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## MAPPING IDEA & LITERATURE FORMAT

# Theoretical Implications of Theory Planned Behavior on Purchasing Decisions: A Bibliometric Review

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**Abstract:** This study uses a bibliometric literature review approach with a sample mapping literature of 10 articles regarding planned behavior theory approaches to purchase decisions; Reference articles from 2007 - 2021 under publisher Elsevier (e.g., LWT, Journal of Retailing and Consumer Services, Journal of Interactive Marketing, Regional Science and Urban Economics, Food Quality and Preference Journal, Energy Policy, Decision Support Systems Journal, and Industrial Marketing Management ). Universally, the results of this literature study state two propositions and hypotheses (e.g., Firstly, the theoretical implication states that there is a robust theoretical correlation between the theory of Planned behavior on purchase decisions; secondly, the correlation of planned behavior theory in aspects of management (e.g., marketing, Technology, and HRM) make a positive contribution as a grounded theory to explain antecedent variables and their correlation to other approaches)

**Keywords:** Purchase Decision, Marketing, Theory Planned Behavior

**JEL Classification Code:** M30, M31, C44, D11

## 1. INTRODUCTION

The decision to buy goods or buying by needs are influenced by various factors, as found in several studies. Purchasing decisions can be affected by local government regulations. Since 2000, China has issued restrictions on housing purchase with a minimum requirement of working for several years in a city. Indeed, this decision will successively influence a person to choose school paths, jobs, and locations (Sun, Zhang, Lin, & Zheng, 2021). The decision to buy a house is one of the most important considerations when looking for work in various cities when choosing a private or government job. Other scholars found that purchasing decisions are also influenced by purchasing factors due to prior planning or no planning. If the purchase of necessity is planned, the next purchase is likely to repeat itself (Aditya, Syahnur Said et al., 2017; Bellini et al., 2017; Mainardes et al., 2020). In contrast to unplanned purchases, it proved to be very unlikely to repurchase. Another effect of using heuristics and considering payment methods can be a practical retail strategy; that means that the impact of previous purchases will affect subsequent purchases and the way of payment (Sohn & Ko, 2021). The easier of the payment method, it turns out that the more purchases it makes. The mindset will further influence the purchasing decision; activities and cognitive thinking patterns affect the effectiveness of actions and goals (Świecka et al., 2021).

Green marketing strategies also influence purchasing decisions, this means that entrepreneurs need to emphasize the green brand image (environmentally friendly), green brands' linkage with services, and green brand equity (Tsai et al., 2020). The green marketing strategy will attract consumer attention. Green campaigns are one way to attract buyers. The principle of sustainable development of a green transportation system can be explicitly applied to large and medium-sized cities and a provision for consumers to change consumer behavior and increase the likelihood of interest in green

brand products (Chang et al., 2021; Talwar et al., 2020). Likewise, the decision to purchase a vehicle can be influenced by the rate of change in oil-prices. This further confirms that one product is bound and affects the other (Du & Lin, 2017).

The appearance or layout will also be a determining factor for consumers. The ease and attractiveness of website pages or online sites influence consumer purchasing behavior. Including the ease of finding products and other types of identical products that complement each other will increase purchase interest. This means that when a product's appearance is aligned with an unrelated development, purchasing decisions tend not to affect (Lu et al, 2020). The purchasing decision, according to other researchers, is revealed to be higher online than offline. The level of interactivity and spatial visualization information influence consumer interest. The spatial interface relationship is an easy choice for consumers to explore their needs and get them. Ease of service for buyers is the main thing in influencing buying interest. Style and visual attractiveness affect purchase interest (Kang, Shin, & Ponto, 2020). Apart from the factors above that influence purchasing decisions, it is also related to the salesperson's performance in delivering the available products and services. It means that salespeople and communication strategies, agent or retail characteristics affect the sales effectiveness of the group of purchasing decisions by consumers (Hartmann et al, 2020). This further shows that the promotion orientation focuses on rational persuasion and attractiveness, and inspiration for consumers.

Another exciting thing is that consumers' direct involvement influences purchasing decisions in determining the value of a product or service. When consumers submit complaints or information about the product purchased, the input is well responded to by the producer. This will increase consumer confidence in remaining loyal to the product. The prerogative of consumers to get information about products and services will trigger consumer loyalty (de Carvalho et al, 2020); (Indahingwati et al., 2019; Kumar & Nayak, 2018; Sahi et al., 2020). Conjoining analysis states that the relative importance is based on customer perceptions of a particular product and the utility value that arises from the related product attributes. A choice-based conjoint method is a new approach to analyzing consumer needs based on one specific segment. For example, this calorie sensitive group of consumers does not have a significant preference for sugar or cooking. Product attributes and specific value requirements influence purchasing decisions (Enneking, Neumann, & Henneberg, 2007; Murali et al., 2016; Tseng et al., 2020).

## 2. Literature Review Procedure

This study uses a bibliometric literature review approach with a sample mapping literature of 10 articles from 2007 to 2021 under the publisher Elsevier (e.g LWT, Journal of Retailing and Consumer Services, Journal of Interactive Marketing, Regional Science and Urban Economics, Food Quality and Preference Journal, Energy Policy, Decision Support Systems Journal, and Industrial Marketing Management). Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3.

## 3. Conclusion and Proposition

H1: By implication, the theory states that there is a robust correlation theoretically linkages Theory of Planned Behavior to the purchase decision;

H2: Correlation Theory of planned behavior theory in the aspect of the field of management (e.g., marketing, Technology, and HRM) make a positive contribution as a grounded theory to explain the variable antecedent and also its correlation to other theories.

**Table 1: Mapping Literature**

Authors	Unit Analysis	Variable	Indicator/Measurement	Research Gap	Theory	Result
(Sun, Zhang, Lin, & Zheng, 2021)	<ul style="list-style-type: none"> <li>China's home purchase restrictions (HPR)</li> <li>Graduate students from Tsinghua University (2006–2016)</li> </ul>	<ul style="list-style-type: none"> <li>Homeownership</li> <li>Job search</li> <li>Home purchase restrictions</li> </ul>	Job Search: <ul style="list-style-type: none"> <li>finance;</li> <li>information transmission, software, and information technology services;</li> <li>Scientific research and technology services;</li> <li>electricity, heat, gas, and water production and supply; and</li> <li>culture, sports, and entertainment</li> </ul>	The proportion of graduate students working in Beijing and their jobs relevant to their fields of study increased visibly by the treatment group and control group after the implementation of HPR	Theory Planned Behavior	All graduate learners From 2006 to 2016, Tsinghua University will study whether and how the implementation of HPRs affects the employment decisions of students about their first jobs, especially the choice of location, the choice of public versus private sectors, and the quality of the match between the job and their field of study
(Sohn & Ko, 2021)	<ul style="list-style-type: none"> <li>Imagine a consumer visiting a market</li> <li>This study looks at possible differences in the willingness to pay for a subsequent purchase occurring after either a planned or unplanned precedent purchase in sequential purchasing situations</li> </ul>	<ul style="list-style-type: none"> <li>Shopping momentum effect</li> <li>Planned/unplanned purchase</li> <li>Justification heuristic</li> <li>Payment method</li> <li>Mental accounting</li> </ul>	<ul style="list-style-type: none"> <li>Precedent purchases affect a consumer's preferences in subsequent purchases</li> <li>increasing the likelihood of a subsequent purchase of an unrelated product</li> </ul>	A difference in method was found to result in a difference in consumer mental budgeting	<ul style="list-style-type: none"> <li>Theory of mental accounting (Kahneman and Tversky, 1979; Thaler, 1985, 1999),</li> <li>Prospect theory</li> <li>Theory Planned Behavior</li> </ul>	<ul style="list-style-type: none"> <li>In sequential purchasing situations, whether the previous purchase is planned or unplanned affects the maximum willingness to pay for the subsequent purchase;</li> <li>The moderating effect of heuristic justification on the relationship between a previous purchase planned (unplanned) and the maximum willingness to pay for a subsequent purchase; and</li> <li>The moderating effect of the payment method on the relationship between the previous purchase planned (unplanned) and the maximum willingness to pay for the purchase subsequently made. The results showed that the method of payment is not related to planned purchases.</li> </ul>
(Tsai et al., 2020)	Starbucks promoted green	<ul style="list-style-type: none"> <li>Green management</li> <li>Green brand image</li> </ul>	Green management: <ul style="list-style-type: none"> <li>Establishment of green</li> </ul>	The method of Vlse	<ul style="list-style-type: none"> <li>Theory of reasoned action model</li> </ul>	Among the factors investigated, the network of influence and green management have been found to



Authors	Unit Analysis	Variable	Indicator/Measurement	Research Gap	Theory	Result
	marketing and environmental protection.	<ul style="list-style-type: none"> <li>Green brand relationships</li> <li>Green brand equity:                             <ul style="list-style-type: none"> <li>✓ Recognition and belief in the environmental commitment of the brand (V1)</li> <li>✓ Willingness to continue to purchase and use the green brand (V2)</li> <li>✓ Trust in the attention paid by the brand to environmental protection</li> </ul> </li> </ul>	corporate culture <ul style="list-style-type: none"> <li>Promotion of cleaner production</li> <li>Design and development of green products</li> <li>Implementation of green marketing activities</li> </ul> Green brand image: <ul style="list-style-type: none"> <li>Types of green brand associations</li> <li>Favourability of green brand associations</li> <li>Strength of green brand associations</li> <li>Uniqueness of green brand associations</li> </ul>	Kriterijumska Optimizacija Kompromisno Resenje (VIKOR) was then used to study the overall performance of each indicator and sub-indicator using empirical data.	proposed by Ajzen and Fishbein (1980) <ul style="list-style-type: none"> <li>Theory Planned Behavior</li> </ul>	have the greatest impact on other factors. Starbucks should therefore improve its green management through, for example, the use of green materials for the construction of stores; the absence of mini-consumption of consumables and energy throughout its operations; and the promotion of green materials for the construction of stores;
(Lu, He, Lian, Ba, & Wu, 2020)	Online forum; e-commerce websites which serve as consumers' communication platforms	<ul style="list-style-type: none"> <li>Focal product page browsing</li> <li>Focal product information patch</li> <li>Non-focal product information patch</li> <li>Product-unrelated information patch</li> <li>Focal product page revisit</li> <li>Focal product information patch</li> <li>Non-focal product information patch</li> <li>Product-unrelated information patch</li> <li>Focal Product Purchase</li> </ul>	<ul style="list-style-type: none"> <li>Webpages that contain the information</li> <li>textual information containing web links</li> <li>user interaction with content-based image retrieval</li> </ul>	By drawing on information foraging theory (IFT) and using a unique data set, this research gap.	<ul style="list-style-type: none"> <li>Information foraging theory (IFT)</li> <li>Theory Planned Behavior</li> </ul>	This research provides insights into how browsing online forums influences the purchasing behavior of consumers and helps e-commerce website managers optimize the designs of their websites. For example, given that browsing the focal product forum has a positive impact on the probability of buying, links to focal product online forums on focal product pages can increase the probability of buying.
(Kang, Shin, & Ponto,	VR commercial applications	<ul style="list-style-type: none"> <li>Interactivity</li> <li>Informativeness</li> </ul>	<ul style="list-style-type: none"> <li>Still image</li> <li>Video</li> </ul>	To examine the interplay between	<ul style="list-style-type: none"> <li>Construal-Level Theory</li> </ul>	In addressing these questions, Interface provides interactivity, visual spatial cue, and graphics quality.

Authors	Unit Analysis	Variable	Indicator/Measurement	Research Gap	Theory	Result
2020)	available in app stores (e.g., IKEA's Home Improvisation, Wayfair's Home Patio) and searched reviews about each VR application on the web. All reviews were obtained between April 2018 and June 2018	<ul style="list-style-type: none"> <li>• Playfulness</li> <li>• the presence of visual-spatial cues in the 3D stereoscopic display</li> <li>• Highly detailed graphics representations</li> <li>• A playful shopping experience</li> <li>• Purchase Intention</li> <li>• the preference for hedonic product attributes</li> </ul>	<ul style="list-style-type: none"> <li>• 3D web virtual room</li> </ul>	informativeness and playfulness and its impact on decision-making in consumer purchases	<ul style="list-style-type: none"> <li>• Theory Planned Behavior</li> </ul>	As predicted, both interactivity and visual-spatial reference had a significant impact on the dimensions of information and playfulness of a virtual interface. Interactivity that allows shoppers to move and rotate the product freely greatly improves the perceived level of information and the playfulness of a shopping interface. Another critical factor that can make virtual shopping more informative is the visual spatial cue that shows the product in life-scale size with 3D stereoscopic displays.
(Hartmann, Plouffe, Kohsuwan, & Cote, 2020)	22 respondents employed by SMEs in the USA and involved in purchasing services, who often interacted (at least once per month) with sales representatives	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Salespeople Buying agents Regulatory focus Trust</li> <li>• Purchase decision</li> </ul>	"I can't remember the salesperson ever using this tactic with me" to "The salesperson used this tactic very often with me"	A sales strategy that emphasizes making a "safe" (vs. risky) decision	<ul style="list-style-type: none"> <li>• Regulatory fit theory (Higgins, 2005; Higgins et al., 2001)</li> <li>• Theory Planned Behavior</li> </ul>	The relationships within a category between influence tactics (i.e. non-coercive, soft-coercive, hard-coercive) are not systematically greater than those between categories. However, with the relationship building perspective scheme, the correlations between the influence tactics within one of the two categories (i.e., supports relationship building, contradicts relationships building) are systematically higher than those between the categories.
(de Carvalho, Ventanas, Olegario, Madruga, & Estévez, 2020)	<ul style="list-style-type: none"> <li>• Consumers' degree of knowledge, acceptability, and purchase intention of chicken breasts affected by the white striping (WS) myopathy</li> </ul>	<ul style="list-style-type: none"> <li>• Muscle defects</li> <li>• Consumer consciousness</li> <li>• Acceptability</li> <li>• Emotions</li> </ul>	<ul style="list-style-type: none"> <li>• Color</li> <li>• Odor</li> <li>• Flavor</li> <li>• Texture</li> <li>• Overall acceptability</li> </ul>	This study consisted of two experiments, each of which used a different approach based on the visual appearance of the raw samples to measure acceptance and purchase intent	<ul style="list-style-type: none"> <li>• Theory Planned Behavior</li> </ul>	Consumers recognize these white marks as uncommon for a chicken breast even in this unconscious situation, and that function decreases the visual acceptability and purchase intent of WS chicken breasts.



Authors	Unit Analysis	Variable	Indicator/Measurement	Research Gap	Theory	Result
				(N, WS-M and WS-S)		
(Du & Lin, 2017)	Kai Di Net Company (KDNET)3 in August 2016. KDNET has its own app for smart phones, and it takes a lot of effort to advertise on major network platforms. Consumers will receive questionnaire alert by mobile app	<ul style="list-style-type: none"> <li>• Sex</li> <li>• Age</li> <li>• Income</li> <li>• Public Park</li> <li>• Congestion</li> <li>• Displacement</li> <li>• Distance</li> <li>• Oil use</li> </ul>	<ul style="list-style-type: none"> <li>• Do you think automobile exhaust is an important cause of air pollution?</li> <li>• Do you think that individual consumers should be responsible for the quality of the environment?</li> <li>• Provided that you have ignored oil price and other economic factors, would you choose a low-emission car or clean energy car just for energy-saving and emission-reduction?</li> </ul>	Purchased cars and the potential consumers with purchase intention respectively	Theory Planned Behavior	There is a significant correlation between the sensitivity of car-owned consumers to the price and revenue of oil as well as the annual mileage. Consumers with incomes of between 200 and 300 thousand yuan and over 300 thousand yuan are more likely to choose a higher price with regard to annual income. The sensitivity of the price of oil is therefore significantly lower than for the low-income consumer group.
(Enneking, Neumann, & Henneberg, 2007)	621 consumers tasted three soft drinks and chose the product most preferred	<ul style="list-style-type: none"> <li>• Supermarket</li> <li>• Beverage store</li> <li>• Filling station</li> <li>• Price</li> <li>• Brand</li> <li>• Sugar</li> <li>• Way</li> <li>• Sports Age</li> <li>• Household</li> </ul>	<ul style="list-style-type: none"> <li>• Where do you prefer shopping for CSD? Supermarket Beverage store Filling station</li> <li>• When buying CSD I pay attention to... . . . price</li> <li>• ..brand .. .sugar content</li> <li>• When do you drink CSD? .. .on the way</li> <li>• ... during work out How old are you?</li> <li>• How many people live in your household?</li> </ul>	The effects of the combination of sensory stimuli, both intrinsic and extrinsic, in product evaluation	Theory Planned Behavior	Interviewees who judged themselves to be price sensitive In comparison to the private label, they have a significantly lower probability of choosing the premium national brand. For those that pay attention to brands, the opposite is true. Interestingly, the private label over the national brand is preferred by respondents who look for sugar content. The premium brand, which attracts younger consumers instead, is probably conceived as a sweet CSD.

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