

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

Theory of
planned
behavior

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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.

