

Systematic Literature Review: Green Marketing and Consumer Behaviour terhadap Purchase Decision

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Abstract

This study presents a systematic literature review examining the relationship between green marketing and consumer behaviour toward environmentally friendly purchase decisions. The primary objective is to identify the factors influencing green purchase intention and behaviour and to understand how green marketing strategies encourage consumers to choose sustainable products. Analysis of international studies reveals that environmental awareness, consumer knowledge, green brand image, trust in companies, and social influence are dominant factors shaping consumers' green purchase intentions. Most of the reviewed studies employed quantitative approaches such as Structural Equation Modelling (SEM) and Partial Least Squares (PLS-SEM), grounded in theories like the Theory of Planned Behaviour (TPB) and Behavioural Reasoning Theory (BRT). The findings demonstrate that effective green marketing strategies not only enhance purchase intention but also strengthen long-term brand loyalty and corporate image. However, a persistent gap between intention and actual behaviour—the green gap—is often attributed to high prices, scepticism toward green claims, and limited consumer education. Consequently, companies should implement authentic, transparent, and sustainability-focused green marketing strategies to build consumer trust and promote more environmentally responsible consumption behaviour.

Keywords: Green marketing, consumer behaviour, purchase decision, sustainability, green behaviour

Introduction

The phenomenon of green marketing has become one of the main focuses in the study of modern consumer behavior due to the increasing awareness of environmental issues and global sustainability (Shabbir et al., 2020; Uddin & Khan, 2018). In the last two decades, various studies have shown that green marketing strategies have a significant influence on consumer purchasing behavior in various industry sectors (Lima et al., 2024). Green marketing not only functions as a means of promoting environmentally friendly products, but also as an educational instrument that instills the value of sustainability in people's consumption decisions.

According to Sharma (2021), this concept is closely related to consumer behavior theory which emphasizes that purchasing decisions are not only driven by economic factors, but also social, moral, and ecological values. Consumers are now more likely to consider the environmental impact of the products they buy, so green marketing plays an important role in shaping these perceptions and preferences. Systematic studies show that variables such as belief in green claims, perception of product quality, and green brand image greatly influence consumers' final purchase intentions and decisions.

Research by Skackauskiene & Vilkaite-Vaitone (2023) highlights that the effectiveness of green marketing depends on the extent to which the message conveyed by the company is considered authentic and consistent. Consumers who have a high level of environmental awareness tend to be skeptical of the practice of greenwashing, which is a marketing effort that displays an eco-friendly image without any real evidence. Therefore, a systematic approach in understanding the relationship between green marketing and consumer behavior is important so that companies can design credible and ethical communication strategies.

Furthermore, Zhang & Dong (2020) suggest that green purchasing decisions are the result of complex interactions between psychological factors (such as personal values and social norms) as well as external factors (such as product availability and public policy). In this context, green marketing plays the role of a link between consumers' personal values and sustainable product offerings in the market. Their research confirms that a deep understanding of these dynamics is crucial for developing a marketing strategy that not only increases sales but also strengthens a commitment to sustainability.

Another systematic study by García-Salirrosas & Rondon-Eusebio (2022) emphasizes that consumer behavior in the context of green products is strongly influenced by internal factors such as environmental awareness, attitudes, and risk perceptions, as well as external factors such as social pressures and government policy support. Their study also found that consumer education had a strong moderation effect on the relationship between green marketing strategies and purchasing decisions. In other words, the higher the level of environmental literacy of consumers, the more likely they are to respond positively to green marketing campaigns.

In the context of developing countries, Anjani & Perdhana (2021) highlight that economic factors are still the main obstacles to the implementation of green consumption. Relatively higher prices for eco-friendly products often reduce buying interest, even if consumers have good environmental awareness. Nevertheless, marketing strategies that emphasize the long-term benefits and moral value of green consumption have been proven to change these behavior patterns. This approach demonstrates the importance of a green marketing mix, which is a combination of product, price, place, and promotional elements designed to drive sustainable purchasing decisions.

According to Barbu et al. (2022), marketing messages that highlight social responsibility and sustainability have a strong emotional effect in influencing consumer perception. Their study also found that trust in environmental certification and green labels acts as a mediator between marketing strategy and purchase intent. This reinforces the argument that consistency and transparency of information are key to the success of green marketing in shaping sustainable purchasing behavior.

K. Sharma et al. (2022) through a systematic literature review of the period 2000–2021 found that positive attitudes towards green products do not always lead to real buying actions. This phenomenon is known as the attitude-behavior gap, where consumers ideologically support sustainability but fail to implement it in actual behavior. To address these gaps, innovation in communication strategies is needed that not only emphasizes rational aspects such as energy efficiency, but also emotional aspects such as pride and social concern.

In a recent study, Irfan & Bryła (2025) emphasized the importance of integrating green marketing with a company's sustainability strategy holistically. They assert that green marketing should be seen not just as a promotional tactic, but as part of an organizational culture that instills the value of sustainability throughout the supply chain. This approach has been shown to increase brand trust and consumer loyalty, which ultimately results in increased repeat purchase decisions towards eco-friendly products.

As a result of the synthesis of these various studies, it can be concluded that the relationship between green marketing, consumer behavior, and purchasing decisions is multidimensional and dynamic. Every factor, from attitudes, perceptions, moral values to

market conditions, interacts with each other in influencing the consumer decision-making process. Therefore, the Systematic Literature Review (SLR) approach is becoming a relevant method for integrating empirical findings and identifying research gaps that still exist (Premi et al., 2021). Through SLR, researchers can map how the evolution of green marketing contributes to changes in global consumer behavior towards sustainable consumption.

Method

This study uses the Systematic Literature Review (SLR) approach to examine the relationship between green marketing and consumer behavior on purchase decisions. This approach was chosen because it provides a comprehensive framework for identifying, evaluating, and synthesizing the results of previous research in a systematic and transparent manner. SLR is an effective method to gain an in-depth understanding of research patterns and trends in the field of green marketing and consumer behavior, as well as identify research gaps that still need to be developed in the future (Irfan & Bryła, 2025; A. P. Sharma, 2021).

To ensure the accuracy and traceability of the process, this study adopted the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method as developed by Page et al. (2021). The PRISMA approach provides guidelines in systematic reporting that help improve the transparency, replication, and validity of review results. The PRISMA process includes three main stages, namely Identification, Screening and Eligibility, and Included.

1. Identification

This stage is the first step in the SLR process, where researchers search the literature through various scientific databases such as Scopus, ScienceDirect, Emerald Insight, SpringerLink, and MDPI. The keywords used include: "green marketing", "consumer behavior", "purchase decision", "green purchase intention", and "systematic review". The search includes publications from 2015 to 2025 to capture the latest developments in the literature. At this stage, all relevant articles are collected regardless of accreditation status, but only indexed scientific publications are then further selected.

2. Screening & Eligibility

The screening stage is carried out by evaluating the suitability of each article based on the inclusion and exclusion criteria that have been set. Inclusion criteria include: (1) articles published in reputable or internationally indexed journals (Scopus), (2) research using an empirical approach or systematic literature review related to green marketing and consumer behavior, and (3) articles available in English. Meanwhile, the exclusion criteria include: (1) articles in the form of opinions or editorials, (2) they do not have a clear methodology, and (3) they are not relevant to the main variables of the research.

This screening process is carried out by reading the title, abstract, and keywords, then followed by a full-text review of the article that is considered relevant. Articles that passed the initial selection were then assessed for eligibility using quality parameters adapted from the Joanna Briggs Institute (JBI) guidelines to assess the methodological integrity of systematic research.

3. Included

The final stage involves the final selection of studies that are considered to meet all the criteria and are ready to be included in a systematic analysis. The included articles were then classified based on the year of publication, the research context (developed or developing

countries), the research method (qualitative, quantitative, or mixed method), as well as the main focus of variables such as green marketing strategies, consumer psychological factors, and their impact on purchasing decisions.

The final results of this stage are compiled in the form of a synthesis table that illustrates previous research patterns, including key findings and gaps that have not been widely studied. Thus, this study seeks to integrate these findings in a more comprehensive conceptual framework.

The flow of the research is explained through a PRISMA flowchart diagram which consists of four main visual stages: 1) Initial identification – all search result articles are collected (N total). 2) Duplicate filtering – duplicate articles are removed to obtain a unique list. 3) Feasibility evaluation – selection based on inclusion and exclusion criteria. 4) Final study included – articles that meet all criteria are included for qualitative and quantitative analysis.

After the article is selected, the next step is to conduct a thematic analysis with a content analysis approach to identify the dominant themes, relationships between variables, and future research directions. The analysis was carried out manually and used Mendeley and Wase reference management software to map literature trends and the relationships between concepts. By strictly following the PRISMA procedure, this study ensures that the literature selection process is carried out systematically, transparently, and can be replicated. In addition, the results of the synthesis are expected to make a theoretical and practical contribution to the development of green marketing strategies that are effective in influencing consumer behavior and purchasing decisions.

Results and Discussion

Metode Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA)

The three main stages in the PRISMA flowchart are identification, screening and eligibility, and included.

- a. Identification. The keywords used in this study were "Green Marketing", "Customer Behaviour", and "Purchase Decision". This study used the Scopus database to search for articles related to keywords. An article search yielded 151 articles. Before entering the screening process, 15 articles were not eligible because they were not included in the 2019-2024 publication year, and 25 articles were not included in the Tier (Q1, Q2, Q3, and Q4). A total of 111 articles were included in the screening and eligibility stage.
- b. Screening & Eligibility. The research evaluates based on abstracts and keywords. A total of 66 articles were eliminated because they did not fit the required context, 13 articles were not found. A total of 32 articles are included in the eligibility stage.
- c. Included. Based on the results of the identification stage as well as screening and eligibility, the total number of articles that will be further analyzed in the literature is 32 articles.

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Prisma Reporting: Marketing

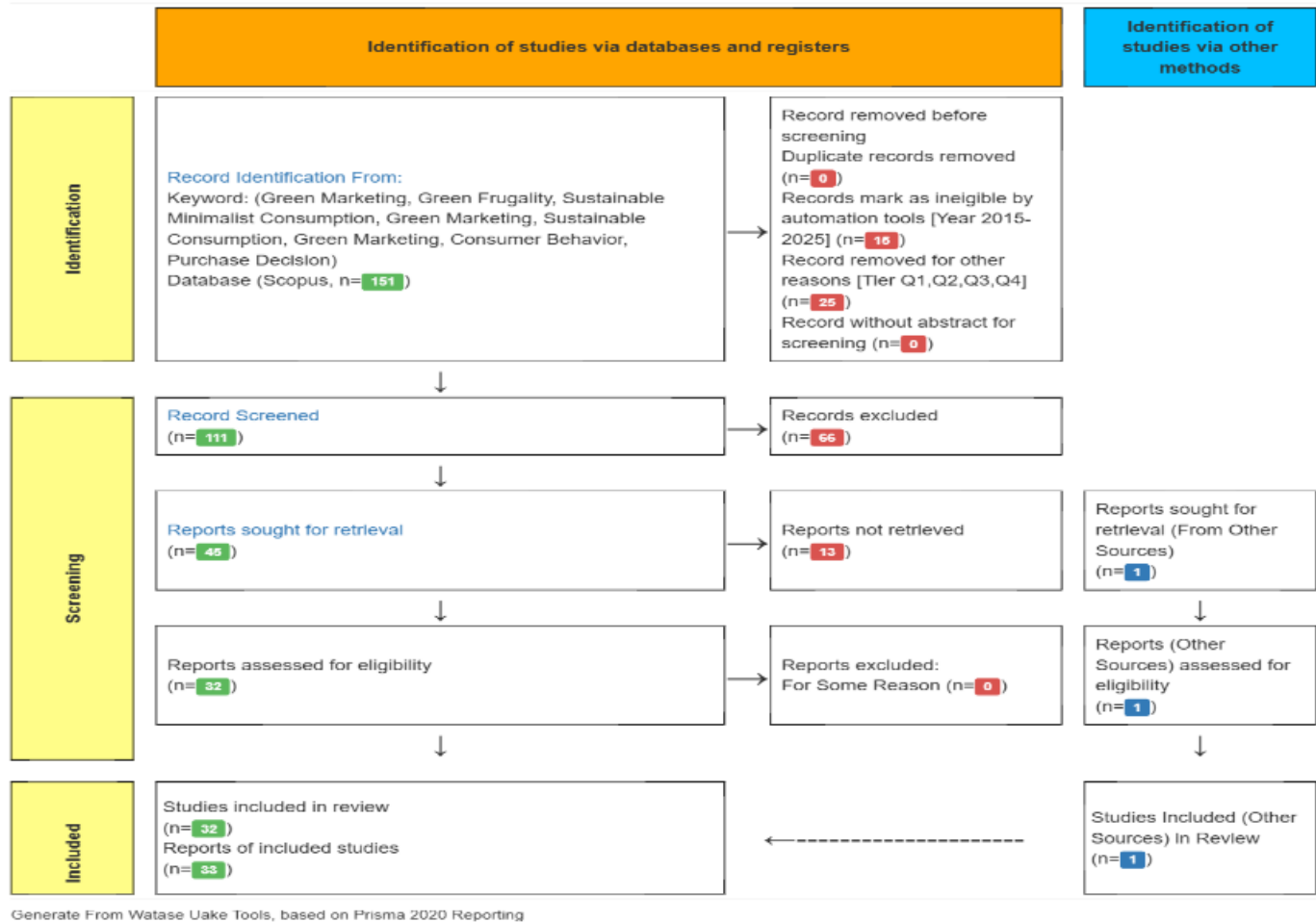


Figure 1. SLR with PRISMA Method
Source: Processed Author (2025)

Hubungan Green Marketing, Customer Behaviour, dan Purchase Decision

The following is an analysis of articles that are worthy of systematic analysis based on the PRISMA flowchart (Table 1). The purpose of the research with this SLR method is to identify what is the antecedent and outcome of research related to green marketing, customer behavior, and purchase decision. Based on the 32 articles analyzed, several studies use the terminology of green marketing, customer behavior, and purchase decision.

Lopes et al. (2024) examined how green marketing strategies affect consumer purchasing decisions in peripheral European regions, especially Portugal. Involving 1,255 respondents, this study used multiple linear regression analysis to assess factors such as environmental awareness, perception of green product quality, and willingness to buy environmentally friendly products. The results show that green price awareness plays an important role as a mediator that strengthens the relationship between environmental awareness, quality perception, and purchase intention to green purchasing decisions. This study highlights the significant role of signaling theory strategies, where sustainability signals such as green labels, certifications, and brand reputation can increase consumer trust as well as strengthen green purchasing behavior in areas with limited access to environmentally friendly products.

Chen et al. (2024) focus on the mukbang phenomenon of live streaming as a new channel to market green agricultural products in China. Using the theoretical model Stimulus–Organism–Response (S-O-R), this study involved 455 respondents using agricultural live streaming platforms to evaluate how factors such as professional recommendations, audiovisual experiences, social interactions, and green advocacy affect consumer utilitarian and social values. The results of the study confirm that these values significantly increase the purchase intention of green products. This study provides new insights into the importance of psychological factors and digital experiences in influencing green consumer behavior in the e-commerce era.

Baltaci et al. (2024) developed a Theory of Planned Behavior (TPB) model to test the relationship between green brand awareness, green marketing activities, and consumer purchase intentions. This study shows that positive attitudes towards green brands and perceptions of self-effectiveness contribute significantly to purchase intent. Using a quantitative approach based on structural equation modeling, this study expands on Ajzen's (1991) theory by adding the brand awareness variable as an important mediating factor in the relationship between green marketing activities and purchasing behavior. The implications suggest that trust in the credibility of green marketing messages plays an important role in shaping purchasing decisions.

Onel (2016) his research expands the Theory of Planned Behavior (TPB) by including the dimension of personal norms to explain pro-environmental purchasing behavior. Based on a survey of 281 active members of recycling companies in the United States, the results of the study showed that personal norms and subjective norms have a stronger influence than perceived behavioral control in shaping environmentally friendly purchasing intentions and behaviors. The study confirms that internal moral and ethical motivations are the main drivers for consumers to make sustainable purchasing decisions, while highlighting the limitations of demographic variables in explaining these behaviors.

Ali (2021) adopts the perspective of Social Practice Theory (SPT) to explore the relationship between green marketing initiatives and green purchasing behaviors at the individual and social levels. This research confirms that green purchasing decisions are not only driven by individual attitudes, but also by social practices formed through routines, consumption cultures, and community norms. Using an in-depth interview-based qualitative approach, the results show that green marketing campaigns that are able to be integrated into everyday social practices are more effective in influencing consumer purchasing behavior.

Research conducted by Obaid & Rashid (2024) highlights the strategic role of green advertising in influencing consumer purchasing behavior in Pakistan. Through a survey of 200 respondents who shopped at various supermarkets in Karachi, this study used a quantitative approach with SPSS and Smart PLS analysis to examine the relationship between psychological factors in the Theory of Planned Behaviour and green marketing. The results showed that green advertising, subjective norms, and perceived behavioural control have a significant positive relationship with green purchasing decisions, indicating that a convincing and consistent environmental message is able to increase consumer purchase intentions and behaviors towards environmentally friendly products. The study confirms that the implementation of an effective green marketing strategy can be a competitive advantage for

organizations in increasingly environmentally conscious markets, as well as contribute to increased consumer awareness and commitment to sustainability.

Lee et al.'s (2023) research explores how attitudes towards green advertising are influenced by health beliefs and how this impacts purchase intent and positive word of mouth in the context of collectivist consumers in Hong Kong. Involving 308 Chinese respondents, this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) and Confirmatory Composite Analysis (CCA) methods to test integrative models that combine Health Belief Model (HBM) theory and green marketing concepts. The results showed that all variables of health beliefs significantly influenced attitudes towards green advertising, while satisfaction with green products acted as a full mediator between attitudes towards advertising and positive word of mouth. In addition, green brand equity was found to be a partial mediator between attitudes towards green advertising and purchase intent. The study confirms that in collectivist societies, social values and health beliefs play an important role in shaping consumer responses to environmentally-oriented advertising, as well as highlighting the importance of developing green brand equity and health value-based promotional messages to improve the effectiveness of green marketing strategies.

The research of J. M. Lopes et al. (2023) discusses how green marketing factors influence green purchasing decisions among Portugal's young generation, especially Generation Z. Involving 708 respondents through an online survey, this study uses the Partial Least Squares (PLS) method to analyze the relationship between variables such as green willingness to purchase, green perceived benefits, green perceived quality, and green awareness of price to environmental concern and green purchase decisions. The results showed that all green marketing variables had a positive effect on environmental concerns, which then became significant mediators in shaping sustainable purchasing decisions. This study confirms that the environmental concern of the younger generation is the main bridge between their perception of the value and quality of green products and the real action in buying environmentally friendly products. In practical terms, this research provides important insights for marketers and policymakers to design communication and pricing strategies capable of turning "green hype" into "green habits", especially by instilling sustainability values from a young age to reinforce long-term green consumption behaviors.

The study titled Torres-Ruiz et al. (2017) offers a multistage model to analyze consumer behavior in the context of sustainable consumption, with a special focus on organic food products such as organic olive oil in the Spanish market. This study emphasizes that the process of purchasing organic products is a complex series of decisions consisting of several phases, ranging from awareness to actual purchase. By applying a quantitative model to the olive oil market, the results show that the main obstacles in increasing organic consumption lie in the lack of trust in organic certification, the lack of perception of the difference between organic and conventional products, and the perception of barriers in availability and access to purchases. These findings confirm that an effective marketing communication strategy is key to building trust and educating consumers about the added value of organic products. The model developed by the authors can be adapted to analyze consumer behavior in various markets, thus providing practical guidance for manufacturers and marketers in identifying critical stages that need to be improved to encourage sustainable consumption and expand the market share of eco-friendly products.

Research by Yang et al. (2022) discusses optimal strategies for pricing and green decision-making in dual-channel supply chains under cap-and-trade policies, a carbon emission regulatory system that sets maximum limits (caps) and allows for trading of emission rights (trade). By building on two decentralized models that compare single and joint emission reduction schemes, the study found that consumer environmental preferences play an important role in encouraging manufacturers and retailers to reduce emissions collaboratively. The analysis shows that the implementation of online channels not only increases the company's profitability but also strengthens environmental protection through supply chain efficiency.

In a joint emission abatement scheme, collaboration between producers and retailers produces more optimal results than an individual approach. The study also emphasizes the importance of service quality in conventional retail channels to maintain consumer purchasing power and strengthen the sustainability of the supply chain system. Overall, the study provides strategic implications that active participation in cap-and-trade mechanisms as well as the balanced integration of online and offline channels can help companies achieve sustainable economic and environmental performance.

Research by Mehraj et al. (2023) examined the influence of demographic factors on green consumer behavior among the young generation of India. Using a closed-ended questionnaire-based quantitative approach involving 700 student respondents from various levels of education (undergraduate, postgraduate, and doctoral) in the Jammu and Kashmir region, this study examined differences in green purchasing behavior based on age, gender, education, and income variables using ANOVA analysis and t-tests. The results showed that education and income had a significant influence on green consumer behavior, while age and gender did not show a significant influence. These findings indicate that the level of awareness and economic capacity play more role than biological factors in driving decisions to purchase environmentally friendly products.

This research provides a practical contribution for green marketers to design marketing strategies tailored to consumer segments based on educational background and purchasing power, as well as being the basis for further research on demographic profiles and sustainable consumption behavior in emerging markets such as India.

Baca & Reshidi (2025) examines the linkage between green branding (GBP) practices and consumer behavior in the context of purchasing decisions for eco-friendly products in Kosovo. Using a quantitative approach with a sample of 521 students of Prishtina University selected through stratified random sampling, this study analyzed the relationship between variables using SmartPLS. The results show that green positioning has a significant influence on consumer attitudes, while green packaging has been proven to influence purchasing behavior, and brand commitment plays an important role in green purchasing decisions. However, the relationship between brand attachment, green brand trust, and green brand equity on purchasing decisions was not found to be significant. These findings suggest that the effectiveness of green branding strategies lies in communicating authentic sustainability values, not just imagery. This research confirms that credible and transparent green branding can be a source of competitive advantage for companies by directing consumers towards more environmentally responsible purchasing behavior.

Liu et al.'s (2024) research examined how environmental accidents affect green apparel purchasing behavior in Generation Z. By integrating Theory of Planned Behavior (TPB) and Norm Activation Theory (NAT), this study evaluates how dimensions such as scale, shock level, impact nature, and duration of environmental accidents affect consequence awareness, subjective norms, and perceived behavioral control young consumers. Through a combination of focus group methods and questionnaire surveys, data were analyzed using Structural Equation Modeling (SEM) with SPSS devices. The results showed that the scale of environmental accidents had the strongest influence on perceived behavioural control ($\beta = 0.545$), which further had a significant impact on green product purchase intention ($\beta = 0.5$).

These findings confirm that exposure to environmental disasters increases Generation Z's social awareness and ecological responsibility, encouraging them to prefer sustainable products. This study provides important insights for the fashion industry to design green marketing strategies that focus on product quality, supply chain transparency, and consumer education, to strengthen trust and bridge the gap between green purchasing intentions and behaviors among younger generations.

Khan et al.'s (2022) research examined how green product attributes affect consumer confidence as well as how green marketing plays a mediator role in shaping green product purchasing decisions in Pakistan. By using a survey-based quantitative approach in various industry sectors and analyzing data through Structural Equation Modeling (SEM) using SmartPLS, this study identifies three main dimensions of green product attributes: physical, perceptual, and reflexive. The results show that all dimensions of green product attributes have a significant influence on consumer confidence, which in turn strengthens green product purchase intentions. In addition, green marketing was found to play a mediator role that strengthens the relationship between product attributes and consumer trust. The study emphasizes that consumer trust in environmental claims is highly dependent on the credibility of the information and the suitability of marketing strategies with sustainability values. In practical terms, this study provides recommendations for companies to design evidence-based green marketing campaigns, prioritizing product attribute transparency and real environmental commitments, in order to build long-term trust and encourage sustainable consumption behavior.

Zhang & Dong's (2020) research aims to understand the key factors influencing green purchasing decisions by dividing them into three broad categories: individual factors, product and marketing attributes, and social factors. Based on a literature review, individual factors such as environmental value, ecological awareness, and moral responsibility have been shown to be dominant drivers in shaping purchase intent. On the other hand, product attributes such as quality, green label, and reliability of environmental information, are important elements in creating consumer trust. Meanwhile, social factors such as subjective norms, the influence of reference groups, and public policy support also strengthen sustainable consumption behavior.

The study also highlights the need for methodological developments in green consumer behavior research, including the use of longitudinal research to assess policy effects in the long term and exploration of cross-cultural differences in green purchasing behavior. Zhang and Dong emphasized that combining various theories of consumer behavior such as Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN), and Norm Activation Theory (NAT) will enrich understanding of the complexities of green decision-making. This study is an

important reference for developing a more integrative conceptual model in green marketing research and practice in the future.

Research by Tsai et al. (2020) analyzed in depth how Starbucks' green marketing strategy influences consumer purchase intent through a sophisticated multi-criteria analysis approach. This study uses a combination of the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method to map the cause-and-effect relationship between indicators, DANP (DEMATEL-based Analytic Network Process) to determine the influence weight of each variable, and Modified VIKOR to evaluate the overall performance of each indicator. The results show that green brand image and perception of corporate environmental responsibility have the most significant influence on purchase intention. In addition, sustainability communication, eco-friendly packaging, and in-store green experience have been proven to strengthen the relationship between brand image and purchase intent.

This study confirms that the success of green marketing strategies does not only depend on environmental promotion alone, but also on the real implementation of sustainability that can be felt directly by consumers. These findings make a practical contribution for global companies like Starbucks to strengthen sustainability-based competitive advantage by integrating green innovations across the company's value chain.

Research by Moser (2016) investigated the attitude–behavior gap in the context of purchasing eco-friendly products in Germany. Using a structural equation model (SEM) approach with data from a national panel of 1,760 respondents, this study combines survey data with retail scanner data for seven categories of daily necessities. The results show that German consumers have a high level of environmental awareness and a positive attitude towards sustainability which is reflected in self-reported purchasing behaviour. Social norm factors and willingness to pay more were proven to be strong predictors of reported behavior. However, the study also confirms a discrepancy between reported behavior and actual behavior in the market, confirming the existence of a significant attitude–behavior gap. Moser highlights that factors such as price, availability of green products, as well as limited perception of direct benefits are the main obstacles in converting intent into action. The practical implications of this study emphasize the importance of evidence-based green marketing strategies, such as competitive pricing, clear communication of environmental benefits, and building trust in green claims, to encourage consumers to shift from pro-environmental attitudes to consistent sustainable consumption actions.

Research by Visser et al. (2018) highlights the gap between consumer preference for sustainable products and actual purchasing actions in the Western European household appliance market, particularly in energy-efficient vacuum cleaner products. By analyzing data from 950 consumers who purchased 32 different vacuum cleaner models, the study revealed that only 6% of consumers buy products for environmental reasons, while another 94% base their decisions on functional factors such as reliability, durability, key features, brand, and economic value. Interestingly, 73% of energy-hungry model buyers instead choose heavy, high-power products, as they associate them with stronger performance and better durability.

These findings suggest that sustainable design and marketing strategies need to focus on aligning energy efficiency and performance perception. The researchers recommend two main strategies: (1) linking technological innovations with high-performance yet energy-efficient imagery—for example, through a "stronger with less energy" message, and (2) redesigning

sustainable products to stand out in terms of durability and reliability to appeal to mainstream consumers. This study makes an important contribution to understanding consumer purchasing behavior towards sustainable products, while confirming that design innovation and performative value communication are key to the success of green marketing in the mass market.

Research by Juan et al. (2017) focuses on the identification of consumer behavior factors and willingness to pay more (price premium) in the purchase of green buildings. Using the Howard–Sheth model of consumer behavior as a theoretical basis, the study incorporates an Artificial Neural Network (ANN) approach to predict the premium that consumers are willing to pay as well as evaluate the factors that influence purchasing decisions. With a prediction accuracy rate of 94%, the ANN model has proven to be more reliable than multiple regression analysis in estimating the appropriate premium value. The results show that consumers who have high environmental awareness, greater income, and better knowledge of the benefits of energy efficiency and green building certification tend to be more willing to pay higher prices.

In addition, perceptions of quality of life, health, and social reputation also play a significant role in strengthening green building purchase decisions. From the developer's side, this study emphasizes the importance of integrating value-based pricing strategies with long-term environmental and economic benefits communication to consumers. In practical terms, the model developed can be used as a decision-support tool in determining effective marketing and pricing strategies to expand the adoption of sustainable buildings in the real estate market.

The research by Júnior et al. (2020) aimed to identify the main factors that determine environmental concern in consumer purchasing decisions, particularly in the context of digital social networks in Brazil. Using a descriptive quantitative and exploratory approach, this study involved 288 respondents who filled out a questionnaire containing 26 questions. The analysis was carried out through descriptive analysis and exploratory factor analysis (EFA) using SPSS software version 12. The results of the study revealed that there are four main factors that affect environmental awareness in purchasing decisions, namely: (1) ecological awareness, reflecting consumer perception and knowledge of environmental issues; (2) corporate social responsibility, which affects the level of consumer trust and loyalty to the brand; (3) personal value for sustainability, which forms an intrinsic motivation to choose environmentally friendly products; and (4) digital social influence, where interactions and opinions on social media reinforce or weaken green purchasing tendencies. This research makes a theoretical contribution in expanding the understanding of sustainable consumption behavior determination through a digital consumer behavior approach. In practical terms, the results help companies formulate more targeted green marketing strategies, by tailoring their communication messages, transparency, and environmental reputation to appeal to environmentally conscious consumers. The study also confirms that the integration of digital communication strategies and the company's sustainability values are key in building a competitive advantage and driving the transition to a more ecologically responsible consumer market.

The research of Amoako et al. (2020) examined how green marketing strategies contribute to the achievement of the Sustainable Development Goals (SDGs) in developing countries, with a case study in Ghana. Using a positivistic approach and the Structural Equation Modeling (SEM) method, this study analyzed 622 valid respondents out of a total of 780

questionnaires distributed. The main focus of this study is to understand the relationship between green marketing strategies, pricing, packaging, advertising, as well as consumer purchasing behavior and brand loyalty. The results of the study show that there is a significant positive relationship between green marketing and consumer purchasing behavior in emerging markets. Another important finding is that price acts as a mediating variable in the relationship between green marketing strategies and purchasing decisions, suggesting that even though consumers support sustainable products, price sensitivity remains a key factor in final decisions.

This research also highlights the importance of advertising and green packaging in shaping brand loyalty and consumer perception of product sustainability. In practical terms, this study makes an important contribution for marketers and policymakers in developing countries to develop more effective communication strategies and environmental policies, especially in attracting younger generations who are increasingly aware of sustainability issues. In addition, the study expands the literature on the relationship between green marketing and sustainable development (SDGs) with an empirical context in Sub-Saharan Africa, making it one of the pioneering studies that integrate economic, social, and environmental variables in consumer behavior models in emerging markets.

The research of Mydock III et al. (2017) examined the extent to which information that a product is made using renewable energy influences consumer purchasing behavior. Through three experiments involving university students in Australia, this study examined the main effects of the attractiveness of "made with renewable energy", as well as the role of moderation of locus of control and future temporal orientation (FTO) on attitudes towards brands, advertising, purchase intentions, and willingness to pay more. The results show that consumers show a positive response to products promoted with renewable energy claims, especially those with a high future orientation—i.e. individuals who tend to consider the long-term impact of their consumption decisions. The findings also remain strong despite skepticism of green advertising, signaling that messages about the use of renewable energy have intrinsic influence. In practical terms, the study recommends that companies highlight the use of clean energy as part of their green marketing strategies to improve brand image and consumer loyalty, while socially, the results of this study support the adoption of sustainable energy policies that encourage green business practices and accelerate the transition to a low-carbon economy.

Kumar & Ghodeswar's (2015) research aims to identify the factors influencing green product purchasing decisions among Indian consumers, a growing market with increasing environmental awareness but yet green purchasing behavior is not yet fully established. Using a 38-item questionnaire-based survey approach and a snowball sampling method, the study involved 403 worker respondents in Mumbai, with data analysis conducted through Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM) to test the hypothesis submitted. The results show that Indian consumers have a strong will to support environmental protection, driven by an awareness of ecological responsibility, as well as a desire to seek information about green products.

Key factors influencing purchasing decisions include support for environmental conservation, positive experiences with green products, perceptions of a company's environmental concerns, and the social appeal of sustainable consumption behaviors. This study provides practical implications for marketers to develop green marketing strategies that

emphasize personal relevance, social significance, and environmental value in consumer promotion and education. Conceptually, this study strengthens the literature on green consumer behavior in the Asian context, in particular by emphasizing that the alignment between personal values and green corporate image is key in driving purchase intent and loyalty to sustainable products.

The research of Joshi & Rahman (2016) aimed to identify the main factors that predict green purchasing behavior among young educated consumers in Delhi, India. Using a survey of 1,502 respondents and analyzing data through Structural Equation Modelling (SEM), this study assesses the predictive power of various psychological and social variables on green purchasing behavior. The results showed the following sequence of predictive strengths: social influence, attitudes towards green purchasing, perceived environmental knowledge, participation in recycling activities, awareness of ecolabelling, and exposure to environmental messages through the media. These findings confirm that social norms and peer group influences play the most dominant role in shaping green consumption decisions among educated young generations.

The study also shows that media exposure and the existence of credible green labels increase trust in eco-friendly products and strengthen purchase intent. In practical terms, this study provides important insights for marketers and policymakers to design environmental awareness campaigns and social communication strategies targeting young communities, with an emphasis on the positive social impact and prestige image of eco-friendly behavior. In addition, this study is the first in India to apply reciprocal deterministic theory to explain the dynamics between individual factors, the social environment, and sustainable consumption behavior, making an important theoretical contribution to the study of green consumer behavior in developing countries.

Research by Hu et al. (2024) analyzed how corporate behavior in low-carbon public welfare behavior affects consumers' green purchasing intentions and behaviors in China. By building a theoretical model and collecting data through questionnaire surveys analyzed using SPSS 26.0 and AMOS 24.0, the study divides corporate low-carbon behavior into three main dimensions: low-carbon public welfare mechanisms, participation, and motivation. The results show that these three dimensions have a significant effect on green purchase intention, with company participation and motivation in low-carbon activities having the strongest impact. In addition, green purchasing intent has proven to be an important mediator between corporate social behavior and actual green purchasing behavior of consumers.

The study confirms that corporate social and environmental responsibility (green CSR) not only strengthens brand image, but also increases consumer trust and loyalty towards sustainable products. In practical terms, the study provides guidelines for companies to integrate cause-related marketing strategies oriented towards low-carbon initiatives and public welfare, in order to strengthen their contribution to green economic growth and accelerate the transition to environmentally friendly consumers in the increasingly sustainability-conscious Chinese market.

Alhomaïd's research (2025) shows that green marketing strategies have a positive effect on tourists' green purchase intentions, with brand involvement and trust in green brands acting as partial mediators. Through an analysis of PLS-SEM of 882 travelers, this study confirms that sustainable tourism purchasing decisions are influenced by cognitive factors such as

perception of value and trust, as well as affective factors in the form of emotional ties with brands, so tourism organizations need to prioritize transparency, authentic communication, and meaningful tourism experiences to build loyalty to green brands.

Research by R. Yang et al. (2022) found that preferences and purchasing decisions for eco-friendly agricultural products in China and Japan are strongly influenced by the type of certification, price, income, and cultural background. Through a choice experiment on 600 respondents, Chinese consumers prefer "green food" certification, while Japanese consumers prefer specially cultivated produce; education affects both groups differently, suggesting that EFF's marketing strategy needs to be tailored to the socio-economic and cultural characteristics of each country to improve the effectiveness of green product communication.

Research by C. Lee et al. (2021) shows that subjective norms and perceptions of behavioral control increase consumers' positive perceptions of Green Supply Chain Management (GSCM) practices, while attitudes are insignificant in quantitative analysis. However, in-depth interviews revealed that consumers still have a positive attitude and high purchasing intent towards companies that implement GSCM transparently, and are willing to pay more if the environmental benefits are clearly conveyed; so that an honest, open, and evidence-based GSCM becomes an important strategy to strengthen trust and purchasing decisions in sustainable consumption.

Research by Witek & Kuzniar (2021) examined the influence of sociodemographic factors on green product purchasing behavior in Poland through a survey of 650 respondents, and found that variables such as gender, age, education, financial condition, and number of children had a significant effect on ecological awareness and green purchasing decisions; Women are more positive about green products, young consumers are more skeptical, education and economic conditions increase willingness to buy, so this study confirms the importance of adjusting green communication strategies based on demographic profiles.

Research by Nekmahmud & Fekete-Farkas (2020) used the development of the Theory of Planned Behaviour on 638 young consumers in Bangladesh to explain green purchase intentions and found that environmental concern, perceived green benefits, price awareness, and green willingness to purchase had a positive effect on the decision to buy green products, while quality perception had a negative effect, so this study emphasized the need to increase green advertising. credible eco-labels, and sustainable branding strategies to strengthen consumer trust.

Opoku et al.'s (2019) study of 306 postgraduate students in Ghana used TPB and found that attitudes and self-identity had the strongest influence on green purchasing intentions, while subjective norms were less significant, suggesting a gap between awareness and actual behavior in the context of collectivist culture; These findings underscore the importance of reinforcing the message of environmental identity and social responsibility in green marketing campaigns.

Nguyen & Duc's (2022) research used Behavioural Reasoning Theory to analyze organic food purchase intentions and behaviors in Vietnam, and found that personal values, supportive reasons, reasons for refusal, and trust and knowledge influence attitudes and intentions, but do not completely bridge actual behaviors, so this study highlights the important role of transparency, certification, and consumer education in reducing the green gap and encouraging sustainable organic consumption.

Conclusion

The results of a systematic review show that green marketing has a strong influence on consumer attitudes, intentions, and purchasing decisions in various countries, where factors such as environmental awareness, positive attitudes towards sustainability, trust in green brands, consumer knowledge, and social influence are the main determinants of purchasing decisions; Despite the green gap caused by high prices, skepticism of green claims, and a lack of education, authentic sustainability practices, brand transparency, and effective communication of environmental benefits have been proven to increase consumer loyalty and willingness to pay more, so green marketing plays an important role not only in short-term purchasing decisions but also in building trust, emotional connections, and changing consumption behavior in the right direction. more responsible.

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