

A Review on Green Purchase Behaviour about Green Products

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Abstract

The escalating environmental concerns have prompted consumers and businesses to adopt sustainable practices, leading to an increased interest in green products. This paper reviews the existing literature on green purchase behavior (GPB), focusing on the factors influencing consumers' decisions to buy environmentally friendly products. Utilizing theoretical frameworks such as the Theory of Planned Behavior (TPB) and the Norm Activation Model (NAM), the study examines individual, cultural, ethical, political, and product-related determinants of GPB. Despite positive attitudes toward green products, a significant attitude-behavior gap persists, often attributed to factors like perceived behavioral control, lack of trust in eco-labels, and higher prices. The paper concludes by highlighting the need for standardized certifications, consumer education, and further research to bridge this gap and promote sustainable consumption.

Keywords: Green purchase behavior, sustainable consumption, environmental concern, eco-labels, attitude-behavior gap.

1. Introduction

The increasing degradation of the environment due to industrialization and consumerism has led to a global emphasis on sustainability. Green products, characterized by their minimal

environmental impact, have emerged as a viable solution to mitigate ecological concerns. Consequently, understanding the factors that influence green purchase behavior (GPB) is crucial for promoting sustainable consumption.

GPB refers to the decision-making process wherein consumers consider the environmental impact of their purchases and opt for products that are environmentally friendly. While awareness about environmental issues has grown, translating this awareness into actual purchasing behavior remains a challenge. This paper aims to review existing literature on GPB, identify the factors influencing it, and suggest strategies to encourage green purchasing.

2. Literature Review

2.1. Understanding Green Purchase Behavior

Green purchase behavior encompasses the selection, usage, and disposal of products with minimal environmental impact. It is influenced by various factors, including individual attitudes, societal norms, and product attributes. Despite increased environmental awareness, a consistent gap exists between consumers' positive attitudes toward green products and their actual purchasing behavior, known as the attitude-behavior gap (Sharma et al., 2023)

2.2. Theoretical Frameworks

2.2.1. Theory of Planned Behavior (TPB)

Developed by Ajzen (1991), TPB posits that behavior is driven by behavioral intentions, which are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of GPB, TPB suggests that consumers' intentions to purchase green products are shaped by their attitudes toward environmental conservation, the influence of social norms, and their perceived control over purchasing decisions (Sharma et al., 2023).

2.2.2. Norm Activation Model (NAM)

NAM focuses on the role of personal norms in influencing pro-environmental behavior. It suggests that individuals are more likely to engage in environmentally friendly actions when they feel a moral obligation to do so. Integrating NAM with TPB provides a comprehensive understanding of the moral and social factors influencing GPB (Sharma et al., 2023).

3. Factors Influencing Green Purchase Behavior

3.1. Individual Factors

Individual characteristics such as environmental concern, knowledge, and personal values significantly impact GPB. Consumers with higher environmental awareness and a strong sense of personal responsibility are more inclined to purchase green products. However, factors like lack of knowledge, skepticism about product claims, and habitual purchasing behavior can hinder green purchasing (Sharma et al., 2023).

3.2. Cultural Factors

Cultural dimensions, including collectivism and long-term orientation, influence GPB. In collectivist societies, social norms and community expectations play a significant role in shaping purchasing behavior. Consumers in such cultures may be more responsive to green products if they perceive a collective benefit (Sharma et al., 2023).

3.3. Ethical and Moral Factors

Ethical considerations, such as moral norms and personal values, affect consumers' decisions to purchase green products. Individuals with strong ethical beliefs are more likely to engage in environmentally friendly purchasing behavior, driven by a sense of moral obligation (Sharma et al., 2023).

3.4. Political and Regulatory Factors

Government policies, regulations, and initiatives promoting environmental sustainability can influence GPB. Supportive policies, such as subsidies for green products and stringent environmental regulations, can encourage consumers to make environmentally conscious purchases (Sharma et al., 2023).

3.5. Product-Related Factors

Attributes of green products, including price, quality, availability, and eco-labeling, significantly impact consumer decisions. High prices and limited availability often deter consumers from purchasing green products. Additionally, skepticism about the credibility of eco-labels can undermine trust and hinder GPB (Sharma et al., 2023).

4. Challenges in Promoting Green Purchase Behavior

4.1. Attitude-Behavior Gap

Despite positive attitudes toward environmental conservation, many consumers do not translate these attitudes into actual green purchasing behavior. This gap is often due to factors like perceived inconvenience, higher costs, and doubts about product efficacy (Sharma et al., 2023).

4.2. Greenwashing and Trust Issues

Greenwashing, where companies make misleading claims about the environmental benefits of their products, erodes consumer trust. A study by Khan and Hinter Huber (2025) found that corporate buyers often fall for unsubstantiated green marketing claims, highlighting the need for standardized certifications and transparent communication.

5. Strategies to Enhance Green Purchase Behavior

5.1. Consumer Education

Educating consumers about the environmental impact of their purchases and the benefits of green products can bridge the knowledge gap and encourage sustainable consumption.

5.2. Standardization of Eco-Labels

Implementing standardized and credible eco-labeling systems can enhance consumer trust and facilitate informed purchasing decisions.

5.3. Policy Interventions

Governments can play a pivotal role by introducing policies that incentivize green purchasing, such as tax benefits, subsidies, and stricter regulations against greenwashing.

6. Future Research Directions

Future studies should focus on longitudinal analyses to understand changes in GPB over time and across different cultural contexts. Research should also explore the effectiveness of various interventions, such as educational campaigns and policy measures, in promoting green purchasing. Additionally, examining the role of digital platforms and social media in influencing GPB can provide valuable insights.

7. Conclusion

Promoting green purchase behavior is essential for achieving environmental sustainability. While consumers exhibit positive attitudes toward green products, various barriers hinder the translation of these attitudes into actual purchasing behavior. Addressing challenges like the

attitude-behavior gap, greenwashing, and lack of trust in eco-labels through education, policy interventions, and standardization can foster sustainable consumption patterns.

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