A meta-analytic integration of the theory of planned behavior and the value-belief-norm model to predict green consumption

Charles Jebarajakirthy
Department of Marketing, Griffith University – Gold Coast Campus, Southport, Australia

Achchuthan Sivapalan
Department of Commerce, University of Jaffna, Jaffna, Sri Lanka

Manish Das
Department of Business Management, Tripura University, Suryamaninagar, India

Haroon Iqbal Maseeh
Department of Marketing, Griffith Business School Gold Coast Campus, Southport, Australia

Md Ashaduzzaman
Department of Marketing, Griffith University – Gold Coast Campus, Southport, Australia

Carolyn Strong
Cardiff Business School, Cardiff University, Cardiff, UK, and

Deepak Sangroya
Findal Global Business School, OP Findal Global University, Sonipat, India

Abstract

Purpose – This study aims to integrate the theory of planned behavior (TPB) and the value-belief-norm (VBN) theory into a meta-analytic framework to synthesize green consumption literature.

Design/methodology/approach – By integrating the findings from 173 studies, a meta-analysis was performed adopting several analytical methods: bivariate analysis, moderation analysis and path analysis.

Findings – VBN- and TPB-based psychological factors (adverse consequences, ascribed responsibility, personal norms, subjective norms, attitude and perceived behavioral control) mediate the effects of altruistic, biospheric and egoistic values on green purchase intention. Further, inconsistencies in the proposed relationships are due to cultural factors (i.e. individualism-collectivism, power distance, uncertainty avoidance, masculinity–femininity, short- vs long-term orientation and indulgence-restraint) and countries’ human development status.

Research limitations/implications – The authors selected papers published in English; hence, other relevant papers in this domain published in other languages might have been missed.

Practical implications – The findings are useful to marketers of green offerings in designing strategies, i.e. specific messages, targeting different customers based on countries’ cultural score and human development index, to harvest positive customer responses.