

BRIDGING THE INTENTION-BEHAVIOR GAP IN GREEN CONSUMER BEHAVIOR : TOWARD AN INTEGRATIVE FRAMEWORK

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ABSTRACT

Objectives: This study seeks to analyze the factors and underlying mechanisms that influence green consumer behavior, while pinpointing significant conceptual deficiencies in the current literature. The emphasis is on sustainable consumption, highlighting the interaction among psychological, social, and contextual factors that influence consumer behavior. **Methodology:** A systematic literature review methodology was implemented, employing Publish or Perish (PoP), VOSviewer (VV), and the PRISMA 2020 framework to provide a transparent and organized selection process. A literature search utilizing keywords including green consumer behavior, green buying behavior, green purchase intention, sustainable consumption, and pro-environmental behavior yielded 200 articles from the Scopus database via PoP. The dataset was examined with VOSviewer to delineate research structures and patterns, and then underwent PRISMA screening, resulting in 25 pertinent empirical investigations. **Findings:** The results demonstrate that human characteristics, psychological mechanisms, and contextual conditions are strongly interconnected in influencing green consumer behavior; however, their integration remains inadequate in existing research. **Suggestion:** This study fills this gap by presenting an integrated conceptual framework that provides a more thorough, contextually relevant understanding of green consumer behavior.

Keywords : Green Consumer Behavior; Sustainable Consumption; Green Purchase Intention; Pro-Environmental Behavior; Intention-Behavior Gap

ABSTRAK

Objectives: Studi ini bertujuan untuk menganalisis faktor-faktor dan mekanisme yang mendasarinya yang mempengaruhi perilaku konsumen hijau, sekaligus menunjukkan kekurangan konseptual yang signifikan dalam literatur saat ini. Penekanannya adalah pada konsumsi berkelanjutan, menyoroti interaksi antara faktor psikologis, sosial, dan kontekstual yang mempengaruhi perilaku konsumen. **Methodology:** Metodologi tinjauan literatur sistematis diimplementasikan, menggunakan Publish or Perish (PoP), VOSviewer (VV), dan kerangka kerja PRISMA 2020 untuk menyediakan proses seleksi yang transparan dan terorganisir. Pencarian literatur menggunakan kata kunci termasuk perilaku konsumen hijau, perilaku pembelian hijau, niat pembelian hijau, konsumsi berkelanjutan, dan perilaku pro-lingkungan menghasilkan 200 artikel dari basis data Scopus melalui PoP. Kumpulan data tersebut diperiksa dengan VOSviewer untuk menguraikan struktur dan pola penelitian, dan kemudian menjalani penyaringan PRISMA, menghasilkan 25 investigasi empiris yang relevan. **Findings:** Hasil penelitian menunjukkan bahwa karakteristik manusia, mekanisme psikologis, dan kondisi kontekstual sangat saling terkait dalam mempengaruhi perilaku konsumen hijau; namun, integrasi ketiganya masih kurang memadai dalam penelitian yang ada. **Suggestion:** Studi ini mengisi kesenjangan tersebut dengan menyajikan kerangka konseptual terintegrasi yang memberikan pemahaman yang lebih menyeluruh dan relevan secara kontekstual tentang perilaku konsumen ramah lingkungan.

Keywords : Green Consumer Behavior; Sustainable Consumption; Green Purchase Intention; Pro-Environmental Behavior; Intention-Behavior Gap

INTRODUCTION

The phenomenon of green consumer behavior is gaining prominence in the sustainability marketing literature, as it describes how customers make decisions considering environmental impacts. This encompasses consumer decision-making about environmentally friendly products and other consumption-related phenomena, such as waste reduction, reuse, and the adoption of sustainable lifestyles. From a strategic management perspective, green consumer behavior is a crucial mechanism for the transition to a sustainable economy and achieving the Sustainable Development Goals (SDGs) (Camilleri et al., 2023; Sharma & Chhikara, 2023).

Furthermore, advances in green consumer behavior research suggest that its future evolution will be significantly influenced by the integration of theoretical perspectives. This specifically includes the integration of frameworks such as the Theory of Planned Behavior (TPB), the Value-Belief-Norm (VBN), and the Stimulus-Organism-Response (SOR) models, which enhance understanding of the issue by recognizing that consumer behavior is driven by factors beyond mere rationality, including values, social norms, and emotional responses to environmental issues (W. Han et al., 2023; Jebarajakirthy et al., 2024). Consequently, green consumer behavior emerges as a multidimensional entity influenced by complex interactions between human, societal, and environmental elements.

Despite growing global awareness of sustainability challenges, a significant gap remains between consumer perceptions and actual behavior. Numerous studies show that while most individuals express concern for the environment, only a small proportion translate this sentiment into purchasing behavior. This issue, referred to as the intention-behavior gap, remains a critical concern in green consumer behavior (Frommeyer et al., 2022; Nielsen et al., 2022).

Globally, growing concerns around climate change have led to the emergence of disorders such as eco-anxiety and eco-guilt. Research shows that these feelings can motivate consumers to engage in ecologically sustainable behaviors; however, they can also lead to eco-paralysis if not balanced by self-efficacy (Innocenti et al., 2023; Whitmarsh et al., 2022). This highlights a paradox in consumer behavior “greater awareness does not always lead to action”.

Conversely, technological advances and the evolution of social media have also influenced the dynamics of green consumer behavior. Digital platforms have become crucial instruments for shaping societal norms and value perceptions around sustainable consumerism (Confetto et al., 2023). However, the accessibility of information has led to the proliferation of greenwashing methods that undermine consumer trust in sustainable products (Apaolaza et al., 2023). The current situation highlights the gap between sustainability principles and actual consumer behavior.

Previous research has repeatedly shown that green consumer behavior is influenced by various factors, including environmental concern, environmental knowledge, attitudes, subjective norms, and perceived behavioral control (Ogiemwonyi et al., 2023). Simultaneously, psychological factors such as green beliefs, perceived value, and self-efficacy significantly influence the intention to purchase

green goods (Sh. Ahmad et al., 2022a; Suphasomboon & Vassanadumrongdee, 2022). However, most research efforts have focused on examining linear correlations between variables.

A bibliometric analysis using VOSviewer software identified three themes related to green consumer behavior, namely pro-environmental behavior, sustainable consumption, and planned behavior. Although conceptually analogous, previous research often utilizes fragmented theories rather than an integrative perspective. Prior research emphasizes mediating factors such as attitudes, green beliefs, and perceived value, while ignoring the complexity of additional psychological processes, such as serial mediation or moderation. Given the dynamics of consumer behavior, a comprehensive assessment of the many contributing elements is necessary (Bhattacharyya, 2023).

The phenomenon of the intention-behavior gap, the influence of emotions such as eco-guilt and climate anxiety, and the impact of digital media on green consumer behavior are becoming prominent. Nonetheless, these ideas are rarely integrated into a singular conceptual framework. The described circumstance reveals a research gap in the literature and underscores the need to develop an integrative framework.

This paper seeks to establish an integrated theoretical framework that connects the factors influencing behaviour, psychological processes, and contextual elements in understanding green consumer behaviour, in contrast to prior research that has predominantly examined the TPB, VBN, or SOR models in isolation and incompletely. The primary uniqueness of the research is in its multidimensional methodology, which integrates cognitive, affective, normative, and digital elements to elucidate the intention-behavior gap. Furthermore, the present study employs a systematic literature review and bibliometric analysis to provide a cohesive, contextually grounded theoretical framework.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Determinants and Psychological Mechanisms of Green Consumer Behavior

Green consumer behavior is the result of the interaction of cognitive, affective, and normative elements that influence sustainable consumption choices. Research shows that key factors influencing this behavior include environmental concern, environmental knowledge, and environmental values, which underlie the development of attitudes and intentions to purchase environmentally friendly products (Sharma & Chhikara, 2023). In this context, consumers with high environmental concern generally exhibit a greater desire for sustainable goods, despite a lack of corresponding purchasing behavior.

The Theory of Planned Behavior (TPB) is the primary theoretical framework for explaining green consumption intentions, encompassing three fundamental constructs: attitude, subjective norm, and perceived behavioral control (Laheri et al., 2024; Qi & Ploeger, 2021). Several studies have enhanced the Theory of Planned Behavior by incorporating additional factors such as green beliefs, perceived value, and environmental concern, thereby increasing its predictive effectiveness (R. R. Ahmed et al., 2023; Chaihanchai & Anantachart, 2023). This underscores that green consumer

behavior is logical and influenced by their thoughts and opinions regarding the value of green products.

In addition to the Theory of Planned Behavior (TPB), the Value-Belief-Norm (VBN) theory offers a normative perspective, highlighting the role of biospheric values, beliefs, and personal norms in motivating pro-environmental actions. VBN theory states that individuals with strong environmental values tend to foster an ethical obligation to engage in sustainable actions (Batool et al., 2024; C. P. Wang et al., 2023). The integration of the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) framework has become a common approach to comprehensively explain green consumer behavior.

Moreover, the Stimulus-Organism-Response (SOR) framework enhances comprehension by acknowledging external stimuli that influence internal factors (organisms), including emotions and perceptions, which subsequently result in behavioral responses (M. S. Han et al., 2022a). In this context, stimuli such as green marketing techniques, brand image, and environmental information significantly influence consumers' attitudes and intentions.

A recent study highlighted the substantial impact of multiple affective elements, such as ecological guilt, ecological pride, and climate fear, on sustainable consumer behavior. These emotions can enhance the relationship between attitudes and behavior, but they can also lead to negative effects, such as ecological paralysis, particularly when individuals have inadequate self-efficacy (Shipley & van Riper, 2022; Whitmarsh et al., 2022). Consequently, the psychological mechanisms driving green consumer behavior can be understood as a multifaceted process involving the interaction of cognition, emotion, and social norms.

Bridging the Intention–Behavior Gap: The Influence of Contextual Dynamics and Emerging Digital Factors on Eco-Friendly Consumer Behavior

Despite numerous successful efforts to elucidate green purchase intentions, a significant gap exists between intentions and actual behavior, referred to as the intention-behavior gap. Research indicates that although consumers exhibit favorable sentiments towards eco-friendly products, factors such as cost, accessibility, and consumption patterns often hinder their adoption (Koch et al., 2022; Nielsen et al., 2022). This phenomenon poses a significant challenge to the study of green consumer behavior.

Furthermore, contextual circumstances significantly influence the strength of the link between intention and behavior. Factors such as culture, social norms, and demographic attributes have been shown to modulate this relationship (Casalegno et al., 2022; Ribeiro et al., 2025). In cross-cultural studies, elevated collectivism may amplify the influence of societal norms on environmentally friendly behavior, whereas in individualistic societies, personal considerations dominate.

The advancement of digital technologies introduces a novel aspect to environmentally conscious consumer behavior. Digital media platform's function both as information sources and as instruments for normative and identity construction (Pentina et al., 2023). Moreover, technologies

like artificial intelligence and digital nudging are employed to shape consumer choices in a progressively personalized manner, creating new avenues for investigating sustainable consumption behavior.

The field concurrently encounters numerous methodological constraints. Many studies utilize cross-sectional designs that fail to capture the dynamics of consumer behavior over a prolonged duration (Lange, 2023). Furthermore, insufficient control over variables results in constraints on causal inference (van Valkengoed et al., 2022). This emphasizes the necessity for more rigorous methodologies, encompassing longitudinal and experimental study approaches.

The literature underscores the disjunction of psychological, sociological, and contextual methodologies in examining green consumer behaviors. The integration of different views is underdeveloped, necessitating a conceptual model to offer a more thorough understanding of consumer behavior. Consequently, further research should employ a comprehensive methodology that elucidates not only customers' intentions but also their behaviors, while accounting for the intricacies of environmental dynamics and context.

RESEARCH METHOD

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018). This study employed an Integrative Systematic Literature Review with bibliometric analysis to provide an in-depth understanding of the state of research on green consumer behavior. An Integrative Systematic Literature Review employs a methodical, transparent, and reproducible methodology to identify, select, evaluate, and synthesize relevant academic literature. This methodology results in a more objective synthesis of information while reducing bias in the literature selection process (Snyder, 2019; Tranfield et al., 2003).

An Integrative Systematic Literature Review (SLR) is integrated with bibliometric analysis to provide a comprehensive overview of the intellectual framework, the evolution of research subjects, and the interrelationships between concepts in the literature on green consumer behavior. Bibliometric analysis does not serve as the primary synthesis method, but rather as a tool to describe research patterns, identify research clusters, and illustrate keyword associations using VOSviewer software. The integration of SLR and bibliometric analysis is increasingly advocated in management research due to its ability to combine metadata-based quantitative analysis with a comprehensive qualitative synthesis of research findings (Donthu et al., 2021).

The fundamental purpose of a systematic literature review is to identify, assess, and synthesize empirical research on the causes, psychological mechanisms, and contextual factors influencing green consumer behavior. This study seeks to identify research gaps and develop an integrative conceptual framework that connects several fundamental theoretical perspectives, including the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN), and Stimulus-Organism-Response

(SOR). Consequently, this study not only illustrates the evolution of the literature but also produces a conceptual synthesis that can serve as a basis for further empirical investigations.

This study used the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 criteria as the primary procedure for identifying, screening, evaluating eligibility, and selecting final articles. The application of PRISMA in this study ensures that each phase of article selection is conducted uniformly, documented, and easily reproduced by other researchers. PRISMA 2020 is a systematic review reporting standard that outlines systematic procedures and enhances accountability in the literature selection process (Page et al., 2021).

The literature search strategy was developed using the SPIDER (Sample, Phenomenon of Interest, Design, Evaluation, Type of Study) framework to systematically define the research focus, develop search keywords, and establish inclusion and exclusion criteria, thereby improving the direction and consistency of the literature identification process. SPIDER is considered more appropriate for systematic reviews in the social and management sciences due to its ability to encompass a variety of empirical study designs, including quantitative, qualitative, and mixed methods approaches (Cooke et al., 2015).

The methodological quality of articles meeting the inclusion criteria was assessed using the Joanna Briggs Institute (JBI) Critical Appraisal Checklist. The JBI aims to evaluate the methodological rigor of each empirical study, ensuring that only publications meeting specific quality criteria are included in the synthesis process. Critical appraisal procedures are essential for reducing bias and increasing the reliability of systematic review results (Institute, 2017; Munn et al., 2020).

This research was conducted through several sequential stages: (1) preparation of a systematic review protocol, (2) development of a literature search strategy using the SPIDER framework, (3) retrieval of articles from the Scopus database through the Publish or Perish application, (4) selection of articles according to the PRISMA 2020 guidelines, (5) assessment of article quality using the JBI Critical Appraisal Checklist, (6) data extraction from eligible articles, (7) bibliometric analysis using VOSviewer, and (8) thematic narrative synthesis to distinguish research patterns, identify literature gaps, and formulate an integrative conceptual framework for green consumer behavior.

The Publish or Perish (PoP) software, connected to the Scopus database, was used to collect data. The literature review used phrases such as "green consumer behavior," "green purchasing behavior," and "sustainable consumption." The initial search yielded up to 200 articles, which constituted the preliminary data collection for this study. The purpose of implementing PoP within the context of a systematic literature review (SLR) is to provide a structured and methodical literature search based on credible scientific sources (Harzing, n.d.). The literature search technique was carefully designed to ensure that all reviewed articles were relevant to the research objectives and could be replicated by other researchers. The literature identification process was conducted using the Scopus database, facilitated by the Publish or Perish (PoP) software version 8. The investigation was conducted from

April 2026 to June 2026, using a search procedure based on the SPIDER framework (see Table 1, SPIDER Elements) and adhering to the transparency principles outlined in PRISMA 2020 (Page et al., 2021).

This study chose Scopus as the primary source because it is one of the largest bibliographic databases indexing leading journals worldwide in various fields, including management, marketing, consumer behavior, and sustainability. Scopus covers a wide range of publications, uses consistent metadata, and maintains superior indexing quality, making it highly recommended for bibliometric research and systematic literature reviews (Donthu et al., 2021; Martin-Martin et al., 2018).

The use of Scopus aims to improve the quality of the evaluated literature, as all papers undergo peer review and adhere to global publication standards. This study uses Publish or Perish (PoP) as a search interface to simplify the search and metadata extraction process. Publish or Perish enhances the literature search process by integrating Scopus and offering comprehensive bibliographic details, including article title, author names, publication year, journal title, number of citations, and DOI. The obtained metadata is then exported in RIS format for further analysis using the VOSviewer program during the bibliometric phase (Harzing, n.d.) .

A literature search was conducted using a combination of keywords and Boolean operators (AND and OR) to retrieve papers pertinent to green consumer behavior. The search string is organized around essential research ideas, including green consumer behavior, green purchasing behavior, sustainable consumption, and foundational behavioral theories. The search queries employed are TITLE-ABS-KEY ("green consumer behavior" OR "green purchase behavior" OR "green purchase intention" OR "sustainable consumption" OR "sustainable consumer behavior" OR "pro-environmental behavior" OR "eco-friendly purchase") AND TITLE-ABS-KEY (determinant OR antecedent OR predictor* OR mediator* OR moderator* OR mechanism*) AND TITLE-ABS-KEY ("Theory of Planned Behavior" OR TPB OR "value-belief-norm" OR VBN OR "norm activation model" OR NAM OR "stimulus-organism-response" OR SOR)**

OR operators expand the search parameters by including several synonymous terms, whereas AND operators link groups of concepts to ensure the retrieved articles are pertinent to the research subject. Furthermore, the wildcard symbol (*) is employed to encompass diverse variations of word forms, including determinants, moderators, and moderating.

To uphold the quality and relevance of the literature, many search parameters are applied from the identification phase onward. This study exclusively encompassed items published between 2022 and 2026. The selected time span was intended to provide an overview of recent research advancements in green consumer behavior, particularly in light of the heightened focus on sustainability, Environmental, Social, and Governance (ESG) matters, and the digital transformation of consumer behavior. Secondly, searches are confined to English-language papers, as English is the predominant language of worldwide scientific publications and facilitates access to more academically significant literature.

The search for papers focuses on the domains of Business, Management and Accounting; Economics, Econometrics and Finance; Social Sciences; Environmental Science; and Psychology. These domains significantly contribute to the advancement of theory and empirical study regarding green consumer behavior. Furthermore, the selection is restricted to peer-reviewed journal articles and excludes conference papers, book chapters, editorials, notes, reviews, and other non-scientific publications.

The researcher retrieved 200 articles that met the basic criteria identified by the search technique. All article metadata is subsequently exported in RIS format for analysis with VOSviewer, while additional filtering is conducted through the PRISMA 2020 phases according to the established inclusion and exclusion criteria (See Table 2. Parameters for Literature Search and Table 3. Inclusion and Exclusion Criteria).

This study used clearly defined inclusion and exclusion criteria, derived from the research questions and the SPIDER framework, to ensure the quality and relevance of publications included in the analysis. Articles were included if they examined green consumer behavior, green purchasing behavior, or sustainable consumption as the primary variable, used empirical models with clearly defined determinants or mechanisms, and were based on established theoretical frameworks such as the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN), Norm-Activation Model (NAM), or Stimulus-Organism-Response (SOR). Furthermore, only studies using empirical approaches, such as surveys, Structural Equation Modeling (SEM), or experimental designs, were included.

The article selection process followed the PRISMA 2020 (Preferred Reporting Items for Methodical Reviews and Meta-Analyses) methodology to ensure transparency and methodical article selection. The initial stage involved a PoP (Position for Review) that identified 200 articles from the Scopus database. In the next stage, the screening phase, 165 relevant publications were selected based solely on their titles and abstracts. The next stage involved a feasibility assessment, where the full texts of 65 papers were reviewed, resulting in the selection of 25 eligible articles.

The study selection process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines to ensure a transparent, systematic, and reproducible review methodology (Page et al., 2021). PRISMA was used because it provides a uniform framework for documenting all phases of article identification, screening, eligibility assessment, and final inclusion, thereby reducing selection bias and increasing the methodological rigor of systematic reviews.

The research selection process involved four sequential stages: identification, screening, eligibility, and inclusion. A comprehensive literature search was conducted during the identification phase, using Publish or Perish in conjunction with the Scopus database. Using predefined search methods, 200 records were initially retrieved. All bibliographic information from the retrieved records was exported in RIS format for reference management and bibliometric analysis.

Prior to the screening procedure, the collected records were carefully reviewed to exclude duplicate entries and publications that did not meet the established document criteria, including editorials, conference proceedings, book chapters, and non-English language publications. Consequently, 35 records were eliminated before screening, leaving 165 papers available for title and abstract evaluation.

The screening phase involved assessing the titles and abstracts of the remaining publications to ensure their relevance to the research objectives. Articles were eliminated if they did not focus on green consumer behavior, green purchasing behavior, or sustainable consumption as the primary study subject, or if they did not examine the determinants, mediators, moderators, or mechanisms of behavior at the individual consumer level. Consequently, 100 papers were removed at this stage for not meeting the established inclusion criteria, leaving 65 articles eligible for full-text evaluation.

The researcher methodically completed the screening and eligibility evaluation to maintain consistency and reduce selection bias, employing predetermined inclusion and exclusion criteria. Articles with ambiguous eligibility were subjected to iterative re-evaluation prior to the final inclusion determination.

During the eligibility phase, the full texts of the remaining papers were thoroughly reviewed. Each paper was evaluated based on its theoretical framework, methodological robustness, study setting, analyzed variables, and relevance to the objectives of this review. Studies lacking empirical data, failing to provide sufficient methodological detail, or treating environmentally friendly behavior as a secondary concern were eliminated. After a comprehensive evaluation of all texts, 40 papers were removed, leaving 25 empirical studies that met all eligibility criteria. These final studies served as the basis for subsequent bibliometric mapping, thematic synthesis, identification of research gaps, and formulation of the proposed integrative conceptual framework. The comprehensive study selection process is depicted in the PRISMA 2020 Flowchart (Figure 1).

This study used the Joanna Briggs Institute (JBI) Critical Appraisal Checklist for Cross-Sectional Analytical Studies to assess quality. The choice of this instrument was determined by the attributes of the items being examined. The JBI is a widely supported assessment tool for systematic reviews because it systematically assesses the methodological validity of studies using predefined quality indicators (Munn et al., 2020).

Quality assessment was conducted using the JBI Critical Appraisal Checklist for Cross-Sectional Analytical Studies. Each study was evaluated based on eight criteria: clarity of inclusion criteria, description of subjects and setting, validity and reliability of exposure measurements, clarity of outcome criteria, identification of confounding factors, strategies to mitigate confounding, reliability of outcome measurements, and appropriateness of statistical analyses. Each item was scored 1 for "Yes" and 0 for "No/Unclear/Not applicable," resulting in a maximum score of 8. Studies with a score of 6 or higher were considered methodologically sound and included in the final synthesis. The assessment results indicated that 24 studies were classified as high quality and 1 as

moderate quality; therefore, all 25 papers met the minimum quality criteria and were included for the thematic synthesis (See Table 4, JBI Critical Appraisal Summary).

Conversely, studies were excluded if they discussed little about environmentally friendly behavior, had a defined theoretical framework, were non-empirical, or did not focus on the individual level of analysis. Applying these criteria is crucial to ensuring the quality and consistency of the research selection process (Petticrew & Roberts, 2008).

RESULT AND DISCUSSION

Literature Mapping and Citation Analysis in Green Consumer Behavior Research

The literature review, executed with Publish or Perish (PoP) software linked to the Scopus database, uncovered 200 publications published from 2022 to 2026. This dataset underscores the accelerated expansion of research on green consumer behaviour in recent years, especially following the COVID-19 pandemic, which has heightened academic focus on sustainability and environmentally responsible consumption.

The dataset has garnered 17,519 citations, averaging 4,379.75 citations annually and 87.60 citations each article. The data suggest that the literature in this domain exhibits significant academic visibility and importance. Additionally, an h-index of 78 indicates that a minimum of 78 articles in the dataset have garnered significant citations, whereas a g-index of 111 demonstrates a robust concentration of citations among the most impactful publications.

These findings indicate that research on green consumer behavior is increasing in volume and significantly contributing to the improvement of scientific knowledge.

Moreover, every article in the sample has garnered at least one citation ($ACC \geq 1$), indicating that none can be deemed peripheral or excluded from academic discourse. Most articles exhibit high citation counts, indicating robust academic consensus on the significance of this subject in management, marketing, and sustainability. This discovery aligns with previous research that recognizes green consumer behavior as one of the most rapidly expanding fields of study in the last 10 years (Lim & Weissmann, 2023; Sharma & Chhikara, 2023).

The PoP analysis indicates that the literature on green consumer behaviour is mostly influenced by behavioral theories of consumption, particularly the Theory of Planned Behavior (TPB). Numerous studies have employed diverse quantitative approaches, including SEM, regression analysis, and experimental methods, to examine the influence of psychological, social, and environmental factors on green consumer behavior (S. Ahmed & Prabhakar, 2023; Lavuri, 2022; Ogiemwonyi et al., 2023).

The domain of green consumer behavior is undoubtedly a well-developed and widely referenced field of study. Nonetheless, the extensive literature indicates a fragmentation of theoretical ideas and situations. It illustrates the imperative for thorough evaluations and synthesis of research to uncover prevailing trends and research deficiencies.

Bibliometric Analysis

A bibliometric analysis was conducted using VOSviewer to delineate the intellectual framework and research trends in green consumer behavior. This investigation utilized two principal methodologies: co-authorship analysis to examine patterns of author collaboration, and co-occurrence analysis to examine correlations among terms. The results were presented in three primary formats: (1) network, (2) overlay, and (3) density visualization. Each providing a unique perspective on the structure and development of the literature.

An integrated analysis of the VOSviewer visualizations reveals that the literature on green consumer behavior has evolved along two principal dimensions: the scientific collaboration framework (authors) and the conceptual framework (keyword co-occurrence). Collectively, these dimensions illustrate the rapid expansion of the area and the persistent challenges to its intellectual cohesion.

The dynamics are further illustrated by an author-level overlay visualization, which shows that recent research contributions (highlighted in yellow) do not consistently originate from the network's primary actors. This indicates the rise of new researchers who are enhancing the literature with novel viewpoints. The domain of green consumer behavior is still evolving and has not attained structural maturity, as the distribution of contributions remains open and dynamic (Donthu et al., 2021). Density visualization reveals that while certain high-intensity areas indicate writers with significant contributions, the rather uniform distribution of density underscores that the literature is inclusive yet not entirely integrated collaboratively.

The co-occurrence network visualization of keywords indicates that pro-environmental behavior is centrally positioned in the literature and is closely associated with ideas such as sustainable consumption, planned behavior, green trust, and sustainability. This pattern highlights the preeminence of theory-driven behavioral methodologies, specifically the Theory of Planned Behavior (TPB), in elucidating ecologically responsible consumer behavior (Ajzen, 1991; W. Han et al., 2023; S. Wang et al., 2023). The inclusion of terms such as mediating role, influence, and factor indicates a transition to more intricate empirical models that integrate mediating and moderating variables to elucidate interactions among constructs (Hair et al., 2019; Jebarajakirthy et al., 2024).

Moreover, the visualization of keyword overlays emphasizes contemporary trends in the literature. Terms such as sustainable consumerism, green trust, and drivers have emerged as contemporary issues, signaling a shift from solely analyzing behavioral intentions to investigating a broader array of behavioral variables. The emergence of terms such as digital influence, behavioral factors, and systematic literature review indicates an increasing focus on contextual and methodological strategies, particularly in response to changing consumer behavior in the digital age (Confetto et al., 2023; Xie & Madni, 2023). Nevertheless, the positioning of these terms at the network's peripheral indicates that the integration of digital viewpoints with existing behavioral theories remains constrained.

The findings are corroborated by density visualization, which reveals that the greatest study intensity is focused on traditional notions such as pro-environmental behavior, planned behavior, theory, and role. This underscores the perspective that the literature remains significantly dependent on conventional theoretical frameworks. Conversely, domains characterized by diminished intensity, such as artificial intelligence, digital behavior, and environmental factors, indicate that these subjects remain inadequately examined. This is essential, as recent advances underscore the crucial influence of digital components and external environments on contemporary consumer behavior (K. H. Nguyen & Tran, 2025; Yuriev et al., 2020).

The synthesis of these visualizations indicates three principal implications. The disjointed nature of collaboration underscores the need for greater multidisciplinary integration to strengthen academic consolidation. The prevalence of classical behavioral notions suggests that the literature predominantly adheres to a conventional, intention-centered framework. The limited examination of digital and contextual aspects reveals a notable research deficiency that warrants further inquiry.

A synthesis of 25 empirical studies reveals that the literature on green consumer behavior is predominantly governed by behavior-based theoretical frameworks, notably the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) model. Numerous studies recognize attitude, subjective norms, and perceived behavioral control as the principal factors in green buying intention, which is subsequently presumed to manifest in actual behavior.

Nevertheless, cross-study findings indicate that the correlation between intention and behavior is not consistently linear. Numerous studies underscore a disparity between intention and actual behavior, shaped by situational, emotional, and environmental influences. Furthermore, despite attempts to incorporate psychological elements such as trust, emotion, and perceived worth, these methodologies remain incomplete and have not yet developed into a fully cohesive, comprehensive model.

Discussion

Beyond Intention: Advancing a Comprehensive and Contextual Understanding of Green Consumer Behavior

An analysis of 25 selected academic publications indicates that the development of theoretical perspectives on green consumer behavior is grounded in the incremental integration of rational, normative, and psychological methods. Consequently, research grounded in the Theory of Planned Behavior (TPB), including the works of P. M. Nguyen et al (2022), Kumar et al (2022), R. R. Ahmed et al (2023), and Chaihanchanchai & Anantachart (2023), demonstrates that intentions to engage in green purchasing arise from the influences of attitudes, subjective norms, perceived behavioral control, and environmental knowledge. Conversely, C. P. Wang et al (2023) and D'Arco et al (2025), utilizing the Value-Belief-Norm (VBN) framework, have demonstrated that environmental values, ecological beliefs, and personal norms significantly influence individuals' activities directed towards nature conservation. These findings suggest that the establishment of

green consumption behavior is influenced not just by rational causes but also by individuals' environmental concerns.

Recent developments indicate that researchers are increasingly moving beyond conventional intention-based models of behavior to focus more on the internal psychological mechanisms that drive behavior. M. S. Han et al., (2022b) , utilizing the Stimulus-Organism-Response (SOR) theory, demonstrate how environmental cues impact purchase intentions by affecting customers' emotions and self-efficacy. Sh. Ahmad et al (2022) and Ogiemwonyi et al (2023) have identified that environmental attitude, green trust, and green self-efficacy mediate the influence of pro-environmental behaviors. Similarly, environmentally friendly behavior is influenced by customer trust, perceived value, green innovation, and morality, as demonstrated by Lavuri et al (2022). Suphasomboon & Vassanadumrongdee (2022) and Moslehpour et al (2023) reach analogous conclusions. Thus, this research analysis indicates that the development of green consumption behavior arises from intricate connections among cognitive processes, emotional experiences, and consumers' moral orientation.

Moreover, an in-depth investigation reveals that social identity factors significantly contribute to the understanding of green consumption. Confetto et al., (2023) illustrates the significance of social media in shaping sustainable behaviors through identity formation and social influence among Generation Z. Ribeiro et al (2025) demonstrate that values associated with green consumption can strengthen the relationship between environmental orientation and sustainable travel behavior. Casalegno et al (2022) similarly identifies age disparities in environmental concerns, attitudes, and societal influences on green consumption behavior. Ghaffar et al., (2023) demonstrate that customer Xeno centrisism significantly influences preferences for foreign green products. Simultaneously, Peiró Signes et al (2023) and Sun et al (2022) illustrate that altruistic orientation, informational requirements, and social advantages are significant motivational factors influencing customer behavior towards ecologically sustainable items. It appears logical to assert that contemporary green consumption behaviors are increasingly becoming a manifestation of social identity and symbolism rather than mere transactions.

Nonetheless, the review reveals that fragmentation persists in comprehending the interplay among cognitive, affective, social, and moral factors. While many researchers emphasize the significance of attitudes and norms, other studies focus more on the influence of emotions, trust, and beliefs on sustainability. Nevertheless, only a limited number of studies incorporate all these elements into a singular comprehensive theoretical framework. Consequently, it has been determined that the literature provides somewhat robust, although incomplete frameworks for elucidating the intricacies of green consumption. It is crucial to establish a novel integrative model of green behavior that considers the interaction among environmental ideas, psychological processes, social identity, and the contemporary consumption landscape.

Mapping the Intellectual Structure of Green Consumer Behavior: From Fragmented Determinants to Causal Complexity and Contextual Dynamics

An analysis of the selected publications indicates that a significant issue in green consumer behavior is the disparity between intentions and actions. Specifically, whereas most studies reveal favorable correlations among attitudes, norms, value orientations, and intentions toward green consumption, some data suggest that these intentions do not always translate into actual behavior. Wyss et al (2022) assert that green activities do not arise from pro-environmental views because of factors such as perceived costs and benefits and self-regulation abilities. Likewise, Dong et al (2022) asserts that the desire for green consumption does not consistently translate into behavior due to insufficient product information and transparency in the food supply chain. Essiz et al (2023) identify a value-action gap in which individuals hold favorable value orientations towards environmentally sustainable behaviors; yet, deficiencies in risk-taking capacity, knowledge, and gender disparities constrain their actions. Therefore, green behaviors must be characterized by intentions as well as additional elements that influence or inhibit them.

The studies demonstrate the significant influence of contextual variables on the strength of the relationship between intentions and behaviors. Chaihanchai & Anantachart (2023) identified green value and environmental understanding as significant elements that enhance the relationship between attitudes and green purchasing habits. Similarly, Shehawy & Ali Khan (2024) demonstrate that environmental awareness enhances individuals' propensity to participate in sustainable consumption. Furthermore, Helferich et al (2023) and D'Arco et al (2025) ascertain that social and personal norms influence pro-environmental activities by shaping internal motivation and beliefs of social obligation. C. P. Wang et al (2023), Ribeiro et al (2025), and Casalegno et al (2022) demonstrate that factors such as cultural context, generational disparities, and values associated with green consumerism influence the relationship between environmental orientation and behaviour. It is clear that green consuming behavior is influenced by the environmental, social, and cultural contexts in which it occurs.

This research demonstrates that digital change has challenged the notion of green consumer behavior in contemporary society. Confetto et al (2023) illustrates that, beyond business objectives, social media functions as a tool for shaping social identity and promoting sustainable consumer behavior. R. R. Ahmed et al (2023) and Moslehpour et al (2023) assert that green marketing initiatives, perceptions of green innovation, and green consumer value influence views of product sustainability. Moreover, recent studies concentrating on the hospitality, fashion, beauty, and maritime sectors, including Dangelico et al (2022), Suphasomboon & Vassanadumrongdee (2022), Peiró Signes et al (2023), and C. P. Wang et al (2023), assert that green consumption behaviors are characterized by the interaction of ethics, product quality, information transparency, and the symbolic legitimacy of products. Consequently, the contemporary landscape of green consuming

behaviors is far more intricate and multifaceted, influenced by markets, technology, cultures, and consumers' intrinsic beliefs.

It is clear that green consumer behaviors cannot be explained solely by environmental beliefs or sentiments. The new notion encompasses multiple dimensions, including psychology, morality, sociology, digitization, and structural components. Nevertheless, the current research emphasizes only one or two facets rather than synthesizing all dimensions. Consequently, this research focuses on developing a conceptual framework that synthesizes the aforementioned theories into a cohesive model.

The conceptual framework integrates the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN), and Stimulus-Organism-Response (SOR) to provide a comprehensive understanding of green consumption behavior. This integration is necessitated by prior research that has typically examined each theory in isolation, resulting in fragmentation and constraints in elucidating the intricacies of sustainable consumption behavior (W. Han et al., 2023; Lavuri, 2022; Ogiemwonyi et al., 2023). In this framework, consumer behavior is viewed as resulting from the interaction between individual factors (values and attitudes toward the environment), social factors (norms and social influence) and stimuli such as green marketing strategies and market context (Confetto et al., 2023; Sh. Ahmad et al., 2022a).

Moreover, the existing model underscores the importance of psychological mechanisms as primary mediators in the connection between determinants and actual behavior. The Theory of Planned Behavior (TPB) considers intention development through attitude, subjective norm, and perceived behavioral control, whereas the Value-Belief-Norm (VBN) theory emphasizes the influence of values and personal norms on environmental motivation (Batoool et al., 2024; C. P. Wang et al., 2023). The SOR approach finalizes the framework by indicating that inputs are processed through internal factors, including emotions, green trust, and value perceptions, before being converted into behavioral responses (M. S. Han et al., 2022b; Mansoor & Wijaksana, 2023).

The concept integrates contextual factors as moderating variables, broadening behavioral outcomes to encompass not just intentions but also actual behaviors and extensive pro-environmental acts. This directly pertains to the intention-behavior discrepancy that has been extensively reported in the literature (Koch et al., 2022; Nielsen et al., 2022). Cultural, demographic, and digital environmental factors have been demonstrated to affect the intensity of the association between intention and behavior (Ribeiro et al., 2025; Shehawy & Ali Khan, 2024; Xie & Madni, 2023).

This conceptual framework provides a theoretical contribution by creating an integrated, multi-faceted, and contextually aware model. It integrates several theoretical perspectives and enhances comprehension of the interaction between psychological mechanisms and contextual variables in influencing green consumer behavior.

CONCLUSION

Research implications

This research contributes theoretically by demonstrating that the literature on green consumer behaviour lacks integration of the Theory of Planned Behaviour (TPB), the Value-Belief-Norm (VBN) framework, and the Stimulus-Organism-Response (SOR) framework, and generally focuses on intention rather than actual behavioural outcomes. Previous models have inadequately addressed psychological factors such as emotions, trust, and identity, as well as contextual variables including culture and online environments. Thus, the suggested model considers the cognitive, affective, and contextual dimensions of consumer behaviour to improve the formulation of consumer behaviour models.

Limitations of Research and Suggestions

This work has some limitations, particularly as a systematic literature review, where the findings are heavily reliant on the quality and comprehensiveness of the chosen articles, making it difficult to entirely eradicate potential selection bias. The predominance of cross-sectional designs in the examined studies limits understanding of consumer behaviour from a dynamic perspective. Moreover, the review process lacks empirical validation of the suggested framework, as it consisted solely of a meta-analysis. Consequently, it is recommended to undertake more studies to evaluate the proposed model utilising approaches such as SEM, among others.

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TABEL AND FIGURE

Table 1. SPIDER Element

SPIDER Element	Operational Definition in This Study
Sample	Individual consumers or users
Phenomenon of Interest	Green consumer behavior, green purchase behavior, sustainable consumption
Design	Empirical studies, including surveys, SEM, regression, experiments, or mixed-method studies
Evaluation	Determinants, antecedents, mediators, moderators, and causal mechanisms
Research Type	Quantitative, qualitative, and mixed-method empirical studies

Source: Data Processed by Authors, 2026

Table 2. Literature Search Parameters

Parameter	Specification
Database	Scopus
Search Interface	Publish or Perish (Version 8)
Search Date	April - June 2026
Search Field	Title, Abstract, and Keywords
Publication Period	2022–2026
Language	English
Subject Areas	Business, Management and Accounting; Economics, Econometrics and Finance; Social Sciences; Environmental Science; Psychology
Document Type	Peer-reviewed journal articles
Search Keywords	Green consumer behavior, green purchase behavior, green purchase intention, sustainable consumption, pro-environmental behavior
Boolean Operators	AND, OR
Wildcard	*

Initial Records Retrieved	200 articles
Export Format	RIS

Source: Data Processed by Authors, 2026

Table 3. Inclusion and Exclusion Criteria

Criteria Type	Inclusion Criteria	Exclusion Criteria
Core Construct	Green consumer behavior, green purchase behavior, or sustainable consumption as the main outcome	Green behavior only peripheral, control variable, or briefly mentioned
Analytical Focus	Examines determinants, antecedents, mediators, moderators, or causal mechanisms	No analytical model or descriptive discussion only
Theoretical Foundation	Uses TPB, VBN, NAM, SOR, or related behavioral theories	No clear theoretical grounding
Methodology	Empirical study: survey, SEM, regression, experiment, or mixed-method	Review, meta-analysis, conceptual paper, editorial, commentary
Unit of Analysis	Individual consumers or users	Firms, employees, industries, supply chains, or policy actors
Context	Green consumption, sustainable consumption, green products/services	General consumption without environmental relevance
Data Transparency	Clear sample, variables, data collection, and analysis technique	Insufficient methodological detail
Accessibility	Full-text available and analyzable	Full-text unavailable

Source: Data Processed by Authors, 2026

Table 4. JBI Critical Appraisal Summary

No	Author(s)	Score	Quality Level	Decision	Notes
1	Wang et al. (2023)	7/8	High	Include	Confounding strategy should be verified in full text.
2	Nguyen et al. (2022)	6/8	Moderate	Include	Confounding identification control require verification
3	Han et al. (2022)	7/8	High	Include	SOR model and SEM support methodological adequacy.
4	Confetto et al. (2023)	7/8	High	Include	Moderation/control variable should be checked in full text
5	Lavuri et al. (2022)	7/8	High	Include	SEM-based empirical model confounding control needs verification.
6	Essiz et al. (2023)	8/8	High	Include	Gender, risk aversion, and knowledge dimensions strengthen appraisal.
7	Suphasomboon & Vassanadumrongdee (2022)	7/8	High	Include	Strong empirical structure; confounding strategy need checking.
8	Ogiemwonyi et al. (2023)	7/8	High	Include	Mediation model supports analytical quality.
9	Helferich et al. (2023)	8/8	High	Include	Strong social norms model analytical clarity.
10	Ribeiro et al. (2025)	8/8	High	Include	Moderation model and cle population strengthen quality
11	Ghaffar et al. (2023)	7/8	High	Include	Empirical SEM model; verify confounding strategy.
12	Kumar et al. (2022)	7/8	High	Include	Extended TPB model support methodological adequacy.
13	Dangelico et al. (2022)	8/8	High	Include	Large-scale survey strengthen appraisal.
14	Peiró Signes et al. (2023)	7/8	High	Include	Interaction model supports

15	Ahmed et al. (2023)	7/8	High	Include	analytical rigor. SEM model appropriate; confounding strategy need verification.
16	Chaihanchai & Anantachart (2023)	8/8	High	Include	Moderator analysis strengt methodological quality.
17	Shehawy & Ali Khan (2024)	7/8	High	Include	Moderation model support inclusion.
18	Moslehpour et al. (2023)	7/8	High	Include	SEM-based model with cl constructs.
19	Ahmad et al. (2022)	7/8	High	Include	Mediation through environmental attitude sup analytical clarity.
20	Sun et al. (2022)	7/8	High	Include	Motivation-based model supports inclusion.
21	D'Arco et al. (2025)	7/8	High	Include	Clear Gen Z tourism conte confounding strategy shou verified.
22	Wyss et al. (2022)	8/8	High	Include	Experimental design stren causal inference.
23	Casalegno et al. (2022)	7/8	High	Include	Cross-generational SEM n supports inclusion.
24	Dong et al. (2022)	7/8	High	Include	Trust-knowledge model supports motivation-behav gap analysis.
25	Batool et al. (2024)	7/8	High	Include	Integrated TPB-VBN mod supports theoretical and empirical relevance.

Source: Data Processed by Authors, 2026

Table 5. Synthesis of Empirical Evidence on Green Consumer Behavior

No	Author(s) & Year	Article Title	Method	Key Findings
1	C. P. Wang et al., (2023)	Consumers' Green Purchase Intention to Visit Green Hotels: A Value-Belief-Norm Theory Perspective	SEM	Environmental values, ecological beliefs, and personal norms significantly influence green hotel purchase intention.
2	P. M. Nguyen et al., (2022)	Exploring Green Purchase Intention of Fashion Products: A Transition Country Perspective	SEM	Environmental attitudes, subjective norms, and environmental concern positively affect green fashion purchase intention.
3	M. S. Han et al (2022)	Consumer Confidence and Green Purchase Intention: An Application of the Stimulus-Organism-Response Model	SEM	Emotional responses and consumer confidence mediate the effect of environmental stimuli on green purchase intention.

4	Confetto et al (2023)	Sustainability Advocacy Antecedents: How Social Media Content Influences Sustainable Behaviours among Generation Z	SEM	Social media shapes sustainable behavior through social influence and identity formation.
5	Lavuri et al (2022)	Green Factors Stimulating the Purchase Intention of Innovative Luxury Organic Beauty Products: Implications for Sustainable Development	SEM	Green trust, sustainability values, and perceived innovation increase green purchase intention.
6	Essiz et al (2023)	Exploring the Value-Action Gap in Green Consumption	SEM	Subjective knowledge promotes green behavior, while risk aversion reinforces the value-action gap.
7	Suphasomboon & Vassanadumrongdee (2022)	Toward Sustainable Consumption of Green Cosmetics and Personal Care Products: The Role of Perceived Value and Ethical Concern	SEM	Perceived value and ethical concern significantly encourage sustainable consumption intention.
8	Ogiemwonyi et al (2023)	Environmental Factors Affecting Green Purchase Behaviors of the Consumers: Mediating Role of Environmental Attitude	SEM	Environmental attitude mediates the influence of ecological concern on green purchase behavior.
9	Helferich et al (2023)	Direct and Mediated Impacts of Social Norms on Pro-Environmental Behavior	SEM	Social norms significantly influence pro-environmental behavior through internal motivation.
10	Ribeiro et al (2025)	Determinants of Generation Z Pro-Environmental Travel Behaviour: The Moderating Role of Green Consumption Values	SEM	Green consumption values strengthen pro-environmental travel behavior among Generation Z.

11	Ghaffar et al (2023)	An Investigation of Sustainable Consumption Behavior: The Influence of Environmental Concern and Trust in Sustainable Producers on Consumer Xenocentrism	SEM	Environmental concern and trust positively affect sustainable consumption behavior.
12	Kumar et al (2022b)	Pro-Environmental Purchase Intention Towards Eco-Friendly Apparel	SEM	TPB variables and perceived consumer effectiveness enhance green purchase intention.
13	Dangelico et al (2022)	Investigating the Antecedents of Consumer Behavioral Intention for Sustainable Fashion Products	SEM	Environmental awareness and sustainability orientation increase sustainable fashion purchase intention.
14	Peiró Signes et al (2023)	Determinants of Consumers' Response to Eco-Labelled Seafoods	SEM	Altruism, awareness, and information demand improve responses toward eco-labelled seafood.
15	R. R. Ahmed et al (2023)	Effect of Green Marketing Mix, Green Customer Value, and Attitude on Green Purchase Intention	SEM	Green marketing and customer value positively influence green purchase intention.
16	Chaihanchai & Anantachart (2023)	Encouraging Green Product Purchase: Green Value and Environmental Knowledge as Moderators of Attitude and Behavior Relationship	SEM	Green value and environmental knowledge strengthen the attitude-behavior relationship.
17	Shehawy & Ali Khan (2024)	Consumer readiness for green consumption: The role of green awareness as a moderator of the relationship between green attitudes and purchase intentions.	SEM	Green awareness reinforces the relationship between green attitudes and purchase intention.
18	Moslehpour et al (2023)	Predictors of Green Purchase Intention Toward Eco-Innovation and Green Products	SEM	Eco-innovation and environmental concern significantly increase green purchase intention.

19	Sh. Ahmad et al., (2022b)	Environmental Quality Awareness, Green Trust, Green Self-Efficacy and Environmental Attitude in Influencing Green Purchase Behaviour	SEM	Green trust and self-efficacy positively influence green purchase behavior through environmental attitude.
20	Sun et al (2022)	“I Buy Green Products for My Benefits or Yours”: Understanding Consumers’ Intention to Purchase Green Products	SEM	Altruistic motivation exerts a stronger effect on green purchase intention than self-benefit motivation.
21	D’Arco et al (2025)	Exploring the Pro-Environmental Behavioral Intention of Generation Z in the Tourism Context	SEM	Personal norms strongly influence Generation Z’s pro-environmental behavioral intention.
22	Wyss et al (2022)	When and How Pro-Environmental Attitudes Turn into Behavior	Experimental	Self-control and perceived costs shape the intention–behavior relationship.
23	Casalegno et al (2022)	Exploring the Antecedents of Green and Sustainable Purchase Behaviour	SEM	Environmental concern and social influence significantly affect green purchase behavior across generations.
24	Dong et al (2022)	Impact of Trust and Knowledge in the Food Chain on Motivation-Behavior Gap in Green Consumption	SEM	Limited transparency and information reinforce the motivation–behavior gap in green consumption.
25	Batool et al (2024)	Theory of Planned Behavior and Value-Belief Norm Theory as Antecedents of Pro-Environmental Behaviour	SEM	Integrating TPB and VBN improves the explanation of pro-environmental behavior.

Source: Data processed by authors, 2026

PRISMA 2020 flow diagram for new systematic reviews which included searches of databases and registers only

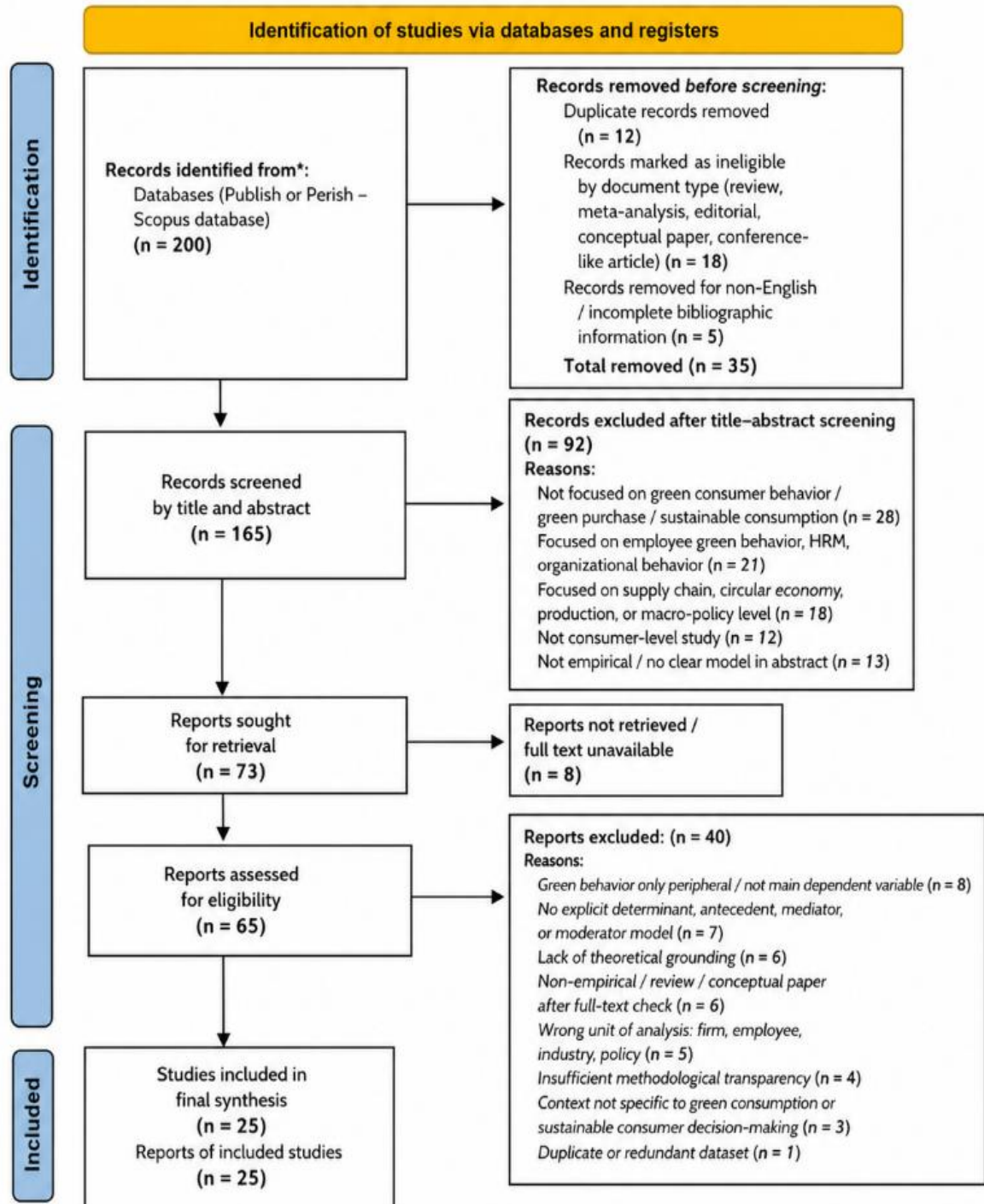


Figure 1: PRISMA Flowchart
Source: <https://www.prisma-statement.org/>

Citation metrics		Help
Publication years:	2022-2026	
Citation years:	4 (2022-2026)	
Papers:	200	
Citations:	17519	
Cites/year:	4379.75	
Cites/paper:	87.60	
Cites/author:	17519.00	
Papers/author:	200.00	
Authors/paper:	1.00	
h-index:	78	
g-index:	111	
hI,annual:	78	
hA-index:	39	
Papers with ACC >= 1,2,5,10,20:	200,200,200,200,123	

Figure 2. Citation Metrics

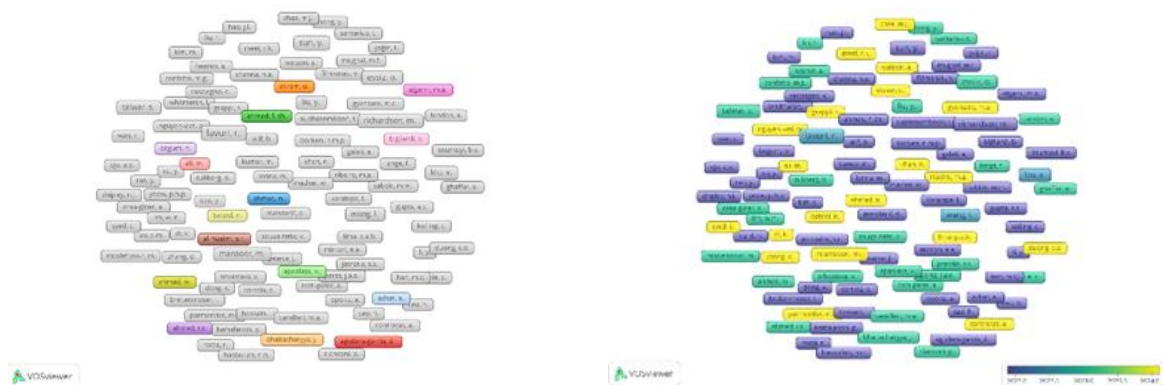


Figure 3. Network & Overlay Visualization (Author)
Source: VOSviewer

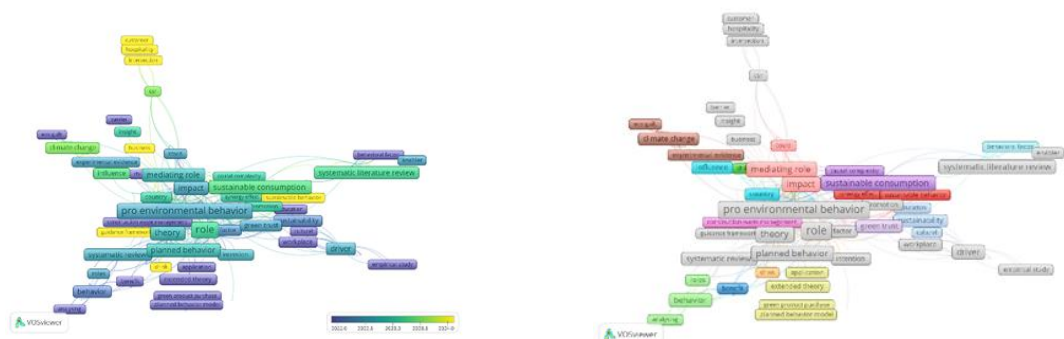


Figure 4. Network And Overlay Visualization (Co-Occurrence)
Source: VOSviewer

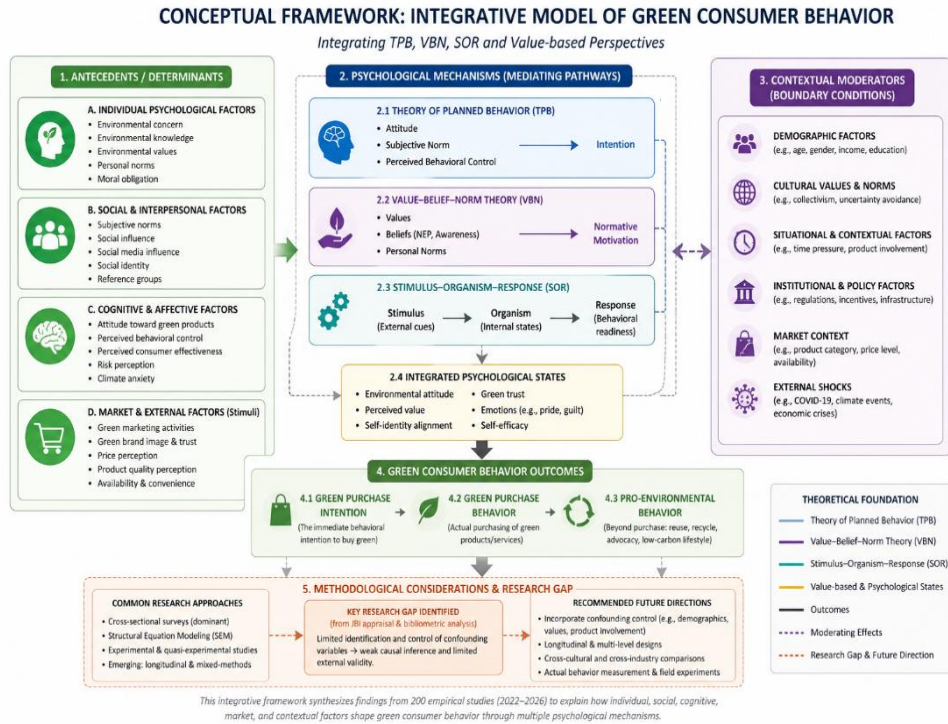


Figure 5. Integrative Conceptual Framework of Green Consumer Behavior
Source: Picture Designed by ChatGPT