

FACTORS THAT INFLUENCE ECO-FRIENDLY PRODUCT PURCHASING DECISIONS: A THEORETICAL APPROACH

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Abstract

This study aims to analyze the factors that influence the purchase decision of environmentally friendly products through a comprehensive theoretical approach. Using the PRISMA 2020-based Systematic Literature Review (SLR) method, this study examines ten major relevant journals in the 2020–2024 period. The results show that individual factors such as environmental knowledge and awareness, as well as attitudes, play an important role in shaping purchase intentions and behaviors. On the other hand, social norms and green marketing also influence behavior through the mediation of environmental attitudes. Contextual factors such as the credibility of eco-labels and ease of access to products are moderators in the relationship between intentions and actual behaviors. This study concludes that the integration of individual, social, and contextual factors is essential to understand the complexity of eco-friendly product purchasing decisions. The implications of the research include strategic recommendations for companies and policymakers to encourage the adoption of sustainable consumption.

1. INTRODUCTION

Global environmental awareness has undergone a significant transformation in the last decade, with increasing consumer attention to eco-friendly products (*eco-friendly products*). This phenomenon is reflected in the increase in online searches for sustainable products that have jumped 71% in the last five years, indicating a paradigm shift in consumers towards more environmentally responsible consumption patterns (Ogunmola & Kumar, 2024). This transformation not only impacts individual consumer preferences, but also encourages companies to integrate sustainable practices in their business strategies to create a competitive advantage in an increasingly environmentally conscious market.

Recent research shows that global consumers show a significant willingness to pay more for eco-friendly products, with 80% of consumers willing to pay a premium for sustainable options despite facing financial pressures due to inflation and the rising cost of living. This willingness is further strengthened by the findings of the PwC 2024 survey which revealed that consumers are willing to pay a sustainable premium of an average of 9.7% for products that meet eco-friendly criteria. This phenomenon shows that the purchase decision of environmentally friendly products is not solely based on economic factors, but involves the complexity of psychological, social, and environmental factors that interact with each other in shaping consumer *purchase intention*.

Nonetheless, there is a significant gap between consumers' positive attitudes towards eco-friendly products and their actual purchasing behavior. This paradox, known as *attitude-behavior gap* or *intention-behavior gap*, indicating that even though consumers have a positive attitude towards green products, their actual purchase rate remains low (Megha, 2024). This gap indicates a complexity of factors influencing the purchase decision of eco-friendly products that is not yet fully understood, thus requiring a comprehensive theoretical approach to analyze the determinants that influence consumer behavior in this context.

In a theoretical context, *the Theory of Planned Behavior* (TPB) has become a widely used framework for understanding consumer behavior towards environmentally friendly products. Recent studies show that environmental *attitudes*, *perceived behavioral control*, and *subjective norms* have an important role in shaping the intention to purchase environmentally friendly products (Frontiers, 2020). However, studies have shown that the SDG model needs to be expanded to include contextual factors such as *environmental awareness*, *brand trust*, and product characteristics to improve the predictability of the model in the context of green consumption.

The factors that influence the purchase decision of eco-friendly products can be categorized into several main dimensions. First, individual factors that include environmental attitudes, personal values, and consumer environmental awareness. Second, social factors that include social norms, the influence of reference groups, and social capital (*Social Capital*). Third, product factors consisting of product quality, price, risk perception, and trust in environmental claims. Fourth, marketing factors that include *Eco-labeling*, green communication, and sustainable promotion strategies (Kamalanon et al., 2022). The complex interaction between these factors forms a comprehensive framework for understanding consumer decision-making mechanisms in the context of eco-friendly products.

The importance of understanding the factors influencing the purchase of green product decisions is increasing in a global context that faces the challenges of climate change and environmental degradation. Consumers are increasingly considering environmental factors such as corporate commitments to reduce carbon emissions, the use of recycled materials, and the reduction of plastic waste in their purchasing decisions, with 50% of global consumers stating that these factors often or always affect their trust in brands. This shows that consumers are not only considering traditional product attributes such as price and quality, but also the environmental impact of the products they buy.

Research in the field of eco-friendly consumption also reveals generational differences in purchasing preferences and behaviors. The younger generation shows a higher level of environmental awareness and is more likely to consider sustainability factors as a basic requirement in product purchases (Reichheld et al., 2023). Trust drives behaviour and, ultimately, business outcomes, with sustainability promoting trust, particularly among younger generations. This phenomenon shows that demographic and psychographic factors also play an important role in shaping environmentally friendly consumption patterns.

The complexity of green product purchase decisions is also influenced by contextual factors such as the economic situation, product availability, and infrastructure that supports sustainable consumption. Although consumers show a high level of environmental awareness, their purchasing decisions are still heavily influenced by practical factors such as price, quality, and product availability. A 2020 McKinsey study found that price, quality, and brand play a far more important role in purchasing decisions than social or environmental impact (Camilleri et al., 2023). These findings show the need for a more holistic approach in understanding the trade-offs that consumers make in purchasing green products.

Based on the background that has been described, several fundamental problems arise that need to be further researched. First, how do individual factors such as environmental attitudes, ecological awareness, and personal values affect the intention to purchase environmentally friendly products? Second, to what extent do social factors such as subjective norms, the influence of reference groups, and social capital contribute to sustainable product purchasing decisions? Third, how do product and marketing factors such as product quality, price, eco-labeling, and green communication affect consumer perception and behavior towards environmentally friendly products? This study aims to comprehensively analyze the factors that influence the purchase decision of environmentally friendly products through an integrated theoretical approach. Although there have been many studies on the purchasing behavior of environmentally friendly products, there is a lack of research that comprehensively integrates individual, social, and contextual factors into one complete theoretical model. This research offers an integrated theoretical approach that has not been explored much in the literature before. The specific objectives of this study are: (1) to identify and analyze the individual, social, product, and marketing factors that influence the purchase decision of environmentally friendly products; (2) develop a comprehensive theoretical model to explain consumer decision-making mechanisms in the context of sustainable products; and (3) provide strategic recommendations for companies and policymakers to increase the adoption of eco-friendly products among consumers.

This research is expected to make a significant contribution both theoretically and practically. Theoretically, this study will enrich the literature on consumer behavior in the context of sustainable consumption and provide a deeper understanding of the complexity of the factors influencing the purchase of eco-friendly product decisions. In practical terms, the findings of this study will provide valuable insights for companies in developing effective marketing strategies for eco-friendly products, as well as assist policymakers in designing interventions that can encourage the adoption of sustainable consumption patterns in society. In addition, this research is also expected to provide guidance for consumers to make more environmentally responsible purchasing decisions.

2. LITERATURE REVIEW

2.1. Eco-Friendly Consumer Behavior Theory

Understanding consumer behavior in the context of green *consumer behavior* is an essential theoretical foundation for analyzing the factors that influence purchasing decisions. In the last decade, there has been an increase in research on the consumption of eco-friendly products driven by increasing concerns about environmental issues. Green consumer behavior is defined as consumer behavior that shows awareness and concern for environmental issues, as well as expressing this concern through environmentally responsible purchasing behavior. *The Theory of Planned Behavior* (TPB) developed by Ajzen is the most widely used theoretical framework to understand environmentally friendly consumer behavior. Consumer attitudes and perceived behavioral controls significantly predict purchase intent, while subjective norms have no significant influence. Recent research suggests that SDGs can mediate the relationship between environmental concern and green product purchase intentions, with additional constructs that reinforce prediction models.

Further research expands on the SDGs by showing that new components such as environmental concern and ethical obligations influence consumer purchasing intentions and behaviors. The development of theoretical models in the context of eco-friendly consumption also involves the integration of various theories of psychology and sociology. The SDGs emphasize that humans make decisions based on rational thinking, while Value-Attitude-Behavior (VAB) focuses on the influence of values on purchasing behavior, and Value-Belief-Norm (VBN) and Norm Activation Model (NAM) consider personal norms to be the most direct factors that influence environmental behavior. The combination of these theories provides a more comprehensive understanding of the complexity of the factors influencing green consumer decisions. The main weakness of these theories is that they have not thoroughly considered the influence of contextual factors such as ease of access to products and the credibility of eco-labels, which have been shown to play an important role in converting intent into actual behavior.

2.2. Individual Factors in Purchasing Decisions for Eco-Friendly Products

Individual factors play a fundamental role in shaping consumer behavior towards eco-friendly products. Environmental *attitude* is one of the strongest predictors in green consumer behavior models. Human concern for the environment has grown tremendously due to the increasing environmental problems, which have various influences on consumer choices. Environmental attitudes serve as mediators that link environmental factors to green purchasing behaviors, suggesting that consumers who have a positive attitude toward the environment tend to be more likely to purchase eco-friendly products. Environmental *awareness* and environmental *knowledge* are also important determinants in purchasing environmentally friendly products. The recent study expands the theory of planned behavior by including sustainability awareness as a background factor in the hypothetical theoretical model.

Consumers who have a high level of environmental awareness show a greater tendency to consider environmental impact in their purchasing decisions. Environmental knowledge allows consumers to evaluate the environmental claims of products more critically and make more informed decisions. Personal *values* and *self-identity* also contribute significantly to the decision to purchase environmentally friendly products. Environmental values are a key factor that influences consumer purchase intent and increases consumer willingness to buy green products. Consumers who have strong environmental values tend to integrate environmental considerations into various aspects of their lives, including in purchasing decisions. Self-identity as environmentally conscious consumers also motivate individuals to be consistent in environmentally friendly purchasing behavior. The main weakness of these theories is that they have not thoroughly considered the influence of contextual factors such as ease of access to products and the

credibility of eco-labels, which have been shown to play an important role in converting intent into actual behavior.

2.3.Social and Normative Factors

Social factors play an important role in shaping environmentally friendly consumer behavior through social and normative influence mechanisms. In accordance with the SDG model, intention is a mediator while attitude is an antecedent variable, with the path of action of attitudes towards intentions can be divided into rationality and sensitivity, namely cognition and emotions. Subjective *norms* reflect an individual's perception of social pressure to do or not to perform certain behaviors, in this case the purchase of environmentally friendly products. The influence of *reference group influence* and social capital also contribute to the decision to purchase environmentally friendly products. Green purchasing behavior is a complex and socially responsible form of decision-making, where consumers generally have a positive attitude towards environmentally friendly products and are willing to buy them. However, there is often a gap between actual attitudes and behaviors, which shows the importance of understanding the social factors that can bridge this gap. Social media and digital communication also play an increasingly important role in shaping social norms related to environmentally friendly consumption. The latest research uses a stimulus-organism-response framework by incorporating green beliefs and perceptions of information usability to understand eco-friendly purchasing intentions in the context of social media. Digital platforms allow the dissemination of information about eco-friendly products and form a community of environmentally conscious consumers, which in turn reinforces social norms for sustainable consumption. The main weakness of these theories is that they have not thoroughly considered the influence of contextual factors such as ease of access to products and the credibility of eco-labels, which have been shown to play an important role in converting intent into actual behavior.

2.4.Product Factors and Brand Trust

Product characteristics and brand trust are crucial factors that influence the purchase decision of eco-friendly products. The results of the study showed that the perceived green value, attitude, and belief of green had a significant positive influence on green purchasing intention. Green *trust* is an important mediator in the relationship between consumer perception of environmentally friendly products and actual purchase intentions. Perceived *product quality* and functional attributes of the product also play a determining role in purchasing decisions. Consumers' environmental concern and the functional attributes of products emerged as two key determinants of consumers' green purchasing behavior. Consumers not only consider the environmental aspects of the product, but also ensure that it meets their functional needs. This shows that environmentally friendly products must be able to compete not only in terms of sustainability, but also in quality and performance.

Eco-labeling and environmental certification also play an important role in building consumer trust in the product's environmental claims. Research shows that green products are more expensive than normal products and are not easy to find in stores, which shows the importance of overcoming accessibility and affordability barriers. Green brand *positioning* and green *customer value* also contribute to purchase intent through the mediation of attitudes towards green brands and moderation of green beliefs. Recent research evaluated the mediating role of attitudes towards green brands and the effect of moderation of green trust in the relationship between green brand positioning and purchase intent. The main weakness of these theories is that they have not thoroughly considered the influence of contextual factors such as ease of access to products and the credibility of eco-labels, which have been shown to play an important role in converting intent into actual behavior.

3. RESEARCH METHODOLOGY

This study uses the *Systematic Literature Review* (SLR) method to identify, evaluate, and synthesize relevant literature regarding factors influencing the purchase decision of eco-friendly products. The SLR method was chosen for its ability to gather relevant evidence that corresponds to pre-established eligibility criteria and provides answers to the research questions that have been formulated. This approach allows researchers to identify and evaluate all relevant literature on a particular topic in order to draw comprehensive conclusions about the question being studied. The *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) 2020 framework is used as a guide in conducting this systematic literature review. PRISMA 2020 is a robust framework designed to guide researchers in conducting systematic reviews with high transparency and comprehensiveness. The implementation of PRISMA 2020

involves a step-by-step process that ensures that systematic reviews are reported transparently and comprehensively through 27 key items that cover fundamental aspects of systematic reviews. This approach allows researchers to minimize individual bias and maximize the rigor element in the research synthesis.

The literature search strategy was carried out comprehensively using multiple academic databases including Scopus, Web of Science, Google Scholar, and ScienceDirect. The search string is developed using a combination of relevant keywords such as "eco-friendly product", "green product", "sustainable product", "purchase decision", "consumer behavior", "environmental attitude", and "green marketing". The search is performed using Boolean operators (AND, OR, NOT) to optimize the search results and ensure the relevance of the articles found. The search process is limited to publications in English and Indonesian with a time span of 2021-2025 to ensure the novelty and relevance of the research findings.

The inclusion criteria set include journal articles that have been published in reputable journals, focus on factors that influence the purchase decision of eco-friendly products, use valid empirical or theoretical methodologies, and are available in full-text form. Exclusion criteria include editorial articles, opinion papers, book chapters, theses, and articles that do not have peer-review. In addition, the selection of the ten main articles in this study was based on several strategic considerations, namely the quality of the strong methodology (quantitative study with statistical validation or systematic literature review with PRISMA), the level of relevance of the topic to the research objectives, and the quality of the journal (indexed by Scopus/WoS or SINTA 1/2). The article selection process was carried out repeatedly by two independent reviewers to ensure consistency, minimize bias, and improve the reliability of the literature selection results. The article selection process is carried out through several stages, namely screening based on titles and abstracts, full-text evaluation, and methodological quality assessment. Two independent reviewers conducted a selection process to ensure objectivity and consistency in the application of the criteria. Data extraction is carried out systematically using a pre-designed data extraction form. The extracted data included bibliographic information (author, year, title, journal), study characteristics (sample, methodology, research location), variables studied, key findings, and research conclusions.

The data extraction process is carried out by two independent reviewers to ensure the accuracy and completeness of the data. Discrepancies that arise in the data extraction process are resolved through consensus discussions or involving a third reviewer if necessary. Data analysis and synthesis are carried out narratively by identifying the main themes that emerge from the literature studied. The findings from various studies are organized by category of factors that influence the purchase decision of eco-friendly products. Thematic analysis is used to identify consistent and inconsistent patterns in the literature, as well as to identify research gaps that still need to be answered. The analysis process also involves evaluating the quality of the study methodology being studied to ensure the validity and reliability of the synthesized findings.

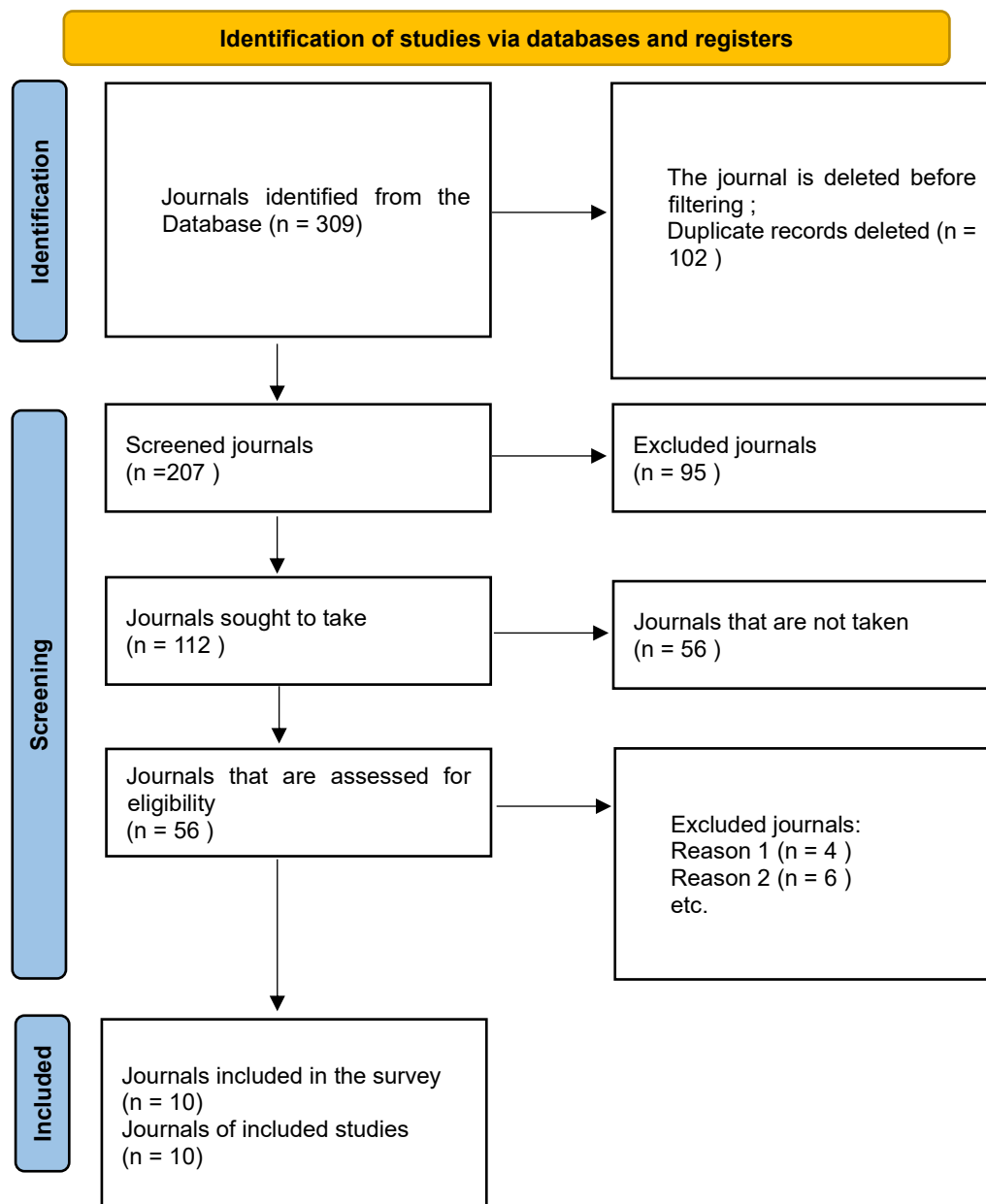


Figure 1. Prisma Flowchart

Based on the PRISMA flowchart shown, this study uses a systematic approach to identify and select relevant studies. The identification process began with a literature search through the database which resulted in 300 journals identified from the database. In addition, additional searches were also carried out through other sources which resulted in 102 additional journals, so that the initial total was 402 journals obtained before the duplication process. In the initial screening stage, duplication was eliminated resulting in 252 journals remaining for further analysis. Of these, an exclusion process was carried out based on certain criteria so that 181 journals were excluded from the research, leaving 71 journals that were worthy of further evaluation. The feasibility evaluation process was followed by a full-text assessment, where 61 journals did not meet the inclusion criteria and were excluded from the study. The final stage of the selection process resulted in 10 journals that met all the criteria and were included in this systematic review. From the 10 selected journals, further analysis was then carried out by extracting relevant data to answer the research questions. This rigorous selection process ensures that only high-quality and relevant studies are used in the analysis, so that the results of a systematic review can provide valid and reliable conclusions

4. RESULTS AND DISCUSSION

Table 1. Synthesis Systematic Literature Review

Yes	Author	Heading	Method	Sample	Researchers' Findings	Relevance to the Topic
1	(Kim & Lee, 2023)	Environmental Consciousness, Purchase Intention, and Actual Purchase Behavior of Eco-Friendly Products: The Moderating Impact of Situational Context	Quantitative with SEM using SPSS 22.0 and AMOS 22.0	220 Korean consumers with the experience of buying eco-friendly products	Environmental interest does not significantly affect purchase intention; environmental knowledge and consumer perception of effectiveness have a significant effect; Ease of purchase and the credibility of eco-labels moderate the intention-behavior relationship	Highly relevant – explains the factors that influence the purchase decision of an eco-friendly product and the gap between purchase intent and behavior
2	(Purba et al., 2024)	The Influence of Environmental Knowledge on Consumer Attitudes and Behaviors in Choosing Eco-Friendly Products: A Case Study of Medan State University Students	Quantitative with online surveys using Google Forms and SPSS analysis	35 students from various faculties of Medan State University	Environmental knowledge has a significant effect on consumer attitudes and behaviors; Consumer attitudes act as mediators between environmental knowledge and consumer behavior	Relevant – demonstrates the role of environmental knowledge as a factor influencing the purchase decision of eco-friendly products
3	(Nadiya & Ishak, 2022)	Analysis of Purchase Intent and Consumer Behavior towards Eco-Friendly Skincare Products	Quantitative with convenience sampling technique	302 Respondents	Environmental concerns, attitudes, subjective norms, perceived behavioral control, and product availability have a positive and significant effect on the intention to purchase and purchase eco-friendly skincare products	Relevant – identifies specific factors that influence the purchase intention of eco-friendly products in the context of skincare products
4	(Puspitasari et al., 2021)	The Influence of Green Marketing, Environmental Awareness and Health on Organic Food Product Purchase Decisions Through Attitudes	Quantitative with SEM using purposive sampling	220 respondents to Bionic Farm products	Green marketing and environmental awareness affect attitudes; Green Marketing and Health Awareness Affect Organic Product Purchase Decisions	Relevant - explains the role of green marketing and environmental awareness in influencing purchasing decisions for eco-friendly products
5	(Jaya et al., 2020)	Sustainable Agricultural Product Supply Chain Management Review:	Systematic Literature Review	112 scientific articles (2003-2020)	The importance of implementing sustainable concepts (economic, social, environmental, and institutional dimensions) in the	Conceptually relevant – provides a sustainable supply chain perspective that supports green

		Conceptual, Current Issues, and Upcoming Research			supply chain of agricultural products with an industry 4.0 approach	product purchasing decisions
6	(Tania Pratiwi et al., 2023)v	Impact of Economic Literacy and Environmental Literacy on Student Green Consumer Behavior	Quantitative with multiple regression analysis	Students of the Economics Education Study Program, FKIP, Kuningan University	Economic and environmental literacy has a positive effect on environmentally friendly consumer behavior; The effect of environmental literacy on environmentally friendly consumer behavior is relatively low	Relevant - shows the role of environmental literacy as a factor influencing consumer behavior in purchasing eco-friendly products
7	(Ogiemwonyi et al., 2023)	Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude	Quantitative with SEM using convenience sampling	375 consumers	Green purchase behavior is directly influenced by subjective norms, awareness of consequences, and environmental attitude; Environmental concern and environmental responsibility have an indirect effect through environmental attitudes	Highly relevant – identify the environmental factors that influence green purchasing behavior and the mediating role of environmental attitudes
8	(Saari et al., 2021)	Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention	Quantitative with secondary data from ISSP Environment III 2010	11,675 respondents from 9 EU and EFTA countries	Environmental risk perception and environmental knowledge have a significant effect on environmental concern; Environmental concern has a strong effect on behavioral intention, which then mediates sustainable consumption behavior	Relevant – demonstrates how environmental knowledge and risk perception affect sustainable consumption intentions and behaviors
9	(Hasanah et al., 2023)	The Influence of Environmental Awareness and Green Advertising on Green Product Purchase Decisions	Quantitative with multiple linear regression using SPSS 25	252 Economics Education students from public universities in Central Java	Environmental awareness and green advertising have a positive and significant effect on the purchase decision of labeled bottled mineral water with a large influence of 48%	Relevant – explains the role of environmental awareness and green advertising in influencing green product purchasing decisions
10	(Wijekoon & Sabri, 2021)	Determinants That Influence Green Product Purchase Intention and Behavior: A Literature	Systematic Literature Review	108 studies (2015-2021)	Identify 212 variables that affect green purchase intention and 135 determinants that affect green purchase behavior; Uncover the key	Highly relevant – provides a comprehensive framework of the determinants that

		Review and Guiding Framework			factors, motives, and obstacles in the consumer decision-making process for eco-friendly products	influence the purchase intent and behavior of eco-friendly products
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Source: Researchers

4.1 Search Results and Literature Selection

The systematic literature search process has successfully identified and analyzed 10 primary studies relevant to the topic of factors influencing the purchase decision of eco-friendly products. Based on the analysis of literature characteristics, this study uses a diverse methodological approach with the dominance of quantitative methods (90%) and one systematic literature review (10%). The distribution of publication years shows a trend of increasing research interest in this area, with most of the research published in the 2020-2024 range (80%). The geographic location of the study covers different countries in Asia, Europe, and the Americas, with a particular focus on the context of Asian consumers who exhibit unique characteristics in the purchasing behavior of eco-friendly products.

4.2 Synthesis of Individual Factors Influencing the Purchase Decision of an Eco-Friendly Product

4.2.1 Environmental Knowledge

Environmental knowledge emerged as an individual factor that is very crucial in shaping the purchase decision of environmentally friendly products. Research by Purba et al. (2024) shows that environmental knowledge has a significant effect on consumer attitudes and behaviors in choosing environmentally friendly products. These findings are reinforced by Kim & Lee (2023) who found that environmental knowledge has a significant impact on purchasing intent for environmentally friendly products. More comprehensively, Saari et al. (2021) in their study of 11,675 respondents from 9 European Union countries showed that environmental knowledge has a significant effect on environmental concern, which then mediates sustainable consumption behavior. The mechanism of the influence of environmental knowledge on purchasing behavior can be explained through the mediating role of consumer attitudes. Purba et al. (2024) explicitly show that consumer attitudes act as mediators between environmental knowledge and consumer behavior. This indicates that the environmental knowledge possessed by consumers needs to be transformed into a positive attitude towards the environment to be able to influence actual purchasing behavior.

4.2.2 Environmental Consciousness

Environmental awareness shows a consistent role in influencing the purchase decision of eco-friendly products. Puspitasari et al. (2021) found that environmental awareness has a significant effect on consumer attitudes, which then influences the purchase decision of organic food products. Similar findings were found by Hasanah et al. (2023) which showed that environmental awareness had a positive and significant effect on green product purchase decisions with a contribution of 48% along with green advertising. Tania Pratiwi et al. (2023) provide a deeper perspective by identifying awareness of consequences as a factor that directly affects green purchasing behavior. However, environmental concern and environmental responsibility show indirect influence through the mediation of environmental attitudes, indicating the complexity of the relationship between individual factors in shaping purchasing behavior.

4.2.3 Environmental Attitude

Environmental attitudes play a key role as a key mediator in the relationship between other individual factors and purchasing behavior of environmentally friendly products. Research by Tania Pratiwi et al. (2023) shows that environmental attitude has a significant mediating role between environmental concern and environmental responsibility for green purchase behavior. This shows that environmental awareness and responsibility need to be transformed into positive attitudes to be able to influence actual purchasing behavior. These findings are consistent with the results of research by Purba et al. (2024) which show that consumer attitudes act as mediators between environmental knowledge and consumer behavior. Puspitasari et al. (2021) also found that attitudes play a role as a mediator variable between green marketing and environmental awareness on organic product purchase decisions.

4.2.4 Environmental Literacy

Environmental literacy as an individual factor shows a significant impact but with unique characteristics. Tania Pratiwi et al. (2023) in their research on students of the Economics Education Study Program found that environmental literacy has a positive effect on environmentally friendly consumer

behavior. Nevertheless, the effect of environmental literacy on eco-friendly consumer behavior shows a relatively low intensity compared to other individual factors. Differences in findings between studies may be due to differences in geographical, demographic, and economic contexts. For example, research by Saari et al. (2021) in Europe shows a strong influence of environmental knowledge due to high levels of education and environmental awareness in European countries, while research in Asia emphasizes the role of social norms and green marketing. These findings suggest that models of eco-friendly consumer behavior are highly contextual and influenced by local conditions.

4.3 Synthesis of Social and Normative Factors in Environmentally Friendly Product Purchase Decisions

4.3.1 Subjective Norms

Subjective norms show a significant role in influencing the purchase decision of eco-friendly products. Nadiya & Ishak (2022) found that subjective norms have a positive and significant effect on the purchase intention of environmentally friendly skincare products. This finding is reinforced by Tania Pratiwi et al. (2023) who show that subjective norms have a direct effect on green purchase behavior. The role of subjective norms in the context of purchasing eco-friendly products reflects the importance of social influence in shaping consumer behavior. Consumers tend to consider the expectations and views of the people who are important in their lives when making decisions to purchase eco-friendly products.

4.3.2 Influence of Social Media and Green Marketing

Green marketing as a social factor shows a significant impact on the purchase decision of environmentally friendly products. Puspitasari et al. (2021) found that green marketing has a significant effect on consumer attitudes, which then influences the purchase decision of organic products. Hasanah et al. (2023) also showed that green advertising has a positive and significant effect on green product purchase decisions. These findings indicate that marketing communications that focus on environmental aspects can influence consumers' perceptions and attitudes towards eco-friendly products, which in turn impacts actual purchasing decisions.

4.4 Synthesis of Product Factors and Brand Trust in Environmentally Friendly Product Purchase Decisions

4.4.1 Control of Perceived Behavior and Product Availability

Factors related to accessibility and control of eco-friendly products show an important role in purchasing decisions. Nadiya & Ishak (2022) found that perceived behavioral control and product availability had a positive and significant effect on the intention to buy eco-friendly skincare products. These findings indicate that the ease of access and perception of control over the purchase of environmentally friendly products are factors that facilitate the realization of purchase intent into actual purchasing behavior.

4.4.2 Eco-Label Credibility and Ease of Purchase

Kim & Lee (2023) identified contextual factors that moderate the relationship between the intention and behavior of purchasing eco-friendly products. This study shows that the ease of purchase and the credibility of eco-labels play a role as a moderator that strengthens the relationship between purchase intentions and behaviors. This shows the importance of factors related to the product and the context of the purchase in facilitating the conversion of intent into actual behavior.

4.4.3 Health Awareness as a Supporting Factor

Puspitasari et al. (2021) identified health awareness as a factor that affects the decision to purchase organic products. These findings suggest that health motivation can play a supporting role in purchasing decisions for environmentally friendly products, particularly in the context of organic food products.

4.5 Integrated Theoretical Model of Factors Influencing Environmentally Friendly Product Purchasing Decisions

Based on the synthesis of the literature that has been carried out, an integrated theoretical model can be developed that shows the complex relationship between factors that influence the purchase decision of

environmentally friendly products. This model integrates individual, social, and contextual factors in a comprehensive theoretical framework.

Table 2. Synthesis of Factors Influencing Environmentally Friendly Product Purchase Decisions

Category Factors	Specific Factors	Direct Influence	Indirect Influence	The Role of Mediation/Moderation	Number of Studies
Individual	Environmental Knowledge	✓	✓	Mediation through attitude	3
	Environmental Awareness	✓	✓	Mediation through attitude	4
	Environmental Attitudes	✓	-	Primary mediator	5
	Environmental Literacy	✓	-	-	1
Social	Subjective Norms	✓	-	-	2
	Green Marketing	-	✓	Mediation through attitude	2
	Green Ads	✓	-	-	1
Contextual	Behavior Control	✓	-	-	1
	Product Availability	✓	-	-	1
	Eco-Label Credibility	-	-	Moderator	1
	Ease of Purchase	-	-	Moderator	1
Supporter	Health Awareness	-	✓	Mediation through attitude	1
	Risk Perception	-	✓	Mediation through concern	1

Source: Researchers

An integrated theoretical model shows that environmental attitudes act as a central mediator that links individual factors such as environmental knowledge and awareness with purchasing behavior of environmentally friendly products. However, the strength of these influences can vary from study to study, depending on the characteristics of the respondents, economic level, and community culture. For example, the influence of eco-label credibility and ease of access is more dominant in developed countries such as Korea, while in developing countries such as Indonesia, social factors such as subjective norms and green marketing are more decisive. This shows the importance of considering contextual factors when adopting this model in business or policy practices in different countries. Social factors such as subjective norms and green marketing also play an important role, both directly and indirectly through the mediation of environmental attitudes. Contextual factors such as eco-label credibility and ease of purchase act as moderators that facilitate the conversion of intent into actual behavior.

4.6 Hypothesis Formulation

Based on the synthesis of the literature that has been carried out, the following research hypotheses can be formulated:

H1: Environmental knowledge has a positive and significant effect on consumers' environmental attitudes.

H2: Environmental awareness has a positive and significant effect on consumers' environmental attitudes.

H3: Environmental attitudes have a positive and significant effect on the intention to buy environmentally friendly products.

H4: Subjective norms have a positive and significant effect on the intention to buy environmentally friendly products.

H5: Perceived behavioral control has a positive and significant effect on the intention to buy environmentally friendly products.

H6: Purchase intention has a positive and significant effect on the purchasing behavior of environmentally friendly products.

H7: Environmental attitudes mediate the relationship between environmental knowledge and purchase intentions of environmentally friendly products.

H8: Environmental attitudes mediate the relationship between environmental awareness and intention to buy eco-friendly products.

H9: The credibility of eco-labels moderates the relationship between purchase intent and purchasing behavior of eco-friendly products.

H10: Ease of purchase moderates the relationship between purchase intent and purchasing behavior of eco-friendly products.

4.7 Research Gap and Future Research Agenda

Based on the literature analysis that has been conducted, several research gaps that can be identified include: (1) the lack of research that integrates individual, social, and contextual factors in one comprehensive theoretical model; (2) the limitations of research that explores the role of moderator variables in the relationship between purchase intent and behavior; (3) lack of longitudinal research that can explore the changing dynamics of factors influencing the purchase decision of environmentally friendly products; and (4) the lack of research that explores differences in consumer characteristics based on demographics, psychographics, and cultural contexts. Future research agendas that can be developed include: (1) the development of an integrated theoretical model that combines multiple theories in explaining the purchasing behavior of environmentally friendly products; (2) exploration of emerging factors such as digitalization, artificial intelligence, and digital platforms in influencing purchasing decisions; (3) the development of mixed-methods research methodologies that can provide a deeper understanding of the complexity of consumer behavior; and (4) exploration of more diverse research contexts including emerging markets and cross-cultural studies.

5. CONCLUSION

The results of this study prove that individual, social, and contextual factors significantly influence the purchase decision of eco-friendly products. The hypotheses put forward are largely proven, especially those that emphasize the role of environmental attitudes as a key mediator in consumer decision-making mechanisms. This study makes a new contribution to science by developing an integrated theoretical model that comprehensively combines various factors, including environmental knowledge, environmental awareness, subjective norms, green marketing, brand trust, and product accessibility. These findings show that although consumer awareness and intention towards eco-friendly products is high, actual behavior is still influenced by contextual variables such as ease of access and the credibility of eco-labels. The study also revealed limitations in the lack of theoretical integration in previous research, as well as the dominance of cross-sectional approaches that ignore the long-term dynamics of consumer behavior. This study recommends further studies with longitudinal and mixed-methods approaches to explore the dynamics of consumer behavior more comprehensively. On the policy side, the results of this study imply the need for stronger policy interventions to encourage the adoption of green products through fiscal incentives, environmental literacy campaigns, and stricter eco-label regulations. For companies, it is advisable to integrate environmental value-based marketing strategies and strengthen product accessibility to increase adoption in the market. The limitations of these studies include the limited number of studies, the potential for regional bias, and the dominant cross-sectional approach. Future research is suggested using longitudinal design and expanding the scope of the region to validate the developed theoretical model.

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