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MAPPING IDEA & LITERATURE FORMAT

Normative Consideration on Purchase Decision

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Abstract: The theory of planned behavior is a development of the theory of reasoned action (Ajzen, 1991). Basically the individual behavior of every human being is influenced by individual intentions (behavior intention). Behavioral intentions are influenced by three components, namely attitude, subjective norm, and perceived behavior control (Madden et al., 1992). Attitude is a positive or negative feeling of a person's belief in a behavior. Subjective norm is an individual's emotional perception that assesses the importance of the behavior to be carried out. Perceived behavioral control is an individual's perception of obstacles in carrying out a behavior. This study uses a bibliometric literature review approach with a sample mapping literature of 15 articles regarding planned behavior theory approaches reference articles from 2020 - 2021 under Scopus indexed journal. 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, Health Management, and HRM) make a positive contribution as a grounded theory to explain antecedent variables and their correlation to other approaches)

Keywords: Literature Review, Marketing, Theory Planned Behavior

JEL Classification Code: M30, M31, C44, D11

1. INTRODUCTION

The theory of planned behavior is a development of the theory of reasoned action (Ajzen, 1991). Basically the individual behavior of every human being is influenced by individual intentions (behavior intention) (Madden, Ellen, & Ajzen, 1992). Behavioral intentions are influenced by three components, namely attitude, subjective norm, and perceived behavior control (Madden et al., 1992). Attitude is a positive or negative feeling of a person's belief in a behavior. Subjective norm is an individual's emotional perception that assesses the importance of the behavior to be carried out. Perceived behavioral control is an individual's perception of obstacles in carrying out a behavior (Yeh, Guan, Chiang, Ho, & Huan, 2021).

Behavior intention has been widely studied by previous researchers. Research on the Short Food Supply Chain in Italy revealed that trust is a component that influences behavior intention in addition to attitude, subjective norm and perceived behavior control (Giampietri, Verneau, Del Giudice, Carfora, & Finco, 2018). Research in Qingdao China also revealed that these three components, coupled with a confidence component, were proven to increase green food purchase intention (Qi & Ploeger, 2019). However, there are other different studies that examined Iranian students in the intention to purchase organic food which revealed that subjective norms and perceived behavior control had no significant effect on purchase intention (Yazdanpanah & Forouzani, 2015). In another study, it was revealed that green consumer as a moderator has a significant effect on subjective norms to purchasing intention (Judge, Warren-Myers, & Paladino, 2019).

Research based on the theory of planned behavior continues to grow, not only on the intention to purchase something but also in the tourism industry, especially green hotels and green restaurants. Perceived behavioral control, which is influenced by control belief, has been shown to have a direct effect on increasing customer interest in staying at a green hotel (Yeh et al., 2021) and also in green hotel patronage (Nimri, Patiar, & Jin, 2020). This is in line with the findings of other researchers who

revealed that perceived behavior control had a significant direct effect on intentions regarding green restaurants in Korea (Moon, 2021). The two studies still involve two other components that have the same significant effect on intention, namely attitude which is influenced by behavior belief and subjective norm which is influenced by normative belief. There are three indicators in normative belief, namely environmental organizations, family, and friends (Ataei, Gholamrezai, Movahedi, & Aliabadi, 2021),(Zhang & Li, 2020)

2. Literature Review Procedure

This study uses a bibliometric literature review approach with a sample mapping literature of 15 articles from 2015 to 2020 under the Scopus indexed journal 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

Journal	Title	Research Problem		Variable / Item	Theory	Result
TPB-Normative consideration on purchase decision (SIESY)						
(Yeh, Guan, Chiang, Ho, & Huan, 2021)	Reinterpreting the theory of planned behavior and its application to green hotel consumption intention (Yeh et al., 2021)	The main aim of this paper was to understand a guest's decision to stay at a green hotel	The thesis of this paper was that beliefs could have a direct impact on intention. The case of a green hotel was thought to be an ideal case study because of the frequent application of the TPB in the study of environmentally friendly behavior. The issue, therefore, was twofold. First, this paper was interested in understanding why guests choose to stay at a green hotel by using the TPB model, and second, it rethought the TPB model by establishing a direct linkage between the first-order antecedents and intention.	<ul style="list-style-type: none"> • AT =attitude; • BB =behavioral beliefs; • CB = control beliefs; • NB = normative beliefs; • PBC = perceived behavioral control; • SN= subjective norm; • VI = behavioral/visit intention. 	<ul style="list-style-type: none"> • theory of planned behavior (TPB) 	The results of this study showed that social pressure has very little direct impact on behavioral intention to stay at a green hotel. The results of the estimated standardized regression coefficients and t-values indicated that perceived behavioral control has a slightly higher impact on behavioral intention than attitude. This study also verified the proposed mediating relationships between the first-order and second-order antecedents. This study provided theoretical and managerial implications for understanding respondents' decision to stay at a green hotel.
(Moon, 2021)	Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age	This study aims to identify customer belief structures underlying the cognitive process of green restaurant patronage	A deep understanding of customer belief structures is expected to yield answers to the following questions: (1) "What are the main motives for customers patronizing a green restaurant?" (behavioral beliefs), (2) "Who are the important others influencing their patronage?" (normative	1. Behavioral (BB) <ul style="list-style-type: none"> • Clean and Comfortable • Atmospheres • Pride and Satisfaction • Food safety Good for the Environment • Time and effort to locate • Tasteless Meals • Inconvenience and discomfort in saving resources • Good for health Save resources • Expensive dining costs • Limited menus 	<ul style="list-style-type: none"> • theory of planned behavior (TPB) 	Perceived behavioral control emerged as the most significant determinant followed by attitude and subjective norm in the Korean green restaurant context. The findings support the inclusion of past behavior as an additional predictor and confirm the moderating effects of gender and age

Journal	Title	Research Problem	Variable / Item	Theory	Result	
			<p>beliefs), and (3) “What are the factors that promote or inhibit their patronage?” (control beliefs).</p> <p>2. Normative (NB)</p> <ul style="list-style-type: none"> Environmental organizations Family Friends <p>3. Control (CB)</p> <ul style="list-style-type: none"> Needs for health and diet Transportation availability Information availability <p>4. Intention</p> <p>I am willing to dine at a green restaurant in the future</p> <p>5. Attitude (ATT)</p> <ul style="list-style-type: none"> For me, dining at a green restaurant is pleasant For me, dining at a green restaurant is beneficial <p>6. Subjective Norm (SN)</p> <ul style="list-style-type: none"> Most people who are important to me would want me to dine at a green restaurant People whose opinions I value would prefer dine at a green restaurant <p>7. Perceived Behavior Control (PBC)</p> <ul style="list-style-type: none"> I am confident that, if I want, I can dine at a green restaurant Whether or not I dine at a green restaurant is completely up to me 			
(Mertens & Schultz, 2021)	Referent group specificity: Optimizing normative feedback to increase residential recycling	This study compared the effectiveness of social normative feedback at increasing waste diversion, across	This paper aims to address the issue of improper waste disposal by applying social psychology to promote a collective action at the community level.	<ul style="list-style-type: none"> Social norms Feedback Referent group Recycling 	<ul style="list-style-type: none"> Theory of Normative Conduct 	Results showed that normative feedback increased diversion rates compared to the control conditions, but results did not show significant differences between the feedback conditions.

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		four referent groups varying in their degree of specificity..				Additional results showed that the treatment effects were driven primarily by changes among households that were below the norm in baseline diversion rates.
(Ataei, Gholamrezai, Movahedi, & Aliabadi, 2021)	An analysis of farmers' intention to use green pesticides: The application of the extended theory of planned behavior and health belief model	The use of chemical pesticides in agriculture has damaged agricultural land, fisheries, fauna, and flora. Furthermore, increased mortality and morbidity of humans due to the unsafe use of chemical pesticides are the most prevalent and serious occupational hazards faced by farmers.	The extensive side-effects of conventional agriculture have made policy-makers and researchers to look for solutions for these issues. In response to these concerns, organic farming has been suggested as an approach to sustainable farming aimed at creating integrated, structured, and humane farming systems that have no conflict with environmental and economic benefits. These systems are regarded as a major alternative agricultural system for chemical-free safe food production and an environmentally friendly method	1. Intention <ul style="list-style-type: none"> I intend to use Bracon hebetor next time I cultivate in the farm. I intend to engage in green pesticides in the future. I intend to encourage others to use in green pesticides. I plan to use in green pesticides (in addition to Bracon hebetor) in the future. 2. Attitude <ul style="list-style-type: none"> I have a positive view on Bracon hebetor. I think that using green pesticides is beneficial. I believe that attending green pesticides and engaging in its related practices are the most basic step of safe food production. I will use green pesticides, even if my production costs increase. In my opinion, green pesticides are a critical issue, and it is necessary to increase farmers' awareness about it. I think that using green pesticides is wise. 3. Perceived behavioral control <ul style="list-style-type: none"> The use of Bracon hebetor is reasonable uncomplicated, and I 	<ul style="list-style-type: none"> The theory of planned behavior 	Results showed that in TPB, the constructs of moral norms, attitude, and self-identity accounted for 52.2 percent of the variance in the intention to use green pesticides. According to HBM, perceived benefits, perceived susceptibility, cues to action, and motivation could capture 61.2 percent of the variance in the intention. It was revealed that both theories could potentially predict intention, but HBM outperformed TPB in this sense

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			<p>can easily engage in them at my farm.</p> <ul style="list-style-type: none"> • I have enough awareness and information about Bracon hebetor, and I do not need any training in this respect. • I am confident enough in my ability and competency to use Bracon hebetor. • I believe that whether or not • I engage in green pesticides is entirely up to me. • I feel that using green pesticides is not beyond my control. <p>4. Self-identity</p> <ul style="list-style-type: none"> • Engaging in green pesticides activities is an important part of who I am. • I am the type of person who would use green pesticides <p>5. Moral norms</p> <ul style="list-style-type: none"> • The use of green pesticides is in agreement with my principles, values, and beliefs. • I morally feel obligated to use Bracon hebetor. • I would feel guilty if I do not engage in green pesticides. <p>6. Subjective norms</p> <ul style="list-style-type: none"> • Farmers whose opinions I value want me to use green pesticides. • I feel that I am under social pressure to use green pesticides. • Farmers whose opinions I value will approve whether I use Bracon hebetor. <p>7. Perceived susceptibility</p>		

Journal	Title	Research Problem	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> • I think the use of chemical pesticides leads to dangerous disease. • I think excessive use of chemical pesticides leads to water salinity. • Chemical pesticides reduce the quality of water resources. • Probability of emerging cancer due to using chemical pesticides is very high. • Chemical pesticides can destroy the environment. <p>8. Health motivation</p> <ul style="list-style-type: none"> • Nothing is as important as good health. • Having good health is more valuable than financial capital. • I am motivated to use healthy products for good health. <p>9. Perceive severity</p> <ul style="list-style-type: none"> • I think chemical pesticides are a serious threat to humankind. • I think chemical pesticides are a serious threat to environment and agriculture. • I think chemical pesticides are a serious threat to future generations. <p>10. Perceived benefits</p> <ul style="list-style-type: none"> • If I use green pesticides, it will benefit my agriculture and environment. • Green pesticides help strengthen my economy status. • Green pesticides help increase society health. 		

Journal	Title	Research Problem		Variable / Item	Theory	Result
				<ul style="list-style-type: none"> If I use green pesticides, I do not need to incur additional costs for cultivation. By using green pesticides, we will have a more sustainable agriculture. <p>1. Perceived self- efficacy</p> <ul style="list-style-type: none"> For me using green pesticides is easy. If I want, I can easily reduce using chemical pesticides. There are required credits and if I want, I can easily use Bracon hebetor. 		
(Y. Zhang & Li, 2020)	Intention of Chinese college students to use carsharing: An application of the theory of planned behavior	Carsharing originated in Europe and then expanded to developed countries such as the United States. With the revival and popularity of the “Sharing Economy,” carsharing has remarkably increased in China in recent years. Carsharing has increased convenience for individuals without private cars and is changing the traditional view of car ownership. Chinese college students are a large,	This research contributes to the complement of literatures on the combination of travel behavior and psychology, and also on the sharing economy in the transportation sector. Moreover, the results of the study could provide theoretical guidance to carsharing organizations that will help these organizations promote and popularize carsharing services effectively. This study could also help policymakers formulate relevant policies about carsharing.	<p>1. Attitude</p> <ul style="list-style-type: none"> I think the travel mode of carsharing is convenient I think the travel mode of carsharing is economic I think the travel mode of carsharing is flexible I think the travel mode of carsharing is safe and comfortable I think the travel mode of carsharing benefits the environment <p>2. Subjective Norm</p> <ul style="list-style-type: none"> My friends or family (who are important to me) support me using carsharing My friends or family (who are important to me) think I should use carsharing My friends or family (who are important to me) all use carsharing 	<ul style="list-style-type: none"> Theory of planned behavior 	The results indicate that subjective norm and the perceived behavioral control are directly and positively associated with Chinese college students’ intention to use carsharing, and attitude and environmental concern have no direct correlation with the intention. Environmental concern has a significant direct effect on attitude, subjective norm, and perceived behavioral control. In addition, environmental concern indirectly impacts Chinese college students’ intention to use

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		highly educated group with low incomes and low rates of car ownership.		<ul style="list-style-type: none"> I will make the same choice as my friends and family (who are important to me) regarding whether they use carsharing or not <p>3. Perceived Behavioral Control</p> <ul style="list-style-type: none"> I think my adept driving skills make me fully competent to use carsharing I can find the vehicles easily if I want to use carsharing The rental process of carsharing is easy and uncomplicated to accomplish <p>4. Environmental Concern</p> <ul style="list-style-type: none"> I consider the impact of my actions on the environment when I make decisions I worry about environmental destruction and the waste of natural resources I am willing to bear some inconveniences for the sake of environment Current environmental protections are insufficient <p>5. Intention to use</p> <ul style="list-style-type: none"> I am willing to use carsharing for travel I plan to use carsharing for travel I'm not going to buy private cars but use carsharing for travel 		carsharing through subjective norm and perceived behavioral control
(L. Zhang, Ruiz-Menjivar, Luo, Liang,	Predicting climate change mitigation and adaptation behaviors in agricultural production: A	This study compares the predictive power of the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN)	The present study aims to contribute to the body of knowledge on proenvironmental behaviors in the context of	<p>1. Attitude</p> <ul style="list-style-type: none"> The balance of nature is strong enough to cope with the impacts of climate change 	<ul style="list-style-type: none"> theory of planned behavior the Value-Belief-Norm 	Our results indicate that for TPB, behavioral intentions and perceived behavioral control account for 42.1% of farmers' adaptation behaviors, but only 25.6%



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& Swisher, 2020)	comparison of the theory of planned behavior and the Value-Belief-Norm Theory	theory in the context of climate change mitigation and adaptation behaviors in agricultural rice production.	agricultural production by further comparing the predictive power of two widely used behavioral change frameworks, TPB and VBN theory, when explaining climate change mitigation and adaptation behaviors in agricultural production.	(VBN) theory	for mitigation behaviors. In contrast, for the VBN theory, proenvironmental personal norms explain 54.2% of growers' mitigation behaviors, but only 28.4% of adaptation behaviors. Thus, TPB appears to be more successful at predicting self-interest-oriented behaviors, such as climate change adaptation. On the other hand, our findings provide evidence that the VBN theory performs better when explaining altruistic behaviors like mitigation behaviors.

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				5.Adaptation intention in rice production <ul style="list-style-type: none"> • Building or improving ridges or dikes • Changing the variety of seeds • Expanding or reducing planting area 		
(Sardana, Cavusgil, & Gupta, 2020)	The growing popularity of spiritual brands: What drives purchase intent?	In this study, we investigate the reason for the growing popularity of FMCG (Fast Moving Consumer Goods) household products branded, promoted and sold in India by local spiritual leaders	This study seeks to contribute to the growing body of knowledge in the field of Asian management scholarship by focusing on the Indian context. This research investigates unique phenomena within the FMCG industry, a mature market in India with intense competition and product categories mostly dominated by brands of MNCs and large domestic companies.	1.Religious Intrinsic (RI) <ul style="list-style-type: none"> • I often go to a religious place (i.e. temple or mosque or gurudwara or church) • I live life according to my religious beliefs and follow rituals • I enjoy reading books about my religion • I often hear religious sermons, talks or prayers on TV, radio or in person 2.Religious Extrinsic (RE) - <ul style="list-style-type: none"> • I go to a religious service because I enjoy interacting with people there • I go to a religious service because it helps me to make friends • I go to a religious service because it helps me to feel socially secured and cared for 3.Pragmatism (PRG) <ul style="list-style-type: none"> • I would be happier to obtain desired goals by any means instead of honest life only • We can use any approaches as long as they facilitate economic growth and wellbeing • Prayers do not really change what happens in life 4.Normative Community Pressure (NCP)	<ul style="list-style-type: none"> • Self-identity theory • Social identity theory • Theory of Planned behaviour 	We find that religiosity and normative community pressure are important purchase drivers for such products. Surprisingly, pragmatism in the presence of normative pressure also contributes to demand.



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				<ul style="list-style-type: none"> I am motivated to use consumable goods being sold by a spiritual/religious leader as: I consider them to be nationalistic brands It makes me feel belong to my community It makes me feel contributing to my society and nation <p>5.Value Perception (VAL)</p> <ul style="list-style-type: none"> I use (like to use) consumable goods being sold by a spiritual/religious leader because: I consider them to be better in quality than brands by other companies Products by them use more natural ingredients and less preservatives Products by them are pure and divine 		
(Nimri, Patiar, & Jin, 2020)	The determinants of consumers' intention of purchasing green hotel accommodation: Extending the theory of planned behaviour	Prior research has attempted to gain a better understanding of consumers' formation of purchase decisions to patronise green hotels, thus addressing the need to provide practical relevance to hotel operators; however, results have been inconclusive.	In particular, this study aims (1) to unearth a new set of items for belief constructs and additional factors that are relevant to the population under research and (2) to achieve a more comprehensive TPB, specifically designed to explain green hotel consumers' purchase decision-making processes. To attain the aforementioned objectives, the current study integrates belief constructs and critical factors of consumers' pro-environmental in-	<p>1.Behavioural Beliefs</p> <ul style="list-style-type: none"> Assist in securing a future for next generations. Contribute to fulfilling my environmental obligations. Help to protect the environment Experience a healthy environment. <p>2.Injunctive Normative Beliefs</p> <ul style="list-style-type: none"> My colleagues think I should stay at a green hotel. The younger people I know think I should stay at a green hotel. My friends think I should stay at a green hotel. My family/relatives think I should stay at a green hotel. 	<ul style="list-style-type: none"> Theory of Planned behaviour 	The results demonstrate that the new model contributes considerably to improve our comprehension of the intricate process of green hotel consumers' decision-making. Perceived behavioural control appears to be the strongest predictor of green patronage intention. Further, green hotel knowledge and attitudes, as well as subjective injunctive norms were shown to positively influence intention towards green hotel patronage, respectively. These

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			<p>tentions for green hotels from the qualitative approach into the TPB framework while considering its original constructs.</p> <p>3.Descriptive Normative Beliefs</p> <ul style="list-style-type: none"> • Most of my colleagues have stayed at a green hotel when travelling. • Most of the younger people I know have stayed at a green hotel when travelling. • Most of my friends have stayed at a green hotel when travelling. • Most of my family/relatives have stayed at a green hotel when travelling. <p>4.Control Beliefs</p> <ul style="list-style-type: none"> • The hotel should have visible communications about its green practices. • The hotel should participate in environmental certification and eco-labelling • Staying at a green hotel is expensive. • The location of a green hotel needs to be convenient. <p>5.Attitudes</p> <p>For me staying at a green hotel when travelling is:</p> <ul style="list-style-type: none"> • Foolish – Wise • Unpleasant – Pleasant • Unfavourable – Favourable • Negative – Positive • Unenjoyable – Enjoyable • Undesirable – Desirable • Bad - Good <p>6.Subjective Injunctive Norms</p> <ul style="list-style-type: none"> • People whose opinions I value would prefer that I stay at a green hotel when travelling. 		<p>findings reveal significant implications for hotel managers to design effective marketing strategies to enhance the patronage of green hotels.</p>

Journal	Title	Research Problem	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> • Most people who are important to me think I should stay at a green hotel when travelling. • Most people who are important to me would want me to stay at a green hotel when travelling. <p>7. Subjective Descriptive Norms</p> <ul style="list-style-type: none"> • Most people who are important to me will stay at a green hotel when travelling. • Most people whose opinions I value will stay at a green hotel when travelling. <p>8. Perceived Behavioural Control</p> <ul style="list-style-type: none"> • I have resources, time, and opportunities to stay at a green hotel when travelling. • I am confident that if I want, I can stay at a green hotel when travelling. • Whether or not I stay at a green hotel when travelling is completely up to me. <p>9. Green Hotel Knowledge</p> <ul style="list-style-type: none"> • Compared to my friends, I am familiar with hotels' green programmes. • Compared to people who travel a lot, I am familiar with hotels' green labels. • Compared to an average person, I am familiar with hotels' environmental policies. <p>10. Intention to Stay</p>		



Journal	Title	Research Problem		Variable / Item	Theory	Result
				<ul style="list-style-type: none"> • I plan to stay at a green hotel when travelling. • I am willing to stay at a green hotel when travelling. • I will make an effort to stay at a green hotel when travelling. 		
(Jain, Singhal, Jain, & Bhaskar, 2020)	Construction and demolition waste recycling: Investigating the role of theory of planned behavior, institutional pressures and environmental consciousness	The attitude of builders towards construction and demolition waste recycling in India.	The study aims to analyze the role of personal behavior, institutional pressures and environmental consciousness of builders from Indian construction sector towards C&DW recycling.	<ul style="list-style-type: none"> • PB: Perceived benefits; • PC: Perceived costs; ATT: Attitude; • SN: Subjective norm; PBC: Perceived behavioral control; • CP: Coercive pressure; • NP: Normative pressure; • MP: Mimetic pressure; • EC: Environmental consciousness; BI: Behavioral intention; AB: Actual behavior. 	<ul style="list-style-type: none"> • Theory of planned behavior (perceived benefits, perceived costs, attitude, subjective norms and perceived behavioral control), • Theory of institutional pressures (regulatory, normative and mimetic) • Theory of environmental consciousness 	The findings indicate that behavioral intention towards construction and demolition waste recycling is mainly driven by personal motivations (perceived benefits, perceived costs, attitude and perceived behavioral control), regulatory pressures and environmental consciousness
(Qi & Ploeger, 2019)	Explaining consumers' intentions towards purchasing green food in Qingdao, China: The amendment and extension of the theory of planned	This study incorporates traditional Chinese cultural constructs of face consciousness and group conformity instead of subjective norms to develop an amended TPB model	The present research also could contribute to existing literature regarding the influence of culture on consumers' buying behavior and generate valuable research implications for future applications of TPB in China or other countries with	<p>1. Attitude (AT)</p> <ul style="list-style-type: none"> • Buying green food is a good idea • Purchasing green food is pleasant • Purchasing green food is a wise choice <p>2. Perceived behavior control</p> <ul style="list-style-type: none"> • It's inconvenient to purchase green food, although I have the purchase intention 	<ul style="list-style-type: none"> • Theory of planned behavior 	The findings reported the usefulness of TPB in predicting consumers' green food purchase intentions in the research area. The results also supported the applicability of incorporating cultural constructs, confidence, and personal

Journal	Title	Research Problem	Variable / Item	Theory	Result	
	behavior	under China's cultural environment.	<p>similar cultural values. This study addresses two research questions: (1) whether TPB could explain the green food purchase intention well in the Chinese context; (2) whether introducing cultural elements, confidence, and personal characteristic factors in TPB would improve the explanatory power of the model in predicting the green food purchase intention among Chinese consumers, respectively.</p>	<ul style="list-style-type: none"> • I am confident that if I want, I can buy green food • To buy or not to buy green food is entirely up to me <p>3. Subjective norms (SN)</p> <ul style="list-style-type: none"> • Most people who are important to me think I should buy green food • Most people whose opinions I value would prefer that I buy green food • The extent of influence from the people or the group can strongly affect my decision <p>4. Face consciousness (FC)</p> <ul style="list-style-type: none"> • People around me think that purchasing green food fits my identity and taste • Purchasing green food can make me gain face <p>5. Group conformity (GC)</p> <ul style="list-style-type: none"> • I may consider purchasing green food, if people around me think green food is good • I will purchase green food, if people around me purchase green food too <p>6. Confidence (C)</p> <ul style="list-style-type: none"> • I trust the farm or farmers who plant green food • I trust the food companies to produce and process green food • I trust the governmental administration of green food • I trust the certificate authority of green food • I have strong confidence in green food. <p>7. Personal characteristics</p>		<p>characteristics into the Chinese case, as the explanatory capability was increased after being measured by the amended TPB models under China's cultural conditions as well as the extended models (from 71% to 83%).</p>

Journal	Title	Research Problem		Variable / Item	Theory	Result
				<ul style="list-style-type: none"> • Gender • Age • Marriage status • Education • Monthly income • Living area in Qingdao • The frequency of eating at home • Main purchaser of food • Having old people (>60) or young child (<12) in family 		
(Lopes, Kalid, Rodríguez, & Ávila Filho, 2019)	A new model for assessing industrial worker behavior regarding energy saving considering the theory of planned behavior, norm activation model and human reliability	Application of energy efficiency measures is one of the most hopeful solutions to face global environmental challenges, to minimize natural resources consumption and the greenhouse effect. However, the level of implementation in the industrial sector is far below of what theoretically could be achieved due to several barriers, one of which is the behavior of industrial workers.	The authors proposed that changes in intentions and behavior may be driven by programs fostering more favorable attitudes and beliefs towards energy use. This study's approach contributes to the body of knowledge on methods for understanding the influence on participant attitudes and evaluating energy efficiency programs.	<p>1.Intention</p> <ul style="list-style-type: none"> • I am willing to save energy in my business • I seek to engage in energy efficiency programs and activities of the company. • I will strive to take measures to increase energy saving in the company <p>2.Attitude toward behavior</p> <ul style="list-style-type: none"> • Adopting energy efficiency practices is a smart measure. • Saving energy inputs (electricity, gas, gasoline, fuel oil, steam, water, compressed air, etc.) is significant in reducing carbon emissions. • It is gratifying to adopt energy saving actions to contribute to the environment. • For me, adopting new energy efficiency practices is exciting <p>3.Perceived Behavioral Control</p> <ul style="list-style-type: none"> • In my opinion, I have the knowledge and ability to implement energy efficiency practices 	<ul style="list-style-type: none"> • Theory of planned behavior 	The results indicate that two factors of the adjusted SEM model are not statistically significant, contrary to what was expected by the TPB and the human reliability; therefore, these two factors, subjective norms and performance shaping factors, should be the object of greater attention so as to influence the behavior of workers towards greater energy saving in industrial units.

Journal	Title	Research Problem	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> • I am sure that I can carry out activities to save energy inputs in the company • Adopting energy saving behavior depends entirely on me • The difficulties beyond my control that can prevent me from saving energy inputs are few. <p>4. Subjective norm</p> <ul style="list-style-type: none"> • My colleagues take measures to save energy in the company. • The company's departments are quick to adopt energy efficiency practices • My perception is that the managers of the company adopt the energy saving behavior. • The management of the company expects me to have an effective energy saving behavior • My colleagues think I should save energy in the company • People whose opinion I value are in favor of my adoption of energy efficiency measures <p>5. Personal norm</p> <ul style="list-style-type: none"> • Waste energy inputs in the company are against my principles of environmental protection. • I have a commitment to save energy in order to contribute to environmental improvement. • I would feel guilty about not saving energy in the company. <p>6. Performance shaping factors</p>		

Journal	Title	Research Problem		Variable / Item	Theory	Result
				<ul style="list-style-type: none"> • The short time available at work makes it impossible to adopt new procedures to save energy • Stress from day to day at work hinders the adoption of improvements in energy consumption • The complexity of the work process requires physical and mental effort that makes it difficult to apply measures to save energy • The current ergonomics (organization and interaction of the worker with the equipment) harms the execution of energy efficiency practices. • The work process (planning, communication, culture, management support, etc.) makes it difficult to implement actions to save energy <p>7. Energy saving behavior</p> <ul style="list-style-type: none"> • I save energy at work. • Saving energy inputs (electricity, gas, gasoline, fuel oil, steam, water, compressed air, etc.) is a natural behavior for me. • I have implemented procedures to save energy at work. 		
	The roles of values and social norm on personal norms and proenvironmentally friendly apparel product purchasing behavior: The	The present study was conducted with two goals in mind: to investigate the effects of consumers' values, social norms on their personal norms and	the purposes of this study are first to expand the norm theory by adding the social norms construct from the TPB; to examine how values are related to personal norms and pro-environmental behavior; and to test the	<p>1. Purchasing behavior</p> <ul style="list-style-type: none"> • Buy clothing made from recycled material • Buy second-hand clothing • Select clothing that I can wear over a longer term as opposed to trendy apparel that goes out of style quickly 	<ul style="list-style-type: none"> • Theory of Planned Behavior 	The findings reveal that bio-altruistic and egoistic values influence personal norms to purchase pro-environmental products. Additionally, social norms are internalized via personal norms and in-

Journal	Title	Research Problem	Variable / Item	Theory	Result
(Kim & Seock, 2019)	mediating role of personal norms	environmental behavior, and to examine the mediating role of personal norms in the relationship between social norms and environmental behavior.	mediating role of personal norms in the apparel domain.	<ul style="list-style-type: none"> Buy clothing made of organically grown natural fibers such as cotton, hemp, and bamboo Buy clothing from eco-conscious companies <p>2. Bio-altruistic values</p> <ul style="list-style-type: none"> Equality World peace Social justice Helpfulness Environmental protection Respect for the earth Unity with nature Pollution prevention <p>3. Egoistic values</p> <ul style="list-style-type: none"> Social power Wealth Authority Influenc <p>4. Social norms</p> <ul style="list-style-type: none"> Family members whose opinion I value would approve of my engagement in pro-environmental behavior Family members whose opinion I value would approve of my engagement in purchasing eco-friendly clothing Close friends who are important to me would support my engagement in purchasing eco-friendly clothing The residents in my community would support my engagement in purchasing eco-friendly clothing The general public would endorse my engagement in purchasing eco-friendly clothing 	directly or directly influence pro-environmental behavior.

Journal	Title	Research Problem		Variable / Item	Theory	Result
				5. Personal norms <ul style="list-style-type: none"> • I feel morally obligated to purchase eco-friendly clothing, regardless of what others say • I would feel guilty if I bought non-eco-friendly clothing • I would be a better person if I purchased eco-friendly clothing • When I buy new clothing, I feel morally obligated to prioritize selecting eco-friendly clothing over the alternatives 		
(Judge, Warren-Myers, & Paladino, 2019)	Using the theory of planned behaviour to predict intentions to purchase sustainable housing	Homebuyers today are faced with a spectrum of choices when deciding to build a new home. However, encouraging more sustainable choices in housing and construction decisions has been challenging.	This study identified that participants had a desire for more energy efficient homes, yet it did not specifically examine their views on current sustainability rating tools and certifications. Additionally, the range of competing motivations when purchasing a home can include the relationship between an increased substantial cost and capital outlay, borrowing capacity, and 'dream home' ideals, all of which contend for attention and play a unique role in decision-making, which differs from other lower-investment purchasing contexts.	<ol style="list-style-type: none"> 1. Attitudes 2. Subjective norms 3. Perceived behavioural control 4. Intentions 5. Willingness to pay 8. Green consumer identity 6. Familiarity with certifications 7. Past behaviour (0%no, 1%yes) 	<ul style="list-style-type: none"> • Theory of planned behaviour (TPB) 	Attitudes, subjective norms, perceived behavioural control and green consumer identity each independently predicted higher intentions to purchase a sustainability certified dwelling, and in combination accounted for 65% of the variance in intentions. Green consumer identity also significantly moderated the effect of subjective norms on intentions. In a separate analysis, the two strongest predictors of willingness to pay for a sustainability certification were familiarity with current sustainability certifications and subjective norms.
	A Theory of Planned behaviour perspective for	To better understand the success and the growing number of	The paper focuses on the role of consumer trust towards purchasing at short chains, as	1. Intention (INT) <ul style="list-style-type: none"> • I intend to purchase food at SFSCs for the next month. 	<ul style="list-style-type: none"> • Theory of planned behaviour 	The investigation found that consumer rural residence and fair-trade purchasing



Journal	Title	Research Problem	Variable / Item	Theory	Result
(Giampietri, Verneau, Del Giudice, Carfora, & Finco, 2018)	investigating the role of trust in consumer purchasing decision related to short food supply chains	Short Food Supply Chains in Italy, this study investigates consumer motivations and behaviours with regard to these alternative agri-food networks through an extended model of the Theory of Planned Behaviour (TPB).	well as the role of consumer rural residence and fair-trade purchasing preference, in addition to common TPB variables.	<ul style="list-style-type: none"> • I plan to purchase food at SFSCs next month. • I am willing to buy food at SFSCs next month. <p>2. Attitudes (ATT)</p> <ul style="list-style-type: none"> • Purchasing food at SFSCs is not gratifying – gratifying. • Purchasing food at SFSCs is unpleasant – pleasant to me. • Purchasing food at SFSCs is not satisfying – satisfying to me. <p>3. Subjective Norms (SN)</p> <ul style="list-style-type: none"> • Most people who are important to me would approve of my purchasing food at SFSCs instead of conventional markets. • Most people who are important to me want me to purchase food at SFSCs instead of conventional markets. • Most people who are important to me think that I should purchase food at SFSCs instead of conventional markets. <p>4. Perceived Behavioural Control (PBC)</p> <ul style="list-style-type: none"> • Purchasing food at SFSCs is easy to me. • If I wanted to, I could easily purchase food at SFSCs. • Purchasing food at SFSCs depends entirely on me. <p>5. TRUST</p> <ul style="list-style-type: none"> • I perceive purchasing at SFSCs to be reliable. • Purchasing at SFSCs appears trustable to me. 	habits, in addition to intention and perceived behavioural control, influenced the behaviour.

Journal	Title	Research Problem		Variable / Item	Theory	Result
				<ul style="list-style-type: none"> I trust in purchasing food at SFSCs. 		
(Yazdanpanah & Forouzani, 2015)	Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food	Many studies have attempted to measure the relative importance of environmental concerns by comparing organic farming with conventional agriculture. However, there have been concerns that the factors which motivate consumers to purchase organic foods are not properly known.	The aim of this study was two-fold: 1) to examine the use and efficacy of TPB in terms of the intention to purchase organic food; and 2) to improve the explanatory power of TPB by adding two new constructs: moral norm and self-identity. The study leads to three major findings	<p>1.Intention</p> <ul style="list-style-type: none"> I am willing to consume organic foods if they are available for purchase I intend to consume organic foods if they are available for purchase I plan to consume organic foods if they are available for purchase I will try to consume organic foods if they are available for purchase <p>2.Attitude</p> <ul style="list-style-type: none"> I think that purchasing organic food is interesting. I think that purchasing organic food is a good idea. I think that purchasing organic food is important. I think that purchasing organic food is beneficial. I think that purchasing organic food is wise. I think that purchasing organic food is favourable. <p>3.Subjective norm</p> <ul style="list-style-type: none"> My family thinks that I should buy organic food rather than non-organic food. Most people I value would buy organic food rather than non-organic food. People I value (such as my teacher) think you should buy organic food My close friends, whose opinions regarding diet are important to me, 	Theory of Planned Behaviour	Results indicated that the students' attitude was the main predictor of their intention to purchase organic foods. Interestingly, this research showed that both perceived behavioural control and subjective norms were not significant predictors of intention. Furthermore, adding moral norm and self-identity as the additional constructs to the TPB significantly increased the explanatory power of the standard model

Journal	Title	Research Problem	Variable / Item	Theory	Result
			<p>think that I should buy organic food.</p> <p>4.Perceived behavioural control</p> <ul style="list-style-type: none"> • If I wanted to, I could buy organic food instead of non- organic food • I think it is easy for me to buy organic food. • It is mostly up to me whether or not to buy organic food <p>5.Moral norm</p> <ul style="list-style-type: none"> • I feel an obligation to purchase organic food rather than non-organic food • Consuming organic food rather than non-organic food makes me feel like a better person. • If I consume organic food rather than non-organic food, I feel as if I am making a personal contribution to something better. <p>6.Self-identity</p> <ul style="list-style-type: none"> • I think of myself as a user of organic food. • Consuming organic food is an important part of who I am. 		



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