

DETERMINANTS OF GREEN PURCHASING BEHAVIOR: A SCOPING REVIEW

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Abstract: The purpose of writing this article is to provide an understanding of the theory applied to green purchasing behavior. This study uses the scoping review method of compiling articles using discourse identification from various sources of descriptive analysis in the reviews related to green purchasing behavior. This scoping review has 6 stages where the last stage is optional. Scoping reviews need to be carried out in a study, but due to the lack of references related to the preparation of scoping reviews, many researchers do not understand how to prepare a scoping review that can help finding research novelty and research positions. The results of this study indicate that most studies identify green purchasing behavior tend to be organic product not only through attitudes, subjective norms, and perceived behavior control, but several other determinants can be studied or re-examined to identify the determinants of green purchasing behavior. The Theory of Planned Behavior has become a grand theory in several articles related to green purchasing behavior.

Keywords: scoping review, green behavior, green purchasing behavior, theory of planned behavior, consumer behavior

Abstrak: Tujuan penulisan artikel ini adalah untuk memberikan pemahaman terkait teori yang diterapkan pada perilaku pembelian ramah lingkungan. Penelitian ini menggunakan metode scoping review dengan metode penyusunan artikel menggunakan identifikasi wacana dari berbagai sumber analisis deskriptif berupa review terkait pembelian ramah lingkungan. Scoping review ini memiliki 6 tahapan dimana tahapan terakhir merupakan pilihan. Scoping Review perlu dilakukan dalam suatu penelitian, akan tetapi karena minimnya referensi terkait penyusunan scoping review, banyak peneliti yang tidak memahami bagaimana menyusun sebuah scoping review yang dapat membantu dalam mencari novelty penelitian serta menentukan posisi penelitian. Hasil dari penelitian ini menunjukkan bahwa sebagian besar penelitian mengidentifikasi pembelian ramah lingkungan secara umum. Theory of Planned Behaviour menjadi grand theory pada beberapa artikel terkait pembelian ramah lingkungan.

Kata kunci: tinjauan ruang lingkup, perilaku hijau, perilaku pembelian hijau, teori perilaku terencana, perilaku konsumen

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INTRODUCTION

Environmental problems are one of the serious problems facing the world. Until now, the issue of environmental problems is always interesting for discussion. Environmental problems are not only about waste, but also global warming to climate change and increasing air and water pollution so that more and more people are aware of the environmental problems that are currently being faced (Gandhi, 2020). Society as part of the environment must begin to change consumption patterns and lifestyles. People must also become consumers, who can also reduce their impact on the environment and make decisions to buy green products.

Related to this, there are many studies try to explore the reasons for consumers to buy a green product such as Arli et al. (2018) which states that consumer attitudes, subjective norms, behavioral control, obligations, and consumer readiness are determinants of intention to green purchasing product. This readiness is a sense of responsibility for the purchase intention. This result is linear with (Riptiono, 2022) which state consumer attitudes towards green products are key in increasing consumer purchase intentions. Research (Nguyen et al. 2018) states that consumers in making purchasing decisions, of course, there are other causes including consumers complying with social and cultural norms. However, there are special barriers and drivers, especially in daily consumption, which are considered to complicate the intention to green purchasing behavior.

Research on green consumption also involves applying well-established theories and models, most commonly those based on theory of reasoned action (Fishbein & Ajzen, 1975) and theory that related to planned behavior (Ajzen, 1991). Many models efforts to combine internal and external elements, including environmental behavior model (Hines et al. 1986), attitude-behavior-context model (Stern, 2000), model introduced by Rylander et al. (2001) and Bagozzi et al. (2002), and in particular the model developed by Fishbein & Ajzen, (2010). These models help to understand the structure of some intentional conduct and purchase intention is the most important thing to drive human behavior in the future.

The reason for this paper is to conduct a review of the literature related to green consumer behavior. We are

trying to map out previous research related to green consumer behavior so that the direction of development of the green consumer behavior construct can be clearly described. In addition, the literature review conducted can also synthesize research results (Davis et al. 2009; Levac et al. 2010; Daudt et al. 2013) and in this case those related to green consumer behavior. We hope this paper can be useful for other researchers who are conducting research related to green consumer behavior.

We are translated the mapping into a scoping review and this has never been done before, especially with regard to green consumer behavior. To approach problem solving, we conducted a 6-step scoping review based on (Arksey and O'Malley, 2005) who published the first methodological framework for conduct a scoping review. The stages of our scoping review are (1) identifying research questions, (2) identifying those relevant to the study in question, (3) selecting studies, (4) mapping the data that has been obtained, (5) compiling, summarizing and reporting the results and (6) consultation with competent parties. The purpose of this scoping review is to provide an overview of the existing scoping reviews in the literature related to green consumer behavior.

METHODS

The types and sources of data used in this paper are secondary data obtained from the results of previous research mapping from the Scopus database using the key string "green purchasing behavior" OR "green purchasing behavior" OR "green purchase behavior" OR "green purchase behavior". We only use the Scopus database because the database is considered comprehensive and covers various disciplines and so that there is no overlapping of data. We do not limit data by year, author, subject of affiliation, funding sponsor or country.

This study uses secondary data using a scoping review. Arksey and O'Malley, (2005), Levac et al. (2010) state that scoping review is a method used to identify in-depth and comprehensive literature obtained through various sources with various research methods and has relevance to the research topic. Scoping review aims to answer questions from research topics that have been determined by using various sources of similar research articles and then grouping and drawing conclusions. In

compiling a scoping review, there are several stages that researchers must do, namely: 1) identifying research questions that are tailored to the research objectives, 2) identifying relevant literature sources through various sources, 3) selecting literature that has been obtained according to the research topic, 4) conducting mapping and collecting the literature used, and 5) compiling and reporting the results of the analysis of the selected literature, and 6) consultation with competent parties. The steps applied in this review are: First step, we identified research questions to be used as a reference in the search for articles. This study aims to present a comprehensive understanding study of green purchasing behavior, with the research question "what are the determinants of green purchasing behavior?". The second step is identify relevant literature sources and this step is done by searching the Scopus database articles. Next step is mapping and collecting literature used by analyzes the literature and collects the literature

found by the research topic, green purchasing behavior. Then the results of the literature grouping are presented in the form of a matrix Table 1. The five step is compiled and report the results of literature analysis by analyzes, summarizes, and compiles the selected literature and then reports the results in the results and discussion. The final step is consultation with competent parties by preparation of a scoping review. At this stage, the researcher consults with experts in their field to provide suggestions and input, starting from the selection of literature, the search process, to the completion of the preparation of this scoping review.

The method of analysis in this paper is using descriptive analysis techniques. We try to provide a clear picture of the results of the synthesis of previous studies that have been collected. The framework for this paper can be seen clearly in the picture below. The framework illustrated in Figure 1.

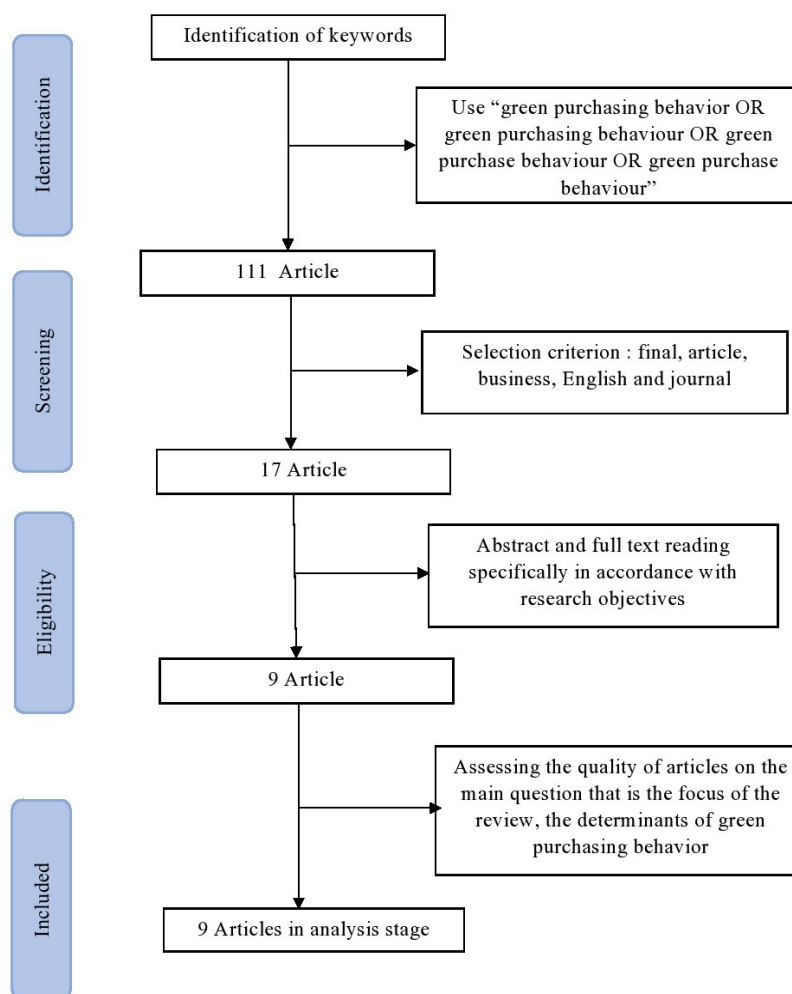


Figure 1. Research article selection flow diagram

Table 1. Various determinants of green purchasing behavior

Author	Title	Method	Findings
Dangelico et al., (2021)	Which are the determinants of green purchase behavior? A study of Italian consumers	Quantitative; Survei; 921 consumers	The results show that the three aspects of green purchasing behavior have different antecedents, and green purchasing behavior is a multifaceted phenomenon that should not be studied as one general concept. Personal norms and value for money have proven to be highly relevant predictors. The main effects of creativity, materialism, and green practices provide evidence that extending the TPB model with these three prerequisites helps to better understand green purchasing behavior. Green purchase satisfaction is the strongest predictor of purchase frequency and mediates the impact of personal norms and value for money.
Dilotsotthe (2021)	Factors influencing the green purchase behaviour of millennials: An emerging country perspective	Quantitative; survey; 355 millennial generation	The findings concluded that all important independent variables (relative benefit, compatibility, and observability) accounted for 84.0% of attitude change towards green purchasing behavior. Attitudes, subjective norms, and perceived behavioral control explained 83.4% of differences in behavioral intentions towards green purchasing behavior, and behavioral intentions explained 24.2% of differences in adoption behavior.
Adrita & Mohiuddin (2020)	Impact of opportunity and ability to translate environmental attitude into ecologically conscious consumer behavior	Quantitative; Survei; 450 consumers	The findings, together with knowledge of environmental labeling rather than general knowledge of the environment, suggest that ability can play an important role in motivating consumers towards more environmentally friendly purchasing behavior. The findings also show that opportunity is not a mitigating factor as expected. The article concludes with practical strategies for practicing managers interested in expanding the green product market.
Cheung & To (2019)	An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior	Quantitative; Survei; 399 consumers	Consumers' environmental awareness (values) strongly influences their attitudes towards environmental issues and environmental and social benefits (attitudes), which have a positive impact on green purchasing behavior (behavior). Green product information has been found to be an important determinant of consumers' green purchasing behavior. In addition, high-quality green products were reported to facilitate the relationship between attitudes towards environmental and social benefits and green purchasing behavior, and between green product information and green purchasing behavior, but attitudes towards environmental issues and green purchasing behavior.
Mohd Suki & Mohd Suki (2019)	Examination of peer influence as a moderator and predictor in explaining green purchase behaviour in a developing country	Quantitative; Survei; 400 consumers	The greater the encouragement from peers, the more likely consumers are to develop green purchasing behavior in developing countries. The results of this survey show that the topic of green purchasing behavior helps generate insight into issues that affect everyone on the planet, so this is important research and practical implications.
Nguyen et al., (2018)	Young consumers' green purchase behaviour in an emerging market	Quantitative; Survei; 289 consumers	Multivariate statistics show that most factors (ie, knowledge, attitudes, personal norms, self-identity, and perceived barriers) are energy-efficient devices, except subjective social norms and warm intelligence. consumer purchases. The findings will address the impact on marketers, policy makers, and other stakeholders involved in promoting green products.
Trivedi et al., (2018)	Causality analysis of media influence on environmental attitude	Quantitative; Survei; 308 consumers	The results show that inward-looking environmental attitudes and green packaging attitudes play an important role in shaping green purchase intentions. Surprisingly, it turns out that the attitude of the external environment is not important. These findings not only have an impact on marketing managers and public policy makers, but also reveal fruitful avenues for further research.
Chin et al., (2018)	The Implementation of Green Marketing Tools in Rural Tourism: The Readiness of Tourists?	Quantitative; Survei; 252 consumers	As a result, it becomes clear that the three-dimensional structure of green marketing tools has a significant and positive correlation with the green purchasing behavior of local tourist destinations from a tourist's point of view. Some implications, limitations, and future research directions are discussed further.
Zarei & Maleki, (2018)	From Decision to Run: The Moderating Role of Green Skepticism	Quantitative; Survei;	The findings suggest that environmental attitudes and firm capabilities are key factors in building green purchase intentions and information exploration, but environmental knowledge is not an important predictor. The results show that green skepticism has a significant mitigating impact on the relationship between firm capabilities and environmental knowledge, as well as information exploration.

The search found results of 111 articles with the keyword "green purchasing behavior" OR "green purchasing behaviour" OR "green purchase behavior" OR "green purchase behaviour" in the Scopus database as of September 16, 2021. Third step is literature selection by selected the literature sources that have been obtained through step 2 will then be selected based on inclusion and exclusion criteria. Inclusion criteria show the characteristics of literature sources that can be used as references, while exclusion criteria are the opposite of inclusion. Inclusion criteria are characteristics that must be met by each member of the population to be sampled, while exclusion criteria are the opposite of inclusion criteria, namely characteristics that are not met by each member of the population so they cannot be sampled. The population in this study in the form of articles that will be reviewed is all articles from 2014-2021, using English and full text and specifically on the main question that is the focus of the review. Based on the criteria and suitability of the literature as many as 111 articles, then inclusion and exclusion into 17 relevant articles were then carried out further screening by reading abstracts and full texts. 9 Articles were selected as samples to assess their quality for conformity with the research objectives so that they can be analyzed further. In writing this scoping review, the researcher documents the literature search with a flow diagram to detail the amount of literature identified from the search results, the screening process, the number of studies that meet the criteria.

RESULTS

The following table presents a summary of detailed content analysis from 9 sources focused on green purchasing behavior. Each of the previous studies below reveals that most of them use Theory of Planned Behavior (TPB) or Theory of Reasoned Action (TRA) such as research (Dangelico et al. 2021; Dilotsotlhe, 2021; Adrita and Mohiuddin, 2020; Cheung and To, 2019; Nguyen et al. 2018; Trivedi et al. 2018; Chin et al. 2018; Zarei and Maleki, 2018). Meanwhile research (Mohd and Mohd, 2019) uses the Acquisition Transaction Utility Theory (ATUT) as a theoretical basis because it helps conceptualize consumer acquisition for environmentally friendly products. The use of ATUT to correlate environmental variables by including interaction effects is less clear in developing countries. The determining factors that have been determined by the researchers are :

Based on the results of the analysis of 9 selected articles, basically environmentally friendly buying behavior is based on the Theory of Planned Behavior where this theory argues that consumer behavior is influenced by the intention to take an action. This intention represents the consumer's power of willingness to try to achieve their goals (Ajzen, 1991). This intention is predicted by attitudes, subjective norms and perceived behavior control.

The theory of planned behavior (TPB) has its foundations rooted in the theory of reasoned action (TRA) and was first created by (Ajzen, 1991) to enhance the explanatory power of TRA. In line with this notion, TPB argues that an individual's intention to perform (or not to perform) a particular behavior, is the most fundamental determinant of that action (Ajzen, 1991). In addition, TPB argues that behavior is the result of behavioral intentions (BI) and is considered a behavioral control, and behavioral intentions are shaped by individual attitudes (attitude). It certainly consists of affective elements (eg, likes/dislikes), cognitive (beliefs and ideas), and conative (tendency to act in a certain way). Subjective norm (subjective norm) refers to the individual's perception of the social pressure of reference to perform the behavior. Therefore, TPB is widely regarded as one of the most influential theories for predicting consumer behavioral intentions (Chen and Tung, 2014).

Several sources in this selected article have in common the determinants of environmentally friendly purchases, namely attitude, subjective norm, and perceived behavior control, such as (Dilotsotlhe, 2021; Adrita and Mohiuddin, 2020; Chin and To, 2019; Nguyen et al. 2018; Trivedi et al. 2018; Zarei and Maleki, 2018). The differences in several sources of articles as determinants of environmentally friendly purchases include social value, eco-label, knowledge, eco-brand, environmental, Social value, Materialism, Innovativeness, Creativity, Green practices, Relative advantage, Complexity, Observability, Personal norms on each research focus is different, including research by (Dangelico et al. 2021; Mohd Suki & Mohd Suki, 2019; Trivedi et al. 2018; Chin et al. 2018; Zarei and Maleki, 2018).

As described in Table 1, the results of the literature analysis related to the determinants of green purchasing behavior are:

Attitude

Attitude is the most important construct in the determinants of green purchasing behavior because attitudes are considered to mediate the relationship between beliefs and behavior according to cognitive-behavioral models. The object of this attitude has a very broad meaning, including attitudes towards behavior, attitudes towards a green product, attitudes towards the environment, or attitudes towards environmental care. This can be seen in table 1 in the research of (Dangelico et al. 2021; Dilotsotlhe, 2021; Nguyen, et al. 2018; Adrita and Mohiuddin, 2020)

Subjective Norm

Subjective Norm as a determinant of behavioral intention in TPB, it is very closely related to environmental references that can help individuals to decide to do behavior. This subjective norm can be regarded as a perceived social demand to perform certain behaviors. This is in line with the research (Dilotsotlhe, 2021; Nguyen et al. 2018).

Perceive Behavior Control

Perceive Behavior Control is a factor that has an important role in predicting behavior that is not under the control of the individual. For example, such as environmentally friendly buying behavior. Individuals may have positive attitudes and perceptions that other people will support their behavior, but it may also occur that this behavior cannot be carried out because it is hampered by the unavailability of information that shows the benefits of using or purchasing environmentally friendly products when compared to other similar products but not environmentally friendly.

Social Value

The social value in question is environmental awareness, which can be influenced by attitudes towards environmental issues and obtaining information related to eco-social benefits (social attitudes), which can have a positive effect on environmentally friendly buying behavior. The key to eco-friendly buying behavior is clear and accurate product information. This is in line with the research (Cheung and To, 2019). However, this is different from research by Dangelico et al. (2021) who get the result that social value does not have a significant effect.

The results of the literature analysis that concluded that the antecedents were rejected or not significant were:

1. Physical unavailability of green products (Based on research from Dangelico et al. (2021) states that the physical unavailability of green products does not show a significant effect on the frequency of purchasing green products. stated that Physical unavailability of green products did not show a significant effect)
2. Scepticism towards eco-labels in research (Dangelico et al. 2021) stated that the skepticism of the eco-label did not show a significant effect in this case may be in Italy it did not influence consumers to make purchases of environmentally friendly products.
3. Innovativeness also showed no significant effect in the study (Dangelico et al. 2021)
4. Complexity, also shows that there is no significant effect, this is the result of research from (Dilotsotlhe, 2021)
5. General Environmental Knowledge, based on research results Adrita and Mohiuddin (2020) declared no significant effect
6. Warm glow is also stated to have no effect based on the results of the study (Nguyen et al. 2018).
7. Inward environmental attitude and Outward environmental attitude has no effect or is not significant (Trivedi et al. 2018)
8. According to the survey results (Zarei and Maleki, 2018), several variables such as environmental knowledge about information seeking, environmental knowledge about green purchase intentions, green skepticism with information seeking about green purchasing behavior, green skepticism with green purchase intentions, etc. effective It states that it is not. For green purchasing behavior, through green skepticism through the company's ability regarding green purchase intentions, green skepticism through environmental attitudes towards information seeking, green skepticism through environmental attitudes towards green purchase intentions, and environmental knowledge about green purchase intentions green skepticism.

Our analysis concludes that most of the studies conducted in India, China, Malaysia, Vietnam, Tehran, Thailand, Austria tend to be organic products. Theoretically, the theory of planned behavior or Theory of Planned Behavior is the basis or grand theory for research related to green purchasing behavior. Theory of Planned Behavior such as attitude-subjective norm-

perceive behavior control. Attitude is the most important build consumer personal factors. Attitude also acts as an emotional component Mediates relationship with cognition Aspects (beliefs, etc.) and actions Cognitive-emotional-behavioral model. With this strategy The role of attitude, can be used as a liaison between theoretical integration. His attitude is broad Among objects, especially attitudes towards actions Attitude to green products, attitude to the environment Or environmental problems.

Manajerial Implication

This article has important implications. Inform policy makers and marketing managers about the main predictors of consumer green purchasing behavior. Marketers are encouraged to understand these drivers and barriers to green purchasing behavior. This understanding enables us to coordinate product offerings and develop marketing strategies to drive green purchasing behavior.

CONCLUSION AND RECOMMENDATIONS

Conclusions

Research trends related to green purchasing behaviour tend to increase until now. Due to the complexity of green purchasing behavior, experts from several articles that have been analyzed draw conclusions not only through attitudes, subjective norms, and perceived behavior control, but several other determinants can be studied or re-examined to identify the determinants of green purchasing behavior.

Based on the researcher's analysis, researchers have identified several gaps that can be used as directions for further research, such as consumer responses regarding the quality of environmentally friendly products, and trends in consumption of organic products.

Recommendation

This research only focuses on the theory green purchasing behavior. Future research should be extended to consumers' purchase intentions to buy green products.

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