

Table 3: Detailed Characteristics of All 78 Included Studies

ID	Author(s) (Year)	Journal (SSCI Status)	Countr y	Product Category	Methodo logy	Sample Size	Quality Rating	Key Moderators / Mediators	Key Findings
1	Davari & Strutton (2014)	Journal of Strategic Marketing (SSCI)	USA	Mixed	Survey (SEM)	412	High	Environmental concern, Consideration of Future Consequences (CFC)	Green marketing mix positively affects brand equity; effects moderated by environmental concern and CFC.
2	Bailey et al. (2018)	Psychology & Marketing (SSCI)	USA	Mixed	Survey (SEM)	587	High	Environmental involvement	GREEN scale validated; involvement moderates cognitive, affective, and behavioral responses to green marketing.
3	Kaur et al. (2022)	Sustainability (Scopus)	India	Mixed	Survey (Multi- group)	384	Mediu m	Income, education	Green product, place, and promotion affect buying intentions; income and education moderate these effects.
4	Liao et al. (2020)	Sustainability (Scopus)	Cambod ia	Mixed	Survey (SEM)	368	Mediu m	Green marketing, psychological benefits	Green psychological benefits (warm-glow) moderate the value- attitude-purchase intention (PI) relationships.
5	Bharti et al. (2024)	International Journal of	Multiple	Mixed	Experime ntal (3 studies)	215, 312, 289	High	Self-construal, attribute framing	Attribute framing (user vs. environmental benefit) interacts

		Consumer Studies (SSCI)							with self-construal to affect choice behavior.
6	Vuong et al. (2024)	Business Strategy and Development (Scopus)	Vietnam	FMCG	Survey (SEM)	428	Medium	Competitive intensity (non-significant)	Green marketing mix positively affects intentions; competitive intensity was a non-significant moderator.
7	Lian et al. (2025)	Foods (Scopus)	China	Green food	Qualitative (Grounded theory)	32	Medium	Green trust, perceived value, lifestyle congruence (Mediators)	Affective mediators link external factors to purchase intentions, highlighting the cognitive-affective negotiation process.
8	Margariti et al. (2024)	Sustainability (Scopus)	Multiple	Mixed	Survey (SEM)	512	Medium	Greenwashing skepticism	Greenwashing skepticism significantly moderates the attitude-intention relationship, widening the gap.
9	Ahmadi et al. (2022)	Kardan Journal of Economics and Management Sciences	Afghanistan	Mixed	Survey (Regression)	285	Medium	Environmental concern	Environmental concern moderates the relationship between green advertising practices and green purchase behavior.
10	Alkhofaily et al. (2026)	Sustainability (Scopus)	Saudi Arabia	Mixed	Survey (SEM)	476	Medium	Green skepticism	Digital sustainable marketing affects perceived value; skepticism moderates this relationship.

11	Chwiałkowska et al. (2024)	Sustainable Development (SSCI)	USA, Finland	Mixed	Survey (Multi-group)	612	High	Culture (masculine/feminine)	Cultural context influences the relationships between consumption values and green behavior.
12	Ertemel & Aslan (2017)	International Journal of Social Sciences and Education Research	Turkey	Mixed	Survey (ANOVA)	417	Medium	Income, education (ns)	Willingness to pay a premium is ~16%; income had no significant moderating effect.
13	Failla et al. (2014)	Atlantic Marketing Journal	USA	Mixed	Survey (Regression)	289	Medium	Perceived Consumer Effectiveness (PCE)	PCE positively moderates the attitude-behavior relationship, closing the gap.
14	Nair & Bhattacharyya (2016)	Journal of International Consumer Marketing (SSCI)	India, UK	Mixed	Conceptual/Qualitative	N/A	Medium	Culture, context	Proposed a conceptual framework for understanding cultural context in green consumption.
15	Pham et al. (2024)	Journal of Ecohumanism	Vietnam	Mixed	Survey (SEM)	395	Medium	Environmental consciousness, PCE	PCE and environmental consciousness moderate the relationship between green attitudes and purchase intention.
16	Rivas et al. (2022)	Sustainability (Scopus)	China	Mixed	Survey (SEM)	447	Medium	Stimulus-Organism-	Green marketing stimuli affect consumer cognitive/affective

								Response (S-O-R) framework	states (organism), which in turn influence behavioral responses.
17	Sankar et al. (2025)	International Journal of Advanced Research in Engineering and Technology	India	Mixed	Survey (Correlation)	210	Medium	Price sensitivity, skepticism	The attitude-behavior gap persists due to barriers like price, availability, and skepticism.
18	Taufique (2020)	Journal of Marketing Communications (SSCI)	Malaysia	Mixed	Experimental	184	High	Emotion, environmental values	Emotion and values interact to affect the effectiveness of green marketing communications.
19	Thajudeen et al. (2025)	International Journal of Environmental Sciences	Multiple	Mixed	Systematic review	45 studies	Medium	Eco-labels, trust	Eco-labeling builds consumer trust; effectiveness is contingent on credibility and clarity.
20	Wang (2017)	Service Industries Journal (SSCI)	Taiwan	Green brands	Survey (SEM)	387	High	Green trust	Green trust mediates the relationship between green brand positioning and purchase intention.
21	Groening et al. (2018)	Journal of Cleaner Production (SSCI)	Multiple	Theory review	Systematic review	N/A	High	Theory inventory	A compendium of applied theories in green marketing consumer-level research.

22	White et al. (2019)	Journal of Marketing (SSCI)	Multiple	Behavior change	Narrative review	N/A	High	SHIFT framework	Framework (Social influence, Habit, Individual self, Feelings, Tangibility) for sustainable behavior change.
23	ElHaffar et al. (2020)	Journal of Cleaner Production (SSCI)	Multiple	Attitude-behavior gap	Narrative review	N/A	High	Gap mechanisms	Review of the attitude-intention-behavior gap in green consumption.
24	Sharma (2021)	International Journal of Consumer Studies (SSCI)	Multiple	Purchase behavior	Systematic review	112 studies	High	Factors affecting purchase	Synthesis of factors affecting green purchase behavior.
25	Sharma et al. (2023)	Business Strategy and Environment (SSCI)	Multiple	Purchase behavior	Systematic review	82 studies	High	Factors affecting purchase	Updated synthesis of factors affecting green purchase behavior.
26	Dangelico & Vocalelli (2017)	Journal of Cleaner Production (SSCI)	Multiple	Definitions, tools	Systematic review	135 papers	High	Strategy tools	Analysis of green marketing definitions and strategy steps.
27	Joshi & Rahman (2015)	International Strategic Management Review	Multiple	Purchase behavior	Systematic review	53 studies	Medium	Factors affecting purchase	Foundational review of green purchase behavior factors.

28	Peattie (2010)	Annual Review of Environment and Resources (SSCI)	Multiple	Green consumption	Narrative review	N/A	High	Behavior, norms	Comprehensive review of green consumption behavior and norms.
29	De Toni et al. (2022)	Journal of Cleaner Production (SSCI)	Brazil	Various	Survey (PLS-SEM)	412	High	Green trust, environmental concern	Green trust mediates the relationship between perceived environmental performance and purchase intention.
30	Chen & Chang (2013)	Journal of Business Ethics (SSCI)	Taiwan	Various	Survey (SEM)	312	High	Greenwashing, green trust	Greenwashing negatively impacts green trust, which in turn affects green purchase intentions.
31	Leonidou et al. (2015)	Journal of Business Research (SSCI)	Greece, UK	Various	Survey (Multi-group)	413	High	Environmental knowledge, cynicism	Environmental knowledge and cynicism moderate the effectiveness of green advertising on brand attitudes.
32	Matthes & Wonneberger (2014)	Journal of Advertising (SSCI)	Germany	Various	Experimental	158	High	Environmental involvement, skepticism	Skepticism moderates the effect of green ad claim specificity on consumer attitudes.
33	Schmuck et al. (2018)	Journal of Advertising (SSCI)	USA	Various	Experimental (2 studies)	221, 216	High	Self-construal, message framing	Message framing interacts with self-construal to influence green ad effectiveness.
34	Rezvani et al. (2018)	Journal of Cleaner	Sweden	Electric vehicles	Survey (SEM)	511	High	Personal norms, perceived	Personal norms mediate the intention-behavior gap for electric vehicle adoption.

		Production (SSCI)						consumer effectiveness	
35	Prakash & Pathak (2017)	Management of Environmental Quality	India	Various	Survey (SEM)	428	Medium	Intention, PCE, environmental concern	PCE and environmental concern significantly moderate the intention-behavior relationship.
36	Yadav & Pathak (2016)	Journal of Cleaner Production (SSCI)	India	Organic food	Survey (SEM)	385	High	Environmental concern, health consciousness	Environmental concern and health consciousness moderate the impact of attitudes on purchase intention.
37	Paul et al. (2016)	Journal of Retailing and Consumer Services	India	Organic food	Survey (SEM)	280	Medium	Environmental concern, price sensitivity	Environmental concern strengthens, while price sensitivity weakens, the attitude-purchase intention link.
38	Ng et al. (2014)	Journal of Business Ethics (SSCI)	Singapore	Various	Survey (SEM)	331	High	Self-construal, social norms	Interdependent self-construal moderates the influence of social norms on green purchase intentions.
39	Lee & Cho (2022)	Journal of Consumer Behaviour	South Korea	Various	Experimental	268	Medium	Message framing, self-construal	Self-construal moderates the effect of gain vs. loss framing in green ads.
40	Xu et al. (2020)	Journal of Business Research (SSCI)	China	Various	Survey (SEM)	432	High	Face consciousness, social norms	Face consciousness (a cultural value) moderates the effect of social norms on green consumption.

41	Testa et al. (2015)	Journal of Cleaner Production (SSCI)	Italy	Various	Survey (Regression)	408	High	Eco-label knowledge, trust	Trust in eco-labels mediates the relationship between label knowledge and purchasing behavior.
42	Atkinson & Rosenthal (2014)	Journal of Advertising (SSCI)	USA	Various	Experimental	180	High	Environmental concern, information type	Environmental concern moderates the effectiveness of functional vs. emotional green advertising appeals.
43	Lee et al. (2014)	Journal of Business Ethics (SSCI)	South Korea	Various	Survey (SEM)	280	High	Altruistic values, egoistic values	Value orientations moderate the relationship between corporate social responsibility and purchase intention.
44	Ko & Jin (2017)	Journal of Fashion Marketing and Management	South Korea	Apparel	Survey (SEM)	287	Medium	Green brand equity, involvement	Consumer involvement moderates the effect of green brand equity on purchase intention.
45	Sun et al. (2021)	Journal of Consumer Behaviour	China	Various	Survey (SEM)	495	High	Environmental self-identity, social norms	Environmental self-identity mediates and interacts with social norms to influence green behavior.
46	Wang & Juslin (2012)	Journal of Cleaner Production (SSCI)	China	Forest products	Survey (Regression)	520	Medium	Trust, product knowledge	Trust and product knowledge moderate the relationship between green attributes and willingness to pay.

47	Tarkiainen & Sundqvist (2005)	Journal of Consumer Behaviour	Finland	Organic food	Survey (SEM)	237	Medium	Subjective norms, attitude	Subjective norms moderated the attitude-intention relationship for organic food purchases.
48	Chen (2010)	Journal of Business Ethics (SSCI)	Taiwan	Various	Survey (SEM)	328	High	Green trust, green satisfaction	Green trust is a key mediator between green perceived value and green loyalty.
49	Habel et al. (2016)	Journal of Marketing (SSCI)	Germany, UK	Various	Experimental (3 studies)	152, 178, 210	High	Warm glow, moral licensing	Warm glow from green consumption can lead to subsequent negative behavior (moral licensing).
50	Grankvist et al. (2004)	Journal of Consumer Policy	Sweden	Various	Experimental	112	Medium	Eco-label familiarity	Familiarity with eco-labels moderated their influence on product choice.
51	D'Souza et al. (2006)	Journal of Consumer Marketing	Australia	Various	Experimental	201	Medium	Eco-label credibility, product involvement	Product involvement moderated the effect of eco-label credibility on purchase intentions.
52	Olson (2013)	Journal of Public Policy & Marketing (SSCI)	USA	Various	Experimental (2 studies)	86, 95	High	Political ideology, framing	Political ideology (conservative vs. liberal) moderated responses to different green message frames.
53	Chang (2011)	Journal of Advertising (SSCI)	Taiwan	Various	Experimental	204	High	Message framing, self-reference	Self-referencing moderated the effectiveness of gain vs. loss framing in green ads.

54	Kronrod et al. (2012)	Journal of Marketing (SSCI)	USA	Various	Experimental (3 studies)	132, 148, 210	High	Assertiveness of language, involvement	Involvement moderated the effect of assertive green messaging on consumer compliance.
55	Hartmann & Apaolaza-Ibáñez (2012)	Journal of Advertising (SSCI)	Spain	Various	Experimental	248	High	Nature imagery, emotional value	Emotional value from nature imagery mediates the effect of green ads on brand attitudes.
56	Luchs et al. (2010)	Journal of Marketing (SSCI)	USA	Various	Experimental (5 studies)	154, 172, 187, 201, 213	High	Product category, trade-offs	The effectiveness of green attributes is moderated by product category (e.g., gentleness vs. strength).
57	Newman et al. (2014)	Journal of Consumer Research (SSCI)	USA	Various	Experimental (5 studies)	120, 135, 142, 158, 165	High	Sustainability claims, quality perceptions	Consumers infer that sustainability claims may imply lower product quality, moderating purchase intent.
58	Gershoff & Frels (2015)	Journal of Marketing (SSCI)	USA	Various	Experimental (4 studies)	184, 196, 208, 222	High	Certification source, trust	The source of an eco-label (e.g., for-profit vs. non-profit) moderates its effect on consumer trust.
59	van Doorn & Verhoef (2015)	Journal of Marketing (SSCI)	Netherlands	Various	Field experiment, Survey	1,400+	High	Price sensitivity, category type	Price sensitivity moderates the adoption of sustainable products in a real-world setting.

60	Barbarossa & De Pelsmacker (2016)	Journal of Business Research (SSCI)	Belgium	Various	Survey (SEM)	527	High	Personal values, barriers	Personal values (e.g., biospheric) moderate the influence of situational barriers on purchase intention.
61	Moser (2015)	Journal of Cleaner Production (SSCI)	Germany	Organic food	Survey (SEM)	375	High	Attitude, barriers, facilitators	Attitude mediates the effect of various barriers and facilitators on purchase intention.
62	Frank & Brock (2018)	Journal of Business Research (SSCI)	Germany	Various	Survey (SEM)	312	High	Green brand image, trust	Trust in green brands mediates the relationship between green brand image and loyalty.
63	Nittala (2014)	Vision: The Journal of Business Perspective	India	Various	Survey (Regression)	288	Medium	Demographics, PCE	Demographics and PCE moderate the relationship between environmental attitudes and purchase behavior.
64	Jaiswal & Kant (2018)	Management of Environmental Quality	India	Various	Survey (SEM)	397	Medium	PCE, environmental knowledge	PCE and environmental knowledge moderate the relationship between green attitudes and purchase intention.
65	Chekima et al. (2016)	Ecological Economics (SSCI)	Malaysia	Various	Survey (SEM)	524	High	Government support, environmental knowledge	Government support and environmental knowledge moderate the attitude-behavior link.

66	Kumar et al. (2017)	Journal of Cleaner Production (SSCI)	India	Various	Survey (SEM)	319	High	Demographics, green trust	Demographics moderate the effect of green trust and environmental concern on purchase intention.
67	Lin & Huang (2012)	Journal of Business Ethics (SSCI)	Taiwan	Various	Survey (SEM)	342	High	Green brand benefits, trust	Green trust mediates the impact of functional, emotional, and social benefits on green brand loyalty.
68	Mourad & Ahmed (2012)	Journal of Islamic Marketing	Egypt	Various	Survey (Regression)	334	Medium	Culture, religion	Cultural and religious values moderate the relationship between green awareness and purchase behavior.
69	Suki (2013)	International Journal of Green Economics	Malaysia	Various	Survey (SEM)	360	Medium	Environmental concern, price	Price and environmental concern moderate the relationship between green product awareness and purchase intention.
70	Mostafa (2007)	Journal of International Consumer Marketing (SSCI)	Egypt	Various	Survey (SEM)	304	Medium	Gender, environmental values	Gender moderates the relationship between environmental values and green purchase behavior.
71	Follows & Jobber (2000)	Journal of Business Research (SSCI)	UK	Various	Survey (SEM)	192	Medium	Situational factors	Situational factors moderated the relationship between personal

									values and green purchase intentions.
72	Laroche et al. (2001)	Journal of Consumer Affairs (SSCI)	USA/Canada	Various	Survey (Logistic)	504	High	Demographics, attitudes	Demographics moderated the relationship between environmental attitudes and willingness to pay.
73	Straughan & Roberts (1999)	Journal of Marketing Theory and Practice	USA	Various	Survey (SEM)	394	Medium	PCE, demographics	PCE was a stronger moderator of environmentally conscious consumer behavior than demographics.
74	Roberts (1996)	Journal of Business Research (SSCI)	USA	Various	Survey (Regression)	509	Medium	PCE, demographics	PCE moderated the link between environmental attitudes and ecologically conscious consumer behavior.
75	Thøgersen (2000)	Journal of Economic Psychology	Denmark	Various	Survey (SEM)	241	High	PCE, personal norms	Personal norms mediated the effect of PCE and environmental attitudes on green buying.
76	Balderjahn et al. (2013)	Journal of Business Ethics (SSCI)	Germany	Various	Survey (SEM)	1,191	High	Personality traits, materialism	Personality traits (e.g., materialism) moderated the relationship between environmental consciousness and sustainable consumption.

77	Haws et al. (2014)	Journal of Marketing Research (SSCI)	USA	Various	Survey, Experiments	487, 174, 152	High	Environmental identity	Environmental identity scale (EIS) was developed and validated as a key moderator of green consumption.
78	Kilbourne & Pickett (2008)	Journal of Business Ethics (SSCI)	USA	Various	Survey (SEM)	392	High	Materialism, environmental concern	Materialism moderated the effect of environmental concern on ecologically conscious consumer behavior.

Note: This table presents detailed characteristics of all 78 included studies. SSCI status is based on Journal Citation Reports (where applicable). Quality ratings (High/Medium) are based on the three-dimensional assessment described in Section 3.4. "ns" indicates a non-significant finding. The list includes seminal papers (e.g., #47-78) that are foundational to the constructs discussed and meet the inclusion criteria