



The Role of Green Promotion in Increasing Purchase Intention: A Systematic Review

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Abstract:

The escalating environmental crisis and growing consumer environmental consciousness have prompted companies to adopt green marketing strategies, yet the relationship between green promotion and consumer purchase intention remains fragmented across different contexts and methodologies. The purpose of this study is to explore the relationship between green promotion and purchase intention through Systematic Literature Review using the PRISMA method. With public awareness of environmental issues, the company adopts a green promotion strategy to attract interest in environmentally friendly products. The methodology employed a comprehensive systematic review following PRISMA guidelines, analyzing peer-reviewed articles from the Scopus database between 2020-2024 using keywords "Green Promotion," "Green Advertising," and "Purchase Intention." The researcher explored 41 articles on the relationship between green promotion and purchase intention from the Scopus database. The results of the study show that the environmental communication base is an important factor in shaping a positive brand perception, influencing purchase intentions, and encouraging consumer loyalty. There are several dominant theories used in this study, Stimulus-Organism-Response and Theory of Planned Behavior, which explain how the external stimulus of green promotion communication with the intention of purchasing products by consumers. In addition, the existence of factors such as advertising credibility, consumer skepticism, and the quality of information in green promotion have a significant effect on purchasing decisions. The implications provide an overview for marketing practitioners in building an effective green marketing communication strategy to attract consumer interest in shopping activities to environmentally friendly products. In addition, it proposes a future research agenda, related to green promotion and purchase intention in the context of sustainable marketing.

Keywords: *Green Advertising, Green Marketing Strategies, Green Promotion, PRISMA, Purchase Intention, Systematic Literature Review*

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PENDAHULUAN

Green promotion is now a popular topic among companies, consumers, the public and the government. Air pollution and climate change are two significant sustainability challenges, leading to the need for changes to a green economy for example on stricter emission standards, alternative energy, and new technologies to control innovative pollution (Afifa et al., 2024). One of them is with a green strategy in business activities that has a significant influence on green purchasing behavior and subsequent purchase intentions, which can increase environmentally friendly consumption and global development (Štofejová et al., 2023)

The urgency of this research is driven by several critical factors: first, the increasing regulatory pressure on companies to demonstrate genuine environmental commitment; second, the growing consumer demand for transparency in green claims; and third, the rising concerns about greenwashing practices that undermine consumer trust. Despite billions of dollars invested in green marketing campaigns globally, many companies struggle to translate

environmental messaging into actual consumer purchasing behavior, indicating a significant knowledge gap in understanding effective green promotion strategies.

Green Promotion includes a variety of marketing activities such as advertising campaigns, green labeling, and the use of social media to spread environmental messages (García-Salirrosas & Rondon-Eusebio, 2022). Meanwhile, Purchase Intention refers to the likelihood that consumers will buy sustainable products. Influenced by environmental concerns, positive attitudes, subjective norms, and perceived behavioral control (Petkowicz et al., 2024)

Previous research has shown that effective green promotions can significantly increase consumer purchase intent. For example, communication strategies that emphasize environmental sustainability have proven to be able to create a positive corporate image and encourage consumer loyalty (Zhang et al., 2024). In addition, the importance of green promotion in influencing consumer decisions towards environmentally friendly products has been identified in various research contexts (Zhang et al., 2024). However, thorough and systematic research on the relationship between green promotion and purchase intent is still limited.

A number of previous studies have shown that effective green promotion will significantly increase consumer purchase intention. For example, communication emphasizing environmental sustainability has been shown to create a positive corporate image and also have a significant impact on consumer loyalty (Zhang et al., 2024). The importance of this green promotion has been observed in several previous studies (Zhang et al., 2024). consumer decisions about how they respond to eco-friendly products have been found consistently in different contexts (Y. Sun et al., 2021). However, thorough and systematic research on the relationship between green promotion and purchase intent is still limited.

Research gaps identified in the existing literature include: (1) inconsistent theoretical frameworks used across studies, leading to fragmented understanding; (2) limited experimental research examining causal relationships; (3) geographic bias toward Western markets with insufficient representation of emerging economies; (4) lack of comprehensive analysis of moderating factors such as consumer skepticism and cultural differences; and (5) insufficient attention to digital platform effectiveness in green promotion strategies.

The novelty of this research lies in its comprehensive systematic synthesis of green promotion literature using rigorous PRISMA methodology, providing the first consolidated framework for understanding the relationship between green promotion and purchase intention across diverse contexts and theoretical perspectives. This study uniquely identifies dominant theoretical models and presents a comprehensive mapping of antecedents, behaviors, and consequences in green promotion research.

The objectives of this research are: (1) to systematically analyze the relationship between green promotion and consumer purchase intention through comprehensive literature review; (2) to identify dominant theoretical frameworks and their effectiveness in explaining green promotion impacts; (3) to map key antecedents, behaviors, and consequences in green promotion research; (4) to examine geographic and temporal trends in green promotion studies; and (5) to establish future research agenda for advancing knowledge in sustainable marketing.

The benefits of this research include: providing evidence-based insights for marketing practitioners to develop more effective green promotion strategies; contributing to academic literature by synthesizing fragmented knowledge into a coherent framework; offering guidance for policymakers in developing regulations for green marketing claims; and establishing foundation for future experimental research in sustainable marketing. The practical implications extend to helping companies optimize their environmental marketing investments and reduce the risk of greenwashing accusations through evidence-based communication strategies.

METODE PENELITIAN

This study uses the PRISMA approach, namely the Preferred Reporting Items for Systematic Reviews and Meta-Analyses approach, to identify and synthesize relevant articles about the relationship between green promotion or green advertising and purchase intention (Sokouti et al., 2023). PRISMA was chosen because it has a systematic and transparent format for conducting a comprehensive literature review (Sokouti et al., 2023). In this case, the data used was obtained from the Scopus database, which is one of the largest and most prominent scientific databases worldwide

The article search process is carried out using the keywords "Green Promotion", "Green Advertising", and "Purchase Intention", which are combined with Boolean operators (AND, OR). To achieve the search results of the required articles with relevant research topics, the search time is focused from 2020 to 2024. Articles that have been found are then filtered based on inclusion and exclusion criteria. In this search, the relevant peer-reviewed journal articles explicitly focused on the relationship between green promotion or green advertising journals and the purchase intention included in the study, as well as articles written in English were our inclusion criteria. For editorial articles, review books, other chapters or books, or articles that are not relevant to the topic of this research are excluded from the analysis.

In the initial stage, search identification in the Scopus database resulted in a total of 101 articles. After a manual check for article duplication, 11 duplicate articles were found, leaving 90 titles for further study. 57 articles were checked for title and abstract, 41 articles were produced for further checking. Articles that are irrelevant, or do not meet the criteria of the study were issued as many as 16 articles, thus leaving 41 articles for analysis. PRISMA is used to visually illustrate the flow of article selection, for articles that are identified, filtered, and included in the analysis.

The purpose of this research is to describe research trends in terms of green promotion and purchase intention, reflect the most commonly used variables and methodologies, and also map research gaps that have the potential to support further research. PRISMA in this study will provide a simpler understanding of the impact and contribution of green promotion or green advertising on the variables of purchase intention in the context of sustainable marketing.

The study used descriptive analysis to identify publication trends, including the number of annual articles, frequently published journals, and lead authors.(Rawat & Sood, 2021). Thematic analysis was applied to identify the main variables, research methods, and key findings related to the relationship between *green promotion* and *purchase intention* (DeJonckheere et al., 2024).

This study uses descriptive analysis. This involves collecting data statistically such as the number of annual articles, frequently published journals, and the contributions of lead authors (Rawat & Sood, 2021). This study uses thematic analysis to find and establish key variables, research methods, and key findings related to the relationship between green promotion and purchase intention.

HASIL DAN PEMBAHASAN

From the results of the analysis of the frequency of use of Theoretical Frameworks, the SOR Model with the highest number of uses is 11 times. The results reflect that the SOR Model is very relevant to be used in related research. This is because the SOR Model is very easy to use in opening up reasons regarding external stimulus relationships, internal processes, and consumer behavioral responses. This framework is one of the possibilities chosen because this framework is indeed flexible in explaining various marketing phenomena.

The other percentage uses the Theory of Planned Behavior with a total of 5 times. This framework is applied in consumer research that focuses more on decision-making, usually in the making of intentions and planned behaviors. Others, such as Marketing Mix Theory, Stereotype Content Model, and Sustainable Marketing Theory were used 2 times. Even the least used, the framework contributes greatly in answering questions related to more specific concepts.

The dominance of the SOR Model and the SDGs shows a preference for proven and tested theoretical approaches to explain consumer behavior in marketing situations. On the other hand, the existence of other frameworks reflects the diversity of certain methodologies that characterize the literature. Thus, studies from other theoretical benchmarks are considered relevant to broader phenomena, and frameworks are accepted to be limited by specific uses, to enrich the perspective of specific research.

As for research based on the period from 2020 to 2024, research trends in green promotion and purchase intention can vary. In 2020 it had 1 article, in 2021 it amounted to 3 articles, in 2022 it showed an increase with 4 articles, 2023 showed its peak with 13 articles while in 2024 it had 19 articles. As can be seen, many studies on this topic have been published in recent years.

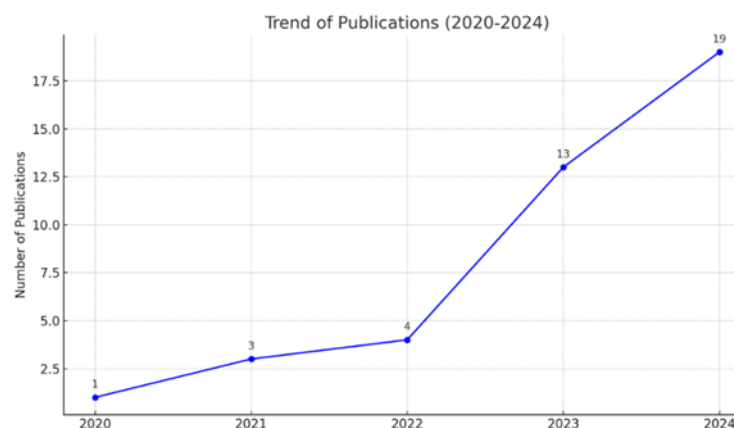


Figure 1. Trend Chart of Number of Publications

Based on population distribution, it is interesting to note that most of the green purchasing and purchase intention research is related to Asian countries, especially China and

Vietnam. In fact, China is by far the country that has contributed the most, with 11 studies highlighting great interest in more sustainable consumption behavior. This may be related to increasingly stringent policies around environmental issues and public understanding of sustainable consumption. Vietnam came in second with 7 studies, signaling a growing interest from a consumer perspective regarding the consumption of green products. This is related to the change in interest in the consumption of green products and economic growth that supports sustainable trends. There are 5 multinational studies, highlighting the greater academic interest in recognizing green consumption trends in different geographical regions.

From a marketer's perspective, it is important to determine sustainable consumption trends and determine marketing strategies to be implemented in various markets. The fact that Indonesia, one of the Southeast Asian countries, has 4 studies marks the level of interest in marketing and more sustainable consumer consumption behavior. This trend is in line with increasing public awareness of sustainable consumption, supported by government initiatives and increased advertising impact.

Several countries have 2 studies, including India, Turkey, South Korea, and the United States. Overall, all of these countries also contributed to the study, albeit with a smaller number of studies.

Antecedent Analysis

In addition, based on the analysis of Antecedent data, it was also found that the Green Advertising aspect is the most dominant antecedent with the number of occurrences as many as 5 times. In other words, the aspect of Green Advertising is one of the antecedents that most often appears in research related to green purchasing and purchase intention. The second antecedent, Green Advertising Appeal, Green Advertising Skepticism, and Green Marketing Strategies appeared three times each. Therefore, reflecting the importance of these antecedents which is important to shape consumer behavior towards green products.

Other antecedents that appeared 2 times were Barriers to Green Consumption, Green Advertising Receptivity, and Green Attitude, appearing 2 times in a row which is an indicator of its important role in supporting this topic. On the other hand, there are many antecedents that appear only once. However, this antecedent has not been widely used, such as CSR, Transparency, Media Synergy, and Self-Image Congruity. However, the 4 antecedents have different points of view that make this study richer in the application of the concept.

Behavior Analysis

Behavior	Total
Green Purchase Intention	18
Purchase Intention	9
Consumer Purchase Intention	2
Willingness to Pay	2
Ad and Brand Attitudes	1
Ad-brand Congruency	1
Brand Love	1
Green Brand Trust	1
Intention to Purchase Green Products	1

Perceived Value	1
Positive Word of Mouth	1
Purchase Intention for Electric Vehicles	1
Purchase Intention for Energy-Saving Products	1
Purchase Intention for Green Products	1
Purchase Intention for Recyclable Products	1
Purchase Intention of Electric Vehicles	1
Sustainable Luxury Purchase Intention	1
WOM	1
WOM Intention	1

Tabel 5 Analyzes Antecedent

Behavioral data analysis revealed: The Green Purchase Intention element was dominant in the data with the highest number of occurrences as many as 18 times. This is a confirmation that the concept is a key focus of research that helps understand consumer behavior towards eco-friendly products. Purchase Intention is found in 9 occurrences, which means that the overall purchase intention is an important component in studying consumer decisions. Consumer Purchase Intention and Willingness to Pay appear 2 times each; This shows the relevance of these elements in terms of supporting research on consumers' willingness to buy eco-friendly products.

In contrast, Ad and Brand Attitudes, Ad-brand Congruency, Brand Love, and Green Brand Trust are only seen once. These antecedents are still necessary despite their low frequency, as they contribute by detailing certain aspects of consumer behavior. The adoption rates for Purchase Intention for Green Products, Purchase Intention for Recyclable Products, and Sustainable Luxury Purchase Intention are one, but these are quite important data points for segmented purchase segments.

The detected antecedent diversity, such as WOM, WOM Intention, Positive Word of Mouth, and Perceived Value implies that this study integrates external factors in its analysis, including the impact of communication and recommendations from external factors that affect consumers. This may be due to the complexity of some of the aspects of analysis that seek to cover from the point of view of various perspectives from how the brand behaves to the purpose of buying the product.

Overall, this analysis shows that Green Purchase Intention is a key element in the study using consumer behavior of green products. Factors such as Purchase Intention and Willingness to Pay can provide additional support in finding potential markets for green products. Other antecedent diversity shows that there is an effort to understand consumer behavior more holistically.

Consequences Analysis

Table 6. Consequences

Consequences	Total
Green Brand Equity	4
Purchase Intention	4
Consumer Engagement	3
Environmental Responsibility	3

Perceived Value	3
Brand Credibility	2
Business Competitiveness	2
Green Perceived Value	2
Green Sharing Intention	2
25 Other Consequences	1

Based on the analysis of Consequences data, Green Brand Equity and Purchase Intention appeared 4 times each, making it the main consequence of this study. These consequences explore the main factors or aspects of consumer behavior towards green products that need to be understood. In line with that, Green Brand Equity measures how consumers evaluate the value of green brands. Meanwhile, Purchase Intention measures consumer intention to buy green products.

In addition, Consumer Engagement, Environmental Responsibility and Perceived Value appeared 3 times. This shows that Consumer Engagement, environmental responsibility, and value perception in supporting purchasing decisions in terms of purchasing green products and loyalty. Then, other consequences Counter competitive Consequences such as Brand Credibility, Business Competitiveness, Green Perceived Value, and Green Sharing Intention appeared 2 times each. Although the frequency of occurrence is lower than others, however, it remains relevant which strengthens the competitiveness of green products and the brand's credibility in the eyes of consumers.

On the other hand, there are 25 other consequences that each appear once. This gives an idea of the variation of the consequence studied by the literature, even when the consequence has a lower frequency. These diverse consequences may provide insight into various aspects of consumer behavior around green products.

In total, research shows that Green Promotion and Purchase Intention, are the main consequences involved, while a number of other consequences, which occur infrequently, remain relevant and important in understanding the complex green marketing and related consumer behaviors.

The result of this systematic literature review is that green promotion contributes to consumer purchase intention of environmentally friendly products. The results of this research are also based on previous studies that are a reference in the discussion. For example, as mentioned by Su & Li, (2024) that green promotion strategies play a big role in the formation of consumer purchase intention and consumer brand loyalty.

Some of the dominant theories that can often be found in this study, including the Stimulus-Organism-Response Model and the Theory of Planned Behavior, explain how the external stimulus of green promotional communication will affect consumer purchase intentions. Factors such as the credibility of green advertising, consumer skepticism, as well as the quality of information in green promotion, for example, are indicated to have a significant

effect on purchasing decisions have also been identified in some literature that the effectiveness of some green promotion strategies is highly dependent on the extent to which the message is able to make consumers believe and reduce skepticism.

On the other hand, this study also noted several challenges related to the implementation of greener promotions. One of the biggest challenges is consumer skepticism towards green claims. That is, consumers doubt the authenticity of certain product sustainability claims, especially when they are not backed by certification or concrete evidence, therefore, it is important for companies to implement transparent and evidence-based communication strategies in their green promotions (Ahmed et al., 2023)

While the study provides sufficient insight into the role of green promotion in stimulating consumer purchase intention, there are various limitations that need to be considered. First, the scope of the literature is limited to an overall analysis of the Scopus-indexed journals articles. In fact, it is this process that can lead to bias in choosing which type of study is due because it is possible that the research is published in various sources such as conferences papers or industry reports. In addition, almost all of the research studied is based on survey methodologies or secondary analysis.

Because the experimental approach is not used at all or only in a single study, the analysis of the causal relationship between green promotion and purchase intention is limited and cannot be completely dependent. Therefore, there is still a research gap in examining the direct impact of green promotion on consumer decisions in a broader context and with more diverse research methods.

As a future research agenda, further studies need to be conducted to explore the effectiveness of various green promotion platforms in influencing consumer purchase intentions. In addition, experimental research examining the causal relationship between green promotional elements and consumer purchasing behavior is urgently needed to strengthen the existing findings. Studies can also expand the analysis by including psychological factors such as subjective norms and emotional regulation in relation to green purchasing decisions.

As a future research agenda, further studies should also be conducted to explore the effectiveness of various green promotion platforms on consumer purchase intent. An experimental study on the causal relationship between green promotional elements and consumer purchasing behavior to test the causal relationship between green promotional elements and consumer purchasing behavior is urgently needed. Researchers can also include psychological factors in their analysis, such as subjective norms and the regulation of emotions in the context of green buying.

KESIMPULAN

This systematic literature review has provided comprehensive insights into the relationship between green promotion and consumer purchase intention, revealing that environmental communication serves as a critical determinant of consumer behavior toward sustainable products. The analysis of 41 studies demonstrates that green promotion strategies effectively enhance consumer awareness and trust in environmentally friendly products, ultimately leading to increased purchase intention. The dominance of the Stimulus-Organism-Response (SOR) model and Theory of Planned Behavior as theoretical frameworks indicates

their robustness in explaining the complex relationship between environmental marketing stimuli and consumer responses. Key findings show that advertising credibility, reduced consumer skepticism, and high-quality information presentation are essential for successful green promotion campaigns. The geographic concentration of research in Asian markets, particularly China and Vietnam, suggests growing academic interest in sustainable consumption patterns in emerging economies. However, this review also identifies significant research gaps, including limited experimental studies examining causal relationships, insufficient representation of Western markets, and minimal attention to digital platform effectiveness in green promotion strategies.

Academically, this research contributes to the sustainable marketing literature by providing a systematic synthesis of fragmented knowledge and establishing a comprehensive framework for understanding green promotion effectiveness. The identification of dominant theoretical models and mapping of antecedents, behaviors, and consequences offers valuable insights for advancing theoretical understanding in this field. Practically, this study provides evidence-based guidance for marketing practitioners to design more effective and credible green promotion strategies, helping companies optimize their environmental marketing investments while reducing greenwashing risks.

Future research should prioritize experimental studies to establish stronger causal relationships between green promotional elements and consumer purchasing behavior. Additionally, cross-cultural studies examining the effectiveness of green promotion strategies across different geographic regions and cultural contexts are needed. Research exploring the integration of digital technologies and social media platforms in green promotion campaigns would also provide valuable insights for modern marketing practice. Finally, longitudinal studies examining the long-term impact of green promotion on consumer loyalty and brand equity would enhance understanding of sustainable marketing effectiveness.

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