The review reveals that most studies adopt the *Theory of Planned Behaviour* (TPB). Online survey methods and PLS-SEM were commonly employed for data collection and analysis. The findings show that *environmental self-identity* and positive attitudes toward eco-friendly products are the strongest predictors of green purchase intention, while personal norms and value-driven motivations also play significant roles. Sociodemographic factors, such as age, gender, and cultural background, are identified as important moderators. Future research should consider incorporating the *Self-Determination Theory* (SDT) to explore intrinsic and extrinsic motivations, the *Protection Motivation Theory* (PMT) to assess the role of perceived environmental threats, and the *Diffusion of Innovations Theory* (DOI) to examine adoption patterns based on consumer categories. Expanding research to cross-national contexts and integrating broader socio-cultural variables could further enhance understanding. This synthesis provides valuable insights for researchers in designing effective strategies to promote environmentally friendly purchasing decisions.

**Keywords:** *Green purchase intention, Environmental Self-Identity, Sustainable consumption.*

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### **1. Introduction**

The escalating environmental challenges, including climate change, biodiversity loss, air and water pollution, and excessive resource depletion, have drawn global attention to the unsustainable nature of prevailing consumption patterns (Qamruzzaman, 2024). These environmental crises have led governments, businesses, civil society, and consumers to support sustainable development products. On the other hand, customer consciousness toward sustainable products is also growing, leading to a shift in consumer behaviour toward green consumerism (Glavič, 2021). Green consumerism is greatly influenced by green purchase intention, which is defined as an individual's willingness to buy eco-friendly products. Green purchase intention (GPI) becomes a predictor of green purchase decision, which reflects how consumers respond to eco-friendly marketing offerings.

GPI remains a complex and sometimes inconsistent phenomenon. Although more consumers express awareness and support for eco-friendly products, skepticism toward corporate environmental claims is also increasing. Many consumers fear that “green

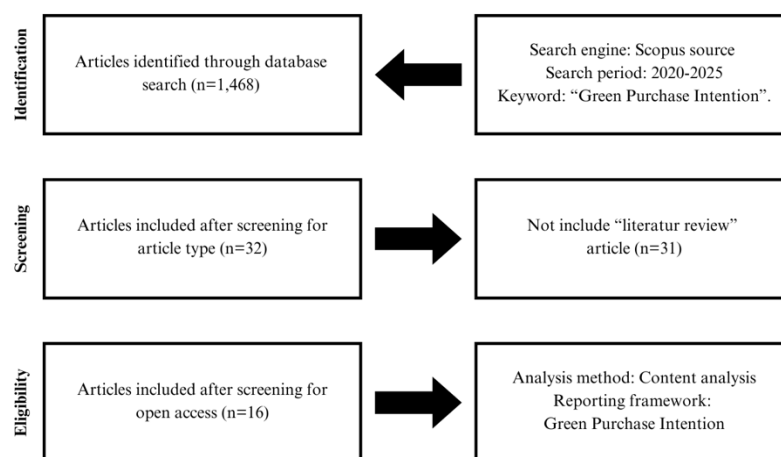
marketing” initiatives might merely serve as promotional tactics rather than genuine sustainability efforts, a phenomenon often referred to as *greenwashing*. Several studies within the reviewed literature (Ahmed et al., 2024; Al-Aflak & Gawshinde, 2024; Doanh et al., 2021) have demonstrated that trust plays a crucial role in influencing consumers’ willingness to purchase green products. When consumers perceive that companies are transparent and authentic in their environmental practices, their intention to buy green products strengthens. However, when they suspect exaggeration or manipulation, their purchase intention declines despite strong environmental attitudes.

For some time, researchers have developed theoretical models to explain green purchasing intentions, such as the Theory of Planned Behaviour (TPB), the Cognitive-Affective-Behavioural Model (CAB), the Value-Belief-Norm Theory (VBN), and the Technology Acceptance Model (TAM). These theories have been used to explore a wide range of GPI antecedents—such as environmental concern, perceived behavioral control, moral obligation, altruism, cultural values, and even emotional or hedonic motivations.

The growing body of knowledge of GPI remains fragmented and conceptually inconsistent. Different studies have employed various frameworks, utilized diverse measurement approaches, and drawn conflicting conclusions regarding the factors that most strongly influence GPI. It poses a challenge for researchers and practitioners seeking a coherent understanding of this field. To answer this question, this research was built using a systematic literature review method to explain the factors that influence GPI. This research aims to map the theoretical frameworks of GPI research, to categorise the antecedents, mediators, and moderators of GPI, and to propose a future research agenda for GPI.

## 2. Research Method

This study employed a systematic literature review approach to collect information about green purchase intention. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) was employed for the analysis of the results (Mardhatilah et al., 2024). The review was conducted to address some of the questions, including: First, what theories are employed to explain green purchase intention? Second, what factors influence green purchase intention?. According to Figure 1, several original papers were collected using the Scopus-indexed database, focusing on English-language and open-access articles published between 2020 and 2025.



**Figure 1.** Article Selection Process

All findings were then organised into tables and graphs to facilitate understanding, with classifications based on research location, subject area, applied theories, and influencing factors. The data collection process in this literature review followed systematic steps through three main stages: identification, screening, and eligibility assessment. The identification stage was conducted using Scopus with the keyword "Green Purchase Intention" for the period from 2020 to 2025. The initial search produced 1,468 relevant articles. In the screening stage, the authors evaluated the type of publication and excluded literature reviews. After this process, 32 articles met the criteria as empirical studies. The final eligibility stage was conducted, where only open-access articles were selected for further analysis. As a result, 16 articles were identified as eligible for inclusion in this review.

**Table 1. Criteria of the Inclusion and Exclusion**

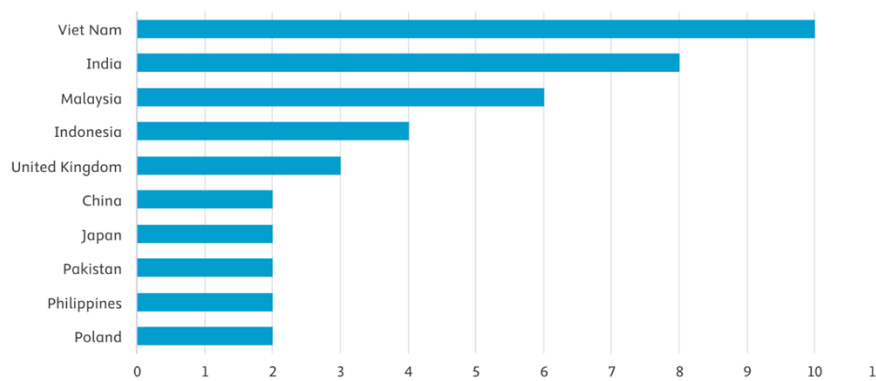
Criteria	Inclusion	Exclusion
Type	Indexed journal in Scopus	Non-indexed journal in Scopus
Keyword	Green Purchase Intention	Not mentioned
Language	English	Non-English
Years	2020-2025	Prior 2020
Access Status	Open Access	Closed Access

The inclusion and exclusion criteria were applied to ensure that only high-quality and relevant articles were analyzed in this study. Only journals indexed in Scopus were included, while non-indexed publications were excluded. Selected articles written in English were considered, and only open-access publications were included in this review.

**Table 2. Summary of Journals by Year**

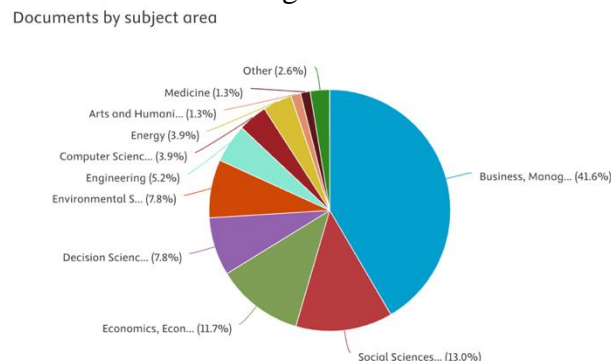
No	Journal	2020	2021	2022	2023	2024	2025
1	Management Science Letters	✓					
2	Management Science Letters	✓					
3	Business & Management	✓					
4	Management Science Letters	✓					
5	Asian Journal		✓				
6	Economic Copernican		✓				
7	Business Theory and Practice		✓				
8	Asian Journal of Business Research			✓			
9	Asian Journal of Business Research			✓			
10	Brazilian Journal of Marketing			✓			
11	Cogent Business & Management				✓		
12	APTISI Transactions on Technopreneurship					✓	
13	Contaduria y Administration					✓	
14	Journal of Competitiveness					✓	
15	Cogent Business & Management					✓	
16	Cogent Business & Management						✓

A total of 16 journals on “green purchase intention” during the period 2020-2025 show that publications are relatively distributed across the years, with higher concentrations in 2020-2024. These journals come from diverse disciplines, including marketing management, consumer behaviour, ethics, as well as cross-cultural and spiritual studies. This indicates that the topic of “green purchase intention” integrates multiple fields, not only limited to consumer behaviour theories but also encompassing moral, social, cultural, and religious values. Overall, the reviewed publications provide a comprehensive picture of the factors influencing “green purchase intention”, ranging from personal attitudes and norms, health consciousness, and functional values to social and digital influences. These findings are highly relevant in the context of technological developments, shifts in consumer behaviour, and the growing global attention toward sustainability issues.



**Figure 2.** Geographic Scope

Figure 2 shows that research on “green purchase intention” is most frequently conducted in Vietnam (10 articles), followed by India (8 articles), Malaysia (6 articles), and Indonesia (4 articles). Meanwhile, other countries such as the United Kingdom, China, Japan, Pakistan, the Philippines, and Poland contributed 2-3 articles. This indicates that studies on green consumer behaviour are more concentrated in Asia, particularly in Southeast and South Asia, although the topic continues to attract attention at the global level.



**Figure 3.** Literature by Subject Area

Figure 3 shows that most research on “green purchase intention” comes from the field of business, management, and accounting (41.6%), followed by social sciences (13%), and economics & finance (11.7%). Other areas, such as decision sciences and environmental science, each contribute (7.8%), while the rest are spread across engineering, energy, computer science, arts, and health sciences.

### **3. Result and Discussion**

#### **3.1 Result**

##### **Research Context**

The first is by Alamsyah et al. (2020) titled *“The Awareness of Environmentally Friendly Products: The Impact of Green Advertising and Green Brand Image”*. This study shows that green advertising and green brand image significantly influence consumer attitudes, which in turn positively impact green purchase intention. The study hypothesizes that the more persuasive green advertising and the stronger green brand image a company has, the higher the consumer’s intention to purchase a green product.

The second study is by Al-Adamat et al. (2020) titled *“The Impact of Moral Intelligence on Green Purchase Intention”*. The findings reveal that all four dimensions of moral intelligence—compassion, responsibility, forgiveness, and integrity—positively affect green purchase intention, with responsibility being the strongest predictor. The hypothesis proposed that individuals with higher moral intelligence demonstrate stronger intentions to engage in environmentally friendly purchasing behavior.

The third study by Chairy & Syahrivar (2020) titled *“You reap what you sow: The role of Karma in Green Purchase”* examines the role of karma, spirituality, and long-term orientation. The results show that karma significantly influences green purchase intention through spirituality, while long-term orientation does not have a direct effect. This study hypothesizes that individuals who believe in karma and process higher spiritually are more likely to form intentions to purchase green products.

The fourth study is by Nguyen & Le (2020) titled *“The Effect of Agricultural Product Eco-Labelling on Green Purchase Intention”*. This study finds that eco-label, knowledge, trust, and perceived value shape consumer attitudes, which then significantly influence green purchase intention. The hypothesis asserts that eco-label information and consumer attitudes positively affect attitudes toward green products, which mediate their impact on purchase intention.

The fifth study is by Herman et al. (2021) titled *“Young Generation and Environmentally Friendly Awareness: Does it have the impact of Green Advertising?”*. It finds that green advertising and green knowledge positively affect green attitude awareness, which serves as a mediator toward green purchase intention. The hypothesis suggests that exposure to green advertising increases awareness and attitudes that ultimately enhance green purchase intention among young consumers.

The sixth study is by Liao et al. (2021) titled *“Influence of Environmental Concerns and Moral Obligation on Purchase Intention: Evidence from Cambodia”*. The results indicate that perceived moral obligation strengthens the TPB framework, where environmental concerns and moral duties positively shape consumer attitudes and green purchase intention. The study hypothesizes that moral obligation and environmental concern significantly predict attitudes, which in turn influence green purchase intention.

The seventh study is by Doanh et al. (2021) titled *“Antecedents of Green Purchase Intention: A Cross-Cultural Empirical Evidence from Vietnam and Poland”*. The findings show that green purchase willingness is the strongest predictor of intention in both countries, highlighting the role of cultural context in shaping green consumption. The hypothesis proposes that cultural values such as collectivism and long-term orientation moderate the relationship between green purchase willingness and green purchase intention.

The eighth study is by Tekin & Çoknaz (2022) titled *“The Role of Environmental Concern in Mediating the Effect of Personal Environmental Norms On The Intention to Purchase Green Products: A Case Study on Outdoor Athletes”*. It reveals that environmental concerns mediate

the relationship between personal environmental norms and green purchase intention, confirming the importance of moral norms. The hypothesis states that personal environmental norms indirectly influence green purchase intention through environmental concern.

The tenth study is by Guiao & Lacap (2022) titled *“Effects of Environmental Sustainability Awareness and Altruism on Green Purchase Intention and Brand Evangelism”*. The findings show that environmental sustainability awareness influences altruism, which then significantly affects green purchase intention and brand evangelism. The hypothesis argues that altruism mediates the relationship between sustainability awareness and both green purchase intention and brand evangelism.

The eleventh study is by Nguyen et al. (2023) titled *“Quantitative Insights Into Green Purchase Intentions: The Interplay Of Health Consciousness, Altruism, And Sustainability”*. The study finds that health consciousness and altruism are significant predictors of green purchase intention, which in turn leads to stronger consumer loyalty and brand evangelism. The hypothesis suggests that consumers with higher health consciousness and altruism have a greater intention to purchase green products, which enhances loyalty and advocacy.

The twelfth study is by Ahmed et al. (2024) titled *“Enhancing Competitiveness Of Green Environmental Practices And Green Purchase Intentions In Asian Markets: Evidence From The Extended Norm Activation Model”*. Results show that collectivism and long-term orientation significantly influence green purchase intention in Vietnam but not in Poland, with green purchase willingness as a key mediator. The hypothesis assumes that cultural values and green marketing practices positively affect green purchase willingness, which mediates the link to purchase intention.

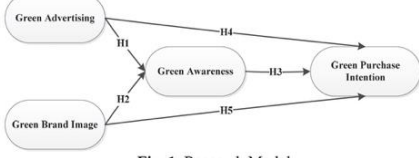
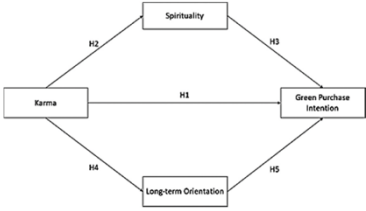
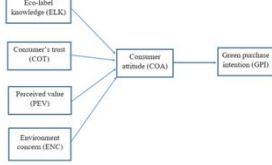

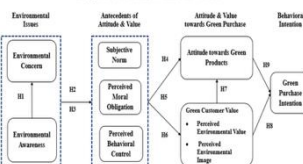
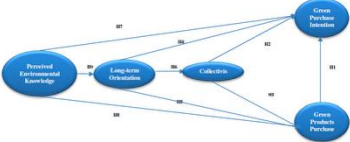
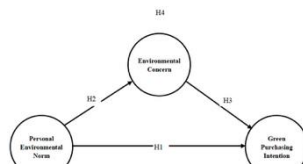
The thirteenth study is by Nguyen et al. (2024) titled *“The Influence of Electronic Word Of Mouth and Perceived Value on Green Purchase Intention in Vietnam”*. It reveals that e-WOM and perceived value enhance trust, which positively impacts green purchase intention, although eco-label knowledge is not significant. The hypothesis predicts that e-WOM and perceived value directly and indirectly influence green purchase intention through consumer trust.

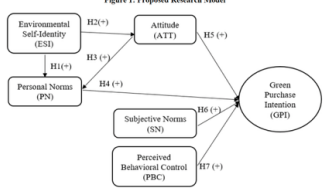
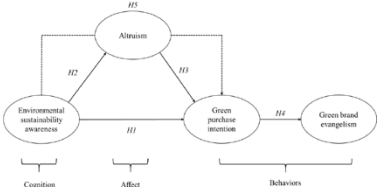
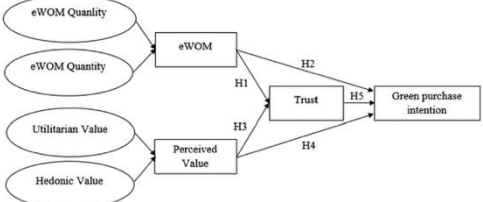
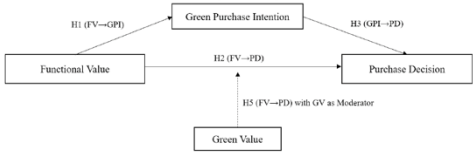

The fourteenth study is by Saputri et al. (2024) titled *“The Influence of Functional and Green Values on Gen Z Green Product Purchases and Entrepreneurial Opportunities”*. This study finds that functional and green values significantly drive green purchase intention, which mediates their effect on actual purchase decisions among Gen Z consumers. The hypothesis states that green purchase intention mediates the relationship between perceived green value and actual purchase behavior among Gen Z consumers.

The fifteenth study is by Al-Aflak & Gawshinde (2024) titled *“How Perceived Usefulness Leads To Green Purchase Intention with a Mediating Effect”*. The results show that perceived usefulness strongly predicts green purchase intention through consumer attitudes, supported by trust, frugality, and environmental concerns. The hypothesis argues that perceived usefulness positively affects consumer attitudes, which fully mediate the relationship with green purchase intention.

The sixteenth study is by Acosta Aguinaga & Barcellos de Paula (2025) titled *“Health Consciousness, Hedonic And Eudaimonic Motivations In Green Purchase Intention Among Generation Z”*. The findings demonstrate that health consciousness and environmental knowledge influence attitudes towards the environment, while hedonic and eudaimonic motivations significantly enhance green purchase intention. The hypothesis proposes that intrinsic motivations (hedonic and eudaimonic) and health consciousness positively predict attitudes, which in turn influence green purchase intention.

**Table 3. Framework Used**

No	Title and Author	Framework
1.	The Awareness of Environmentally Friendly Products: The Impact of Green Advertising and Green Brand Image. Alamsyah, D. P., Othman, N. A., & Mohammed, H. A. (2020).	 <p>Fig. 1. Research Model</p>
2.	The Impact of Moral Intelligence on Green Purchase Intention. Al-Adamat, A., Al-Gasawneh, J., & Al-Adamat, O. (2020).	
3.	You reap what you sow: The role of Karma in Green Purchase. Chairy, C., & Syahrivar, J. (2020).	
4.	The effect of agricultural product eco-labelling on green purchase intention. Nguyen, H. T., & Le, H. T. (2020).	 <p>Fig 1. Analytical framework</p>
5.	Young Generation and Environmental Friendly Awareness: Does it the impact of Green Advertising? Herman, L. E., Udayana, I. B. N., & Farida, N. (2021).	 <p>Figure 1. The model of consumer attitude awareness drive on green product</p>
6.	Influence of Environmental Concerns and Moral Obligation on Purchase Intention: Evidence from Cambodia. Liao, Y.K., Wu, W.Y., Pham, T.T., & Sengheang, H. (2021).	 <p>Figure 1: The Theoretical Framework.</p>
7.	Antecedents of green purchase intention: A Cross-Cultural Empirical Evidence From Vietnam And Poland. Cong Doanh, D., Gadomska-Lila, K., & Thi Loan, L. (2021).	 <p>Figure 1: Proposed research model</p>
8.	The role environmental concern in mediating the effect of personal environmental norms on the intention to purchase green products: a case study on outdoor athletes. Tekin, N., Coknaz, D. (2022).	 <p>Research Model</p>

<p>9.</p>	<p>Exploring Green Purchase Intention of Fashion Products : A Transition Country Perspective.                  Nguyen, P. M., Vo, N. D., &amp; Ho, N. N. Y. (2022).</p>	
<p>10</p>	<p>Effects of Environmental Sustainability Awareness and Altruism on Green Purchase Intention and Brand Evangelism.                  Guiao, B. G. M., &amp; Lacap, J. P. G. (2022).</p>	
<p>11</p>	<p>Nguyen, P. H., Nguyen, D. N., &amp; Nguyen, L. A. T. (2023). Quantitative insights into green purchase intentions: The interplay of health consciousness, altruism, and sustainability.                  Nguyen, P. H., Nguyen, D. N., &amp; Nguyen, L. A. T. (2023).</p>	
<p>12</p>	<p>Enhancing competitiveness of green environmental practices and green purchase intentions in Asian markets: Evidence from the extended norm activation model.                  Ahmed, R. R., Streimikiene, D., Sulaiman, Y., Asim, J., &amp; Streimikis, J. (2024).</p>	
<p>13</p>	<p>The Influence of electronic word of mouth and perceived value on green purchase intention in Vietnam.                  Nguyen, X. H., Nguyen, T. T., Dang, T. H. A., Ngo, T. D., Nguyen, T. M., &amp; vu, T. K. A. (2024).</p>	
<p>14</p>	<p>The Influence of Functional and Green Values on Gen Z Green Product Purchases and Entrepreneurial Opportunities.                  Saputri, W. E., Hurriyati, R., &amp; Gunawan, T. (2024).</p>	
<p>15</p>	<p>How Perceived Usefulness Leads to Green Purchase Intention With A Mediating Effect.                  Al-Aflk, A., &amp; Gawshinde, S. (2024).</p>	

16	Health consciousness, hedonic and eudaimonic motivations in green purchase intention among Generation Z. Acosta Aguinaga, A., & Barcellos de Paula, L. (2025).	<pre> graph TD     HC[Health Consciousness] -- H1 --&gt; EA[Environmental Attitude]     HM[Hedonic Motivation] -- H3 --&gt; GPI[Green purchase intention]     EA -- H4 --&gt; GPI     EK[Environmental Knowledge] -- H2 --&gt; EA     EK -- H5 --&gt; GPI     EM[Eudaimonic Motivation] -- H6 --&gt; GPI     </pre> <p style="font-size: small; text-align: center;">Figure 1. Conceptual model.</p>
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From the 16 reviewed studies, green purchase intention is strongly influenced by attitudes, trust, moral obligation, and cultural factors. Most studies using TPB and its extensions show that psychological and social elements such as personal norms, identity, and environmental concern play key roles. Cultural aspects like collectivism and long-term orientation also strengthen consumer intention, while skepticism toward *greenwashing* remains a challenge. Overall, fostering *green purchase intention* requires trust, ethical communication, and genuine sustainability practices.

### Theories

**Table 4. Theory in research**

Theory	Studies
Theory Planned Behavior (TPB)	Alamsyah et al. (2020); Liao et al (2021); Tekin & Coknaz (2022); Nguyen et al. (2023); Nguyen et al. (2024); Acosta & Barcellos (2025)
Theory of Reasoned Action (TRA)	Nguyen & Le (2020)
Information Adoption Model (IAM)	
Value-Belief-Norm (VBN) Theory	Several Vietnamese studies (Nguyen et al., 2022)
Norm Activation Model (NAM)	Tekin & Coknaz (2022); Ahmed et al. (2024)
Functional Value Theory	Saputri et al. (2024)
Green Value Concept	
Cognition-Affect-Behavior (CAB) Mode	Guihao & Lacap (2022)
Hofstede’s Cultural Dimensions	Cong Doanh et al. (2021)
Moral Theories (Utilitarianism, Deontology, Virtue Ethics)	Al-Adamat et al. (2020)
Mediation Theory (Hayes, 2013)	Herman et al. (2021)
TAM (Technology Acceptance Model)	Al-Aflk & Gawshinde (2024)
Trust & Frugality Framework	
Karma & Spirituality Concept	Chairy & Syahrivar (2020)
Long-Term Orientation	
Extended NAM (with Green Marketing, Innovation, etc.)	Ahmed et al. (2024)
Health Consciousness & Motivation Model (extension of TPB)	Acosta & Barcellos (2025)

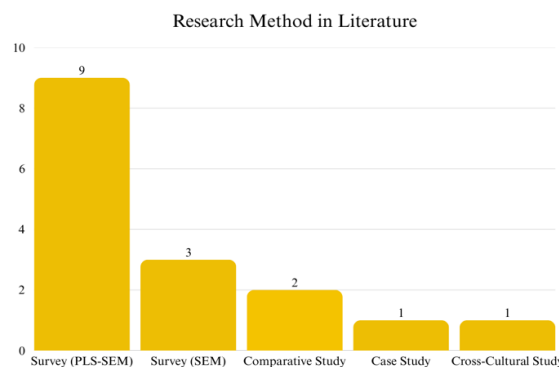
The review of 16 studies on green purchase intention shows that the Theory of Planned Behaviour (TPB) is the most widely applied framework, appearing in six different studies (Acosta Aguinaga & Barcellos de Paula, 2025; Alamsyah et al., 2020; Liao et al., 2021; P. H. Nguyen et al., 2023; X. H. Nguyen et al., 2024; Tekin & Çoknaz, 2022). This indicates that TPB remains the dominant theoretical basis in explaining consumer attitudes, subjective norms, and perceived behavioural control toward eco-friendly purchasing. Other TPB theories were used to enrich the analysis. The Norm Activation Model (NAM) and its extensions, such

as the Extended NAM with green marketing and innovation (Ahmed et al., 2024; Tekin & Çoknaz, 2022), emphasize the role of moral obligations and environmental practices in shaping purchase intentions. Cultural perspectives were also included, such as Hofstede’s cultural dimensions (Doanh et al., 2021), which highlight cross-national differences, while Moral theories (utilitarianism, deontology, virtue ethics) stress ethical considerations (Al-Adamat et al., 2020).

In addition, more specific approaches emerged to address contextual factors. The Cognition-Affect-Behaviour (CAB) model, Guião & Lacap (2022), and the Functional Value Theory, Saputri et al. (2024) underline how values, awareness, and altruism lead to green purchase behaviour. Karma and spiritual concepts were applied in cultural and religious contexts (Chairy & Syahrivar, 2020), whereas Mediation theory explored the indirect effects of variables like awareness and attitudes (Herman et al., 2021). From a technological standpoint, the Technology Acceptance Model (TAM) and Trust & Frugality Framework were employed to capture the role of perceived usefulness and consumer trust (Al-Aflak & Gawshinde, 2024). Finally, recent extensions such as Health Consciousness and Motivation Models illustrate how personal well-being concerns, hedonic, and eudaimonic motivations also contribute to green purchase intention (Acosta Aguinaga & Barcellos de Paula, 2025).

Overall, the diversity of theories demonstrates that green purchase intention is a multidimensional phenomenon, explained by not only behavioral frameworks like TPB, but also by moral, cultural, psychological, technological, and value-based perspectives. This suggests that future studies should continue to integrate multiple theories to provide a more comprehensive understanding of consumer green purchasing behaviour.

### Research Method Used in Literature



**Figure 4.** Research Method in Literature

Research on green purchase intention has applied various methodological approaches to comprehensively examine consumer behaviour. Based on the reviewed articles, the research methods can be grouped into five main categories. PLS-SEM Surveys (9 Studies), SEM Surveys (3 Studies), Comparative Studies (2 Studies), Case Studies (1 Study), and Cross-Cultural Studies (1 Study). Each method provides a different perspective on understanding the complexity of green consumption behaviour, with specific advantages and limitations.

Survey methods using PLS-SEM are the most dominant approach, as seen in several studies (Alamsyah et al., 2020; Liao et al., 2021; Saputri et al., 2024). These studies employed structural equation modelling to validate the complex relationship between environmental self-identity, attitudes, and purchase intentions. Similarly, surveys analysed with SEM (H. T.

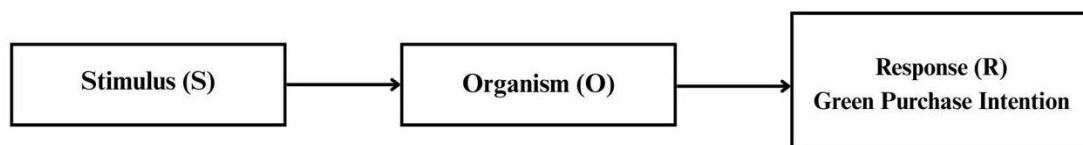
Nguyen & Le (2020) were also widely adopted, offering robust statistical testing to evaluate causal pathways.

Comparative and cross-cultural approach, although less frequent, provides valuable insight by examining differences across contexts. For instance, Doanh et al. (2021) conducted a Vietnam-Poland comparison, highlighting cultural variations in predictors of green purchase intention. Meanwhile, case study methods Tekin & Çoknaz (2022) offered a more contextualized understanding by focusing on specific consumer groups such as outdoor athletes.

Overall, the dominance of Quantitative survey methods indicates a reliance on large-scale statistical validation to explain consumer intentions. However, the limited use of qualitative and mixed methods suggests opportunities for future research to expand the methodological diversity and gain deeper insights into consumer motivations and sustainable behaviour.

### 3.2 Discussion

The Stimulus-Organism-Response (S-O-R) model explains how external stimuli trigger internal psychological reactions that lead to specific behaviors. In consumer research, this framework is used to understand how marketing cues and environmental messages influence attitudes and decision-making. In the reviewed literature, *green purchase intention* can be comprehensively explained using (S-O-R) framework, developed by Mehrabian and Russel (1974). This framework posits that external stimuli influence consumers' internal psychological states, which in turn drive observable behavioral outcomes. Within the context of sustainable consumption, the S-O-R model clarifies how environmental messages and green marketing efforts create psychological reactions that encourage individuals to make environmentally responsible purchase decisions.



**Figure 5.** Framework for Green Purchase Intention in S-O-R Model

The S-O-R framework, therefore, provides a valuable explanation for how sustainability-related marketing stimuli lead to cognitive and affective changes that ultimately influence consumer decisions. It shows that *green purchase intention* is not driven solely by rational evaluation but also by emotional engagement and moral reasoning. Through this perspective, companies can design credible, transparent, and emotionally resonant marketing strategies that effectively transform environmental awareness into real purchase intention.

**Table 5. Antecedents of the Green Purchase Intention Factors**

Category	Component	Construct	Supporting Studies
Stimulus (S)	Marketing Factors	Green Advertising	Alamsyah et al. (2020); Herman et al. 2021)
		Green Brand Image	Alamsyah et al. (2020); Nguyen et al. (2024)
	Information Cues	Eco-Label Knowledge	Nguyen & Le (2020); Nguyen et al. (2024)
		Perceived Usefulness	Al-Aflk & Gawshinde (2024)

	Cultural / External Influence	Collectivism and Long-term Orientation	Ahmed et al. (2024); Cong Doanh et al. (2021)
	Value-Based Stimuli	Functional and Green Values	Saputri et al. (2024)
	Psychological Trigger	Environmental Sustainability Awareness	Guiao & Lacap (2020)
<b>Organism (O)</b>	Cognitive Factors	Attitude toward Green Products	Liao et al. (2021); Nguyen et al. (2023)
		Environmental Knowledge	Acosta & Barcellos (2025); Nguyen & Le (2020)
	Effectiveness Factors	Trust	Nguyen et al. (2024); Al-Aflk & Gawshinde (2024)
		Moral Obligation / Personal Norm	Tekin & Coknaz (2022); Liao et al. (2021)
		Altruism	Guiao & Lacap (2022); Nguyen et al (2023)
	Motivational Factors	Spirituality / Karma belief	Chairy & Syahrivar (2020)
		Health Consciousness	Acosta & Barcellos (2025)
Perceived Behavioral Control		Ahmed et al. (2024); Cong Doang et al. (2021)	
<b>Response (R)</b>	Behavioral Intention	Green Purchase Intention	All Studies (2020-2025)
	Post-Purchase Behavior	Green Brand Evangelism	Guiao & Lacap (2022); Nguyen et al (2023)
		Green Loyalty	Nguyen et al. (2023)
	Actual Behavior	Green Purchase Behavior	Saputri et al. (2024); Ahmed et al. (2024)
		Sustainable Lifestyle Adoption	Acosta & Barcellos (2025); Guiao & Lacap (2022)

The S-O-R framework explains that *green purchase intention* emerges through the interactions between external stimuli, internal psychological states, and behavioral responses. The organism component represents the cognitive and emotional processes, such as attitude, trust, moral obligation, and altruism, those covert external environmental cues into pro-environmental motivations. These internal factors then lead to the response stage, reflected in behavioral outcomes including purchase intention, brand advocacy, and loyalty toward green products. Overall, this pattern emphasizes that sustainable consumer behavior is not simply driven by exposure to green marketing but by deeper psychological engagement and moral reasoning shaped through trust and personal values.

#### 4. Conclusion

This study finds that *green purchase intention* is a multidimensional concept influenced by psychological, social, cultural, and moral factors. Based on 16 reviewed studies, the Theory of Planned Behavior (TPB) remains the dominant framework, while extensions such as the Noem Activation (NAM) and the Stimulus-Organism-Response (S-O-R) model provide broader insight into the interaction between external stimuli, internal cognition, and behavioral response. Key determinants such as attitude, trust, moral obligation, and altruism consistently strengthen consumers' intention to purchase eco-friendly products. However, growing

skepticism toward *greenwashing* emphasizes the need for transparent and genuine sustainability practices to build consumer trust.

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