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Green Innovations and Consumer Purchase Behavior: A Systematic Literature Review

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Abstract

The increasing environmental awareness among consumers has encouraged companies to adopt sustainable innovation strategies. In this context, green innovation has emerged as a key approach to foster consumers' intention to purchase eco-friendly products (green purchase intention). This study aims to systematically examine the relationship between green innovation and green purchase intention using a Systematic Literature Review (SLR) method. A total of 21 peer-reviewed articles published in reputable journals between 2019 and 2025 were analyzed qualitatively based on topic relevance, research methodology, and key findings. The results indicate that the implementation of green innovation strategies consistently exerts a positive influence on consumers' green purchase intention. These findings highlight the critical role of green innovation not only in product development but also in marketing strategies aligned with consumers' environmental values. This study offers both theoretical and practical insights for companies and researchers in designing environmentally responsible business strategies that enhance competitiveness in markets increasingly driven by sustainability concerns.

Keywords

Green Innovation, Green Purchase Intention, Sustainable Marketing Strategy, Systematic Literature Review

1. Introduction

During an increasingly advanced era of globalization, environmental issues have become a primary concern across various industrial sectors. Today's consumers not only prioritize product quality but are also becoming more aware of the importance of sustainability and the environmental impact of the products they choose. This phenomenon has encouraged many companies to adopt green innovations as an integral part of their business strategies. Green innovation aims to reduce negative environmental impacts, improve quality of life, and make a positive contribution to the planet's future (Wang et al., 2022). Sustainable products are gaining popularity as consumers seek options that are not only practical but also support ecosystem sustainability.

However, although many brands claim to have implemented green innovations, the effectiveness of these strategies in shaping consumer preferences for environmentally friendly products still requires further investigation. Some studies suggest that factors such as environmental awareness and knowledge of the benefits of eco-friendly products influence consumers' perceptions of green innovation (Chen et al., 2021). This indicates that while interest in environmentally friendly products is increasing, consumers' decisions to purchase such products largely depend on how they assess and understand the green innovations adopted by companies.

As sustainability gains greater attention, many companies have begun to design and communicate marketing strategies that highlight the environmental advantages of their products. Nevertheless, the impact of green innovation on consumers' purchase intentions remains a subject of debate. Research conducted by Zameer and Yasmeen (2022) revealed that consumers' perceptions of green innovation can influence their purchasing decisions, especially when the product is perceived to offer added value, both in terms of product quality and positive environmental impact.

This study aims to address several key research questions related to green innovation and consumer purchasing behavior. First, it explores the role of green innovation in enhancing consumers' intention to purchase eco-friendly products, examining how innovative practices aimed at environmental sustainability can influence buying behavior. In addition, the study investigates how consumers' perceptions of green innovation affect their decisions to choose environmentally friendly products, highlighting the psychological and perceptual factors that drive green consumption. Finally, it assesses the effectiveness of green innovation strategies implemented by companies in shaping consumer preferences, providing insights into which approaches resonate most with environmentally conscious buyers and contribute to competitive advantage in sustainable markets.

By answering these questions, this study is expected to provide significant insights into the mechanisms that connect green innovation with consumers' purchasing intentions. Furthermore, the findings are also expected to offer valuable guidance for companies in designing more effective marketing strategies by

emphasizing consumer values as an important added dimension in enhancing the appeal of environmentally friendly products.

2. Methods

This study employs a Systematic Literature Review (SLR) approach to explore the relationship between green innovations and green purchase intention. SLR is used to systematically and transparently identify, evaluate, and interpret relevant research (Sugiyono, 2019). This approach enables the integration of various empirical findings to obtain a more holistic understanding of the phenomenon under investigation. The data for this study were sourced from academic journals published online and indexed in the Scopus database. The literature search was conducted using a combination of keywords based on the PICO approach (Population, Intervention, Comparison, Outcome), along with the application of Boolean operators (AND, OR) to enhance search efficiency.

The data used in this research are secondary in nature, comprising findings from previous studies published in online journals. The search was performed on Scopus using keyword combinations with Boolean operators (AND, OR), namely: ((“green innovations” OR “green purchase intention”)) AND ((“consumer behavior”)). The data collection process was conducted via the Watase Uake platform, which integrates the PRISMA method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) consisting of three main stages in the literature selection process (O’Dea et al., 2021). The Watase Uake platform was chosen for its user-friendly interface, which facilitates the systematic literature review process.

During the initial identification phase, a total of 419 articles were retrieved, covering publications from 2019 to 2025. A preliminary screening was then carried out to assess document eligibility. Sixty-two articles were automatically removed for falling outside the publication year range, 108 articles were excluded for not being published in Q1 or Q2 indexed journals, and one article was excluded due to the absence of an abstract, making further screening impossible. As a result, 248 articles proceeded to the manual screening phase, which was based on the relevance of titles and abstracts.

Out of the 248 articles, 212 were eliminated due to their lack of relevance to the research focus, such as not explicitly addressing green innovation, green purchase intention, or the context of environmentally friendly products. Consequently, only 36 articles advanced to the retrieval phase, in which full access to the article content was attempted. However, 15 articles could not be fully accessed due to access limitations or unavailability of full-text versions. The remaining 21 accessible articles were further assessed during the eligibility phase to evaluate their content relevance and methodological rigor. Additionally, one article was obtained from a source outside the primary database and was also assessed for its alignment with the inclusion criteria.

After completing the entire selection and evaluation process, a total of 20 articles from Scopus and 1 article from an external source met all inclusion criteria, including topic relevance, journal quality, full-text availability, and methodological compatibility. These 21 articles served as the primary material for the literature synthesis, which supports the analysis in this study. This rigorous and systematic selection process was conducted to ensure that only high-quality, relevant, and up-to-date literature was used as the foundation for developing the conceptual framework and mapping future research directions.

3. Results

The existing literature on green innovation and consumer behavior demonstrates a range of findings using predominantly quantitative methodologies, often employing PLS-SEM and survey-based approaches. Zaki et al. (2025) conducted a cross-sectional survey of 339 SMEs in Saudi Arabia using PLS-SEM and found that strategic alignment significantly improves sustainability-oriented innovation, with digital transformation acting as a link and strategic orientation moderating these relationships. Saputri et al. (2024), using PLS-SEM with 580 Gen Z IKEA consumers in Jabodetabek, discovered that functional value directly influences green product purchase decisions, while green value strengthens this link. Similarly, Ahmed et al. (2024) analyzed responses from 498 consumers across five Asian countries and found that green environmental practices, attitudes, green marketing, and perceived value significantly shape eco-friendly purchase intentions, with green entrepreneurial orientation and green innovation acting as mediators and green marketing as a moderator.

Chen et al. (2024) employed panel logit regression on Chinese firms (2008–2021) and found that digital transformation encourages collaborative green innovation, especially in firms with financial slack. In Vietnam, Van Hoang and Tung (2024) used PLS-SEM on 283 Gen Z respondents, revealing that environmental concern and green perceived value significantly affect green purchase intention, mediated by attitude but not by perceived behavioral control. Al-Aflak and Gawshinde (2024), through a PLS-SEM analysis of 321 respondents, emphasized the role of perceived usefulness, along with trust and environmental concern, in shaping green purchase intentions. Nguyen (2022) also identified electronic word of mouth (eWOM) and perceived value as key factors influencing green purchase intentions in Vietnam, with trust mediating the relationship.

L. Chen et al. (2021) studied green innovation among fashion brand consumers and found that innovation perceived as novel and environmentally beneficial enhances green purchase intentions. Zameer and Yasmeen (2022), through SEM analysis of data from managers and consumers, concluded that environmental awareness boosts green purchase intentions, but the influence of green innovation is mediated by green product knowledge and concern. In the Malaysian hotel industry, Asadi et al. (2020) confirmed the positive impact of green innovation on sustainable

performance using PLS-SEM. Lin et al. (2021), using SYS-GMM on panel data from 164 firms, highlighted that green innovation strategy improves brand value when supported by strong marketing.

Zhong and Um (2024) found that customer integration drives green innovation, especially amid market changes, although regulatory pressures can weaken this effect. Awwad et al. (2025), analyzing data from 448 Jordanian managers, identified that workforce agility fosters knowledge sharing, which enhances green product innovation and environmental sustainability performance. Al-Balushi et al. (2025), examining the healthcare sector in Oman, concluded that artificial intelligence (AI) supports sustainability through green innovation, mediated by knowledge sharing.

Nguyen et al. (2023) demonstrated that environmental awareness positively influences altruism and green consumption attitudes, with altruism enhancing purchase intention and brand loyalty. However, green brand loyalty did not influence brand evangelism. Zhang et al. (2019) showed that diversity in environmental practices can hinder green innovation in multinational firms, but digitalization mitigates this effect by facilitating knowledge processing. Zhang and Wang (2020) found that e-commerce development enhances urban green innovation, particularly in cities with strong institutions, though the effect follows a U-shaped trajectory.

Guiao and Lacap (2022) found that environmental awareness and altruism promote green purchase intentions and green brand evangelism in the Philippines. Nguyen et al. (2022), studying green fashion consumers in Vietnam, revealed that environmental self-identity affects attitudes, which in turn strongly predict green purchase intention. Tekin and Çoknaz (2022) confirmed that among outdoor athletes in Turkey, personal environmental norms influence green purchase intentions, mediated by environmental concern. Finally, Doanh et al. (2021) found that green purchase intention and perceived environmental knowledge significantly shape eco-friendly behavior in both Vietnam and Poland, though cultural dimensions only play a role in Vietnam.

The Systematic Literature Review (SLR) process began with a literature search using the Scopus database and a set of specific keyword combinations. The initial screening was conducted based on the inclusion and exclusion criteria outlined in the methodology section. The studies that passed the selection phase revealed several key thematic focuses. Several studies emphasize the critical role of green innovation and digital transformation in shaping consumers' intention to purchase eco-friendly products. For instance, Zaki et al. (2025) examined how digitalization supports sustainable innovation in SMEs in Saudi Arabia, while Chen et al. (2024) explored the role of digital collaboration in driving green innovation in China. Additionally, research by Van Hoang and Tung (2024) and Nguyen et al. (2024) demonstrated how environmental concern and electronic word-of-mouth (eWOM) influence green purchase intention among young consumers in Asia.

Other studies indicate that consumers perceived green value is a key factor influencing their decisions to purchase environmentally friendly products. For

example, Saputri et al. (2024) investigated the effect of green values on green purchase intention in Indonesia, while Al-Aflak and Gawshinde (2024) examined consumer perceptions of green product usefulness in India. Zameer and Yasmeen (2022) further supported these findings by highlighting the impact of environmental awareness on the intention to purchase green products. Another focus found in the reviewed studies is how green business practices can enhance sustainability performance and improve product competitiveness in the global market. Ahmed et al. (2024), for example, evaluated how green marketing can be leveraged to boost product competitiveness in Asia, while Asadi et al. (2020) analyzed the effect of green innovation on sustainability performance within Malaysia's hospitality sector.

Each of the identified studies focuses on the interaction between key variables. For example, Zaki et al. (2025) emphasized the importance of digitalization in promoting sustainable green innovation, whereas Chen et al. (2024) stressed the role of digital collaboration in fostering green innovation in China. Similarly, Van Hoang and Tung (2024) and Nguyen et al. (2024) found that environmental concern and eWOM positively influence green purchase intention among young Asian consumers. Saputri et al. (2024) and Al-Aflak and Gawshinde (2024) showed that perceived green value and perceived usefulness of green products significantly influence purchasing decisions. Zameer and Yasmeen (2022) reinforced these conclusions by confirming that environmental awareness increases consumers' green purchase intentions. Regarding the impact of green practices, studies by Ahmed et al. (2024) and Asadi et al. (2020) revealed that green marketing and innovation enhance both competitiveness and sustainability performance in global markets. The diversity of theoretical and methodological approaches found across these studies suggests that the effectiveness of green marketing strategies is highly dependent on factors such as company context, product characteristics, and the level of consumers' environmental awareness.

These findings are further supported by a word cloud visualization of the analyzed articles, which shows that green purchase intention is the most dominant topic in related literature. Other commonly found keywords include purchase intention, green marketing, environmental concern, and environmental knowledge, showing that consumer interest in eco-friendly products is a major focus in previous studies. In addition, the Theory of Planned Behavior (TPB) appears as the most frequently used theoretical framework. TPB is often applied to explain how psychological factors such as attitudes, social norms, and perceived behavioral control influence consumers' intention to buy green products.

Furthermore, other variables such as green perceived value, green trust, attitude, social influence, and sustainability frequently appear in the reviewed studies and generally serve as mediating or moderating variables that bridge the relationship between environmental stimuli or marketing strategies and purchase intention. Although the term green innovation does not appear as a dominant keyword in the word cloud, several related terms such as green packaging, green brand positioning,

green product knowledge, and sustainable consumption are frequently identified. This indicates that innovation approaches in environmentally friendly products, processes, and communication play a significant role in influencing consumers' purchase intention.

Based on Figure 1, many of these studies are concentrated in Asian countries such as Malaysia, the Philippines, China, and Vietnam, often focusing on Millennials and Generation Z demographics known for their relatively high level of environmental awareness. The digital context also emerges consistently through keywords such as social media and e-WOM, indicating that social media platforms serve as strategic channels for shaping consumer perceptions and purchase decisions regarding green products. Therefore, green innovation can be positioned as a potential determinant in driving green purchase intention, especially when combined with effective communication strategies and a deep understanding of the values and preferences of environmentally conscious consumers.

Figure 1. Visualization of the Word Cloud

Previous studies have explored the relationship between green innovation and green purchase intention across various industrial contexts and geographic regions. The main focus of these studies is to understand how environmentally friendly innovations implemented by companies can influence consumers' intention to purchase sustainable products. Several studies also highlight the mediating role of variables such as environmental awareness, knowledge, and green practices. A summary of key findings from the relevant research is presented.

Several studies have explored the relationship between green innovations and green purchase intention across various industries. Chen et al. (2021) investigated the influence of green innovation on purchase intention within the apparel industry.

Their findings indicate that green innovation implemented by apparel brands significantly increases consumers' intention to purchase, particularly among individuals who value novelty, usefulness, and environmental friendliness. Meanwhile, Zameer and Yasmeen (2022) examined the manufacturing sector and found that while environmental awareness positively influences green purchase intention, green innovation does not have a direct effect. Instead, its impact is fully mediated by environmental knowledge and concern, highlighting the importance of consumer awareness in shaping green-related behaviors. In another study, Ahmed et al. (2024) focused on green environmental practices in the manufacturing industry. The results show that such practices strongly encourage green purchase intention, with green innovation playing a crucial mediating role in translating sustainability initiatives into consumer buying behavior. Together, these studies underscore the strategic importance of integrating innovation and environmental messaging to effectively foster green purchasing behavior.

Various methodological approaches have been employed in previous research to examine the relationship between green innovation and green purchase intention. These studies have been conducted in different contexts, including the apparel industry, eco-friendly products, and e-commerce, using a variety of research methods—quantitative, qualitative, and mixed methods. The choice of method and context influences the perspective and generalizability of the findings. A classification of selected previous studies based on their research context and methodology (Irfana et al., 2023).

Previous studies on green innovation and green purchase intention can be classified based on their methodology and research context. For instance, Chen et al. (2021) employed a quantitative survey using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine consumer responses to eco-friendly apparel brands, revealing how innovation in sustainable fashion influences purchase intention. Similarly, Zhong and Um (2024) used a quantitative survey method combined with hierarchical regression to analyze the behavior of consumers of eco-friendly products, focusing on how customer integration and external pressures impact green innovation outcomes. In contrast, Zhang and Wang (2020) adopted a mixed-methods approach within the e-commerce industry, utilizing both quantitative data and observational techniques through a quasi-experimental design to investigate the broader impact of digital commerce on urban green innovation development. These methodological variations reflect the diversity in research strategies aimed at understanding the complex dynamics of sustainable consumption and innovation.

4. Discussion

Based on recent literature synthesis, green innovation has been shown to exert a positive and significant influence on consumers' green purchase intention. Green innovation refers to a company's efforts to develop products, processes, or business models that incorporate environmental sustainability, such as energy efficiency, the

use of eco-friendly materials, and the reduction of ecological impact (Chen et al., 2021; Ahmed et al., 2024). When consumers perceive a product as the result of green innovation, they tend to form positive evaluations of the product, which in turn increases their likelihood of making a purchase.

In addition to representing a form of corporate environmental responsibility, green innovation also serves as a differentiation strategy that can enhance competitiveness, strengthen brand image, and foster customer loyalty, particularly amid rising public awareness of sustainability issues (Saputri et al., 2024). From a psychological perspective, the impact of green innovation on green purchase intention can be explained through the Theory of Planned Behavior (TPB), which has been widely applied in prior studies. According to the Theory of Planned Behavior, behavioral intention is shaped by three primary determinants: an individual's evaluation of the behavior (attitude), perceived social expectations (subjective norms), and the perceived ease or difficulty of performing the behavior (perceived behavioral control) (Ajzen, 1991; Lin et al., 2021; Dewa, 2023). In this context, green innovation contributes to the formation of positive consumer attitudes toward green products through perceptions of functional benefits (such as quality and efficiency), emotional benefits (such as moral satisfaction), and symbolic benefits (such as the consumer's identity as an environmentally conscious individual) (Li et al., 2023).

Furthermore, green innovation can also reinforce subjective norms through exposure to sustainability campaigns and socially constructed narratives that promote eco-friendly behavior, encouraging consumers to believe that significant others (e.g., family, friends, and communities) support green product purchases. On the other hand, when companies are able to deliver innovations that are accessible, affordable, and informative, it enhances perceived behavioral control, which is consumers' belief in their ability to make real green purchase decisions.

Thus, the influence of green innovation on purchase intention is not linear but rather complex, depending on how consumers process information and assess the relevance of innovation to their personal and social values. Consumers who recognize the usefulness, novelty, and environmental contributions of a product tend to demonstrate stronger purchase intentions. Therefore, an effective green innovation strategy must address both the rational and emotional dimensions of consumers and clearly communicate sustainability values. As highlighted by Ahmed et al. (2024), the success of green innovation in driving purchase intention largely depends on the extent to which a company is able to articulate and communicate its sustainability commitment to consumers. Similarly, Chen et al. (2021) found that positive perceptions of green innovation are correlated with increased consumer loyalty toward environmentally friendly brands.

Nevertheless, there remains ample opportunity for future research. First, subsequent studies could explore the role of mediating or moderating variables, such as green skepticism, brand authenticity, or digital engagement, in either

strengthening or weakening the effect of green innovation on green purchase intention (Atqiya, 2024; Nofriady et al., 2024). Second, considering that many prior studies have focused primarily on younger generations in Asian regions, cross-cultural and cross-generational approaches are needed to improve the generalizability of findings. In addition, longitudinal approaches or field experiments could be used to gain deeper insights into behavioral changes in consumers toward green products. Lastly, future research could examine different types of green innovation (e.g., product, process, communication) separately to better understand their respective contributions to consumers' green purchase intentions.

5. Conclusion

This study concludes that green innovation plays a significant role in influencing consumers' green purchase intention by shaping positive attitudes, reinforcing social norms, and enhancing perceived behavioral control. Anchored in the Theory of Planned Behavior, this relationship is not linear but rather shaped by how consumers perceive the value, accessibility, and relevance of green innovations in relation to their personal and social values. Companies that succeed in communicating their sustainability efforts effectively and transparently are more likely to foster consumer loyalty and drive green purchasing behavior. However, several limitations must be acknowledged. First, most of the current literature on which this synthesis is based relies heavily on cross-sectional and survey-based studies that may not fully capture the dynamic nature of consumer behavior over time. Second, the predominant focus on young consumers in Asian contexts may limit the generalizability of the findings to other cultural and generational settings.

These limitations suggest that the findings, while compelling, should be interpreted with caution. The observed relationships may have been influenced by sample characteristics, response biases, or the limited scope of green innovation variables examined. Future research should consider longitudinal designs or field experiments to capture behavioral change processes more accurately. Additionally, expanding the scope to include older demographics, different cultural backgrounds, and diverse types of green innovation (product, process, and communication) may provide a more comprehensive understanding of consumer responses. Investigating mediating and moderating factors such as green skepticism, brand authenticity, or digital engagement will also deepen insight into when and how green innovation translates into green purchase intention. Ultimately, a more nuanced and context-sensitive approach is essential for advancing both academic knowledge and practical applications in the field of sustainable consumer behavior.

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