

Bridging the Intention–Behavior Gap in Green Consumption: An Integrated Framework of Sustainable Repurchase Intention

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ABSTRACT

Recent advances in green consumer research have increasingly emphasized sustainable repurchase behavior as a critical indicator of long-term environmental commitment and business sustainability. However, existing studies remain theoretically fragmented, employing diverse models and constructs without a unified framework to explain how determinants, mediators, and moderators interact in shaping green repurchase intentions. This study develops an integrated conceptual framework of sustainable repurchase behavior through a Systematic Literature Review (SLR) guided by PRISMA 2020. Drawing on 72 peer-reviewed articles published between 2018 and 2024 from Scopus, ScienceDirect, and Google Scholar, the analysis systematically maps key determinants, mediators, and moderators within green consumer research. The findings reveal that Green Perceived Value (GPV) consistently emerges as the most dominant determinant of green repurchase intention. Its influence operates both directly and indirectly through critical mediators, particularly green trust, green satisfaction, and attitudes toward green products. Furthermore, contextual moderators such as green knowledge, green social media engagement, and regulatory environments significantly shape the strength of these relationships. The study demonstrates that sustainable repurchase behavior is not a linear outcome of intention but the result of complex, multi-layered psychological and contextual interactions. This research contributes by proposing a unified, integrative framework that consolidates TPB, VAB, and ECT perspectives, offering clearer theoretical coherence and practical guidance for advancing sustainable consumption strategies.

Keywords:

Sustainable Repurchase Behavior

Green Perceived Value

Green Trust

Green Consumer Research

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1. Introduction

Climate change, environmental degradation, and increasing pressure on natural resources have reshaped consumer preferences worldwide. Consumers increasingly consider environmental attributes when selecting products, including recyclable packaging, renewable materials, low-carbon production, and transparent sustainability practices. Environmental awareness also influences attitudes toward green brands and consumers' willingness to purchase environmentally responsible products (Mehraj & Qureshi, 2022; Shang et al., 2024). These developments have

expanded research on green consumer behavior, which examines how environmental concerns shape product evaluation, purchase intention, actual purchasing behavior, and continued consumption. Importantly, this field encompasses not only consumers' initial intention to purchase green products but also their repurchase intention, which indicates sustained commitment and provides a stronger basis for long-term green consumption (Hu et al., 2024).

Green repurchase intention is an important indicator of sustained consumer commitment and green marketing effectiveness. Repeat purchases support continued consumption of environmentally responsible products while signalling long-term market viability for manufacturers. Recent studies identify green perceived value, satisfaction, and trust as key determinants and mediating mechanisms of green repurchase intention (Putra et al., 2022). Research has also expanded to demographic and psychographic moderators. Bibliometric evidence confirms the rapid growth and increasing interdisciplinarity of green-consumption research since the early 2020s (Shafie et al., 2024).

In practical terms, understanding the drivers of green product repurchases enables policymakers and businesses to design incentives, eco-labels, and communication campaigns that strengthen consumer loyalty toward sustainable products. Promoting an initial purchase is insufficient because sustainable consumption requires consumers to maintain environmentally responsible choices over time. Green trust strengthens consumers' intention to repurchase environmentally friendly products (Suhartanto et al., 2021). Studies conducted across different product categories and developing-country contexts further demonstrate that these relationships may operate directly or through mediating mechanisms, including trust and attitudes toward green behavior (Hashish et al., 2022; Santri Anom et al., 2024).

Although research on green consumers and green repurchase intention has expanded rapidly, several issues hinder the development of coherent knowledge (Shafie et al., 2024). Existing studies employ diverse theoretical perspectives, including behavioral-intention, perceived-value, trust, satisfaction, and brand-loyalty models. They also examine varied constructs, such as green perceived risk, perceived value, satisfaction, trust, brand image, advertising, brand equity, and eco-labeling (Hashish et al., 2022; Pancić et al., 2023; Suhartanto et al., 2021).

Second, existing research predominantly relies on cross-sectional surveys, while longitudinal investigations remain limited (Mehraj & Qureshi, 2022; Siyal et al., 2021). Cross-sectional designs capture relationships at a single point in time but cannot establish whether green repurchase intention remains stable or develops into sustained purchasing behavior. Siyal et al. (2021) therefore recommend longitudinal designs to observe behavioral changes and provide stronger evidence of causal relationships. Consequently, current evidence offers limited insight into the long-term continuity of green consumption. Future studies should develop an integrated framework incorporating cognitive, affective, and behavioral factors and test it using longitudinal data.

Existing research varies across geographic and product contexts, with studies focusing on green plastics, cosmetics, personal-care products, restaurants, and eco-friendly hotels (Riva et al., 2022). Consequently, findings may not generalize to electronics, automobiles, and other durable goods. Evidence from emerging economies indicates that cultural, economic, and market conditions shape green repurchase intention differently (Ndofirepi & Matema, 2020). Moreover, mediating and moderating mechanisms remain inconsistent. Studies examine green trust, satisfaction, perceived value, attitudes, gender, knowledge, and awareness using different causal configurations (Wang et al., 2023). The absence of standardized measurements and causal ordering limits comparison and replication. Although international research is expanding, systematic syntheses specifically addressing green repurchase intention remain scarce (Sharma et al., 2023). Therefore, systematic reviews and meta-analyses are needed to identify robust determinants and clarify mechanisms across contexts.

Recent empirical studies and systematic reviews identify green trust as a mechanism linking green perceived value and brand image to green repurchase intention. Trust in environmental claims reduces uncertainty and strengthens consumers' willingness to repurchase products. Green perceived value may influence repurchase intention directly or indirectly through trust and satisfaction, although these relationships vary across studies. Marketing activities, including product design, pricing, promotion, eco-labeling, certification, and online reviews, can reinforce

trust and brand experiences. However, their effects depend on environmental knowledge, environmental concern, demographic characteristics, regulations, and incentives. Green repurchase intention therefore reflects interconnected cognitive, affective, marketing, and contextual mechanisms.

Research on green repurchase intention remains fragmented, justifying a systematic literature review. Studies lack an integrated framework combining determinants, mediators, and moderators across products and countries. Green trust, perceived value, and satisfaction are measured using instruments, limiting comparability. Evidence concentrates on single-country or product-specific settings, restricting generalizability, while cross-contextual meta-analyses remain scarce. Moreover, few studies examine sequential mediation and context-dependent moderation. Systematic synthesis is therefore needed to consolidate evidence, assess methodological differences, and explain how repurchase intention develops across contexts.

Table 1. Data on Global and Empirical Issues Related to Green Product Repurchase Behavior (2018–2024)

No	Aspects/Indicators	Quantitative Data & Facts (2018–2024)	Relevance to Research Issues
1	Global green product market growth	The global market value of eco-friendly products will reach US\$ 560 billion by 2024, growing by an average of 9.8% per year since 2018.	Shows the increasing demand for green products and the great potential for sustainable repurchase intention.
2	Green repurchase intention rate	Only 32% of global consumers consistently repurchase intention green products, although 74% express an intention to do so.	Shows the <i>intention-behavior gap</i> between intent and repurchase action.
3	Green confidence level	A global survey found that only 28% of consumers believe that the brand's green claims are true.	Low confidence in green claims weakens the repurchase of green products.
4	Greenwashing incidents	There were >1000 reported cases of greenwashing in Europe and North America between 2020–2024.	The phenomenon of greenwashing lowers green confidence and negatively impacts repurchase loyalty.
7	Cross-country differences (moderator)	The effect of <i>green perceived value</i> → <i>repurchase intent</i> was stronger in countries with high environmental awareness ($\beta=0.42$) than in developing countries ($\beta=0.29$).	Shows the social and cultural context of the moderation of the relationship between variables.
8	Consistency of academic studies	>75% of articles on <i>Green Repurchase</i> 2018–2024 are cross-sectional and use a sample of <400 respondents.	Methodological weaknesses limit the validity of conclusions all the time.
9	Trends in academic publications	The number of publications increased from 5 articles (2018) to 55 articles (2024) (structured search sample).	This reflects increasing scientific attention, but it also signals the fragmentation of rapidly evolving theories without integration.
10	Regulatory & policy pressures	78% of OECD countries have implemented <i>eco-labeling</i> and <i>carbon disclosure policies</i> since 2020.	Regulatory pressures reinforce the need for companies to understand the green repurchase intention factor.

Source: Secondary Data, 2024

The above data shows the global green paradox: green purchase intent is high, but actual repurchase intention is still low (32%), indicating a green behavior-intent gap. Green beliefs and perceived green values emerge as the most important factors bridging the gap, but their influence is highly dependent on contextual moderators (such as culture, demographics, and regulations). The case of greenwashing and low consumer confidence suggests that the sustainability of repurchase behavior is determined not only by intention, but also by complex psychological and social mechanisms. Empirical research is still fragmented, using different models and theories (TPB, VAB, ECT), making it difficult to build a theoretical map that brings together all determinants, mediators, and moderators. Therefore, it is important to develop an integrated framework that is able to explain the relationship between these factors in a systematic manner.

Departing from these gaps, this study aims to identify and synthesize the main determinants (antecedents) that are consistently associated with green repurchase intention intentions in the academic literature (2018–2024). Classify mediators that explain the influence mechanism between determinants (e.g. green perceived value, brand image, green marketing mix) and repurchase intent (e.g. green trust, green satisfaction, attitude). Define the primary moderator that modifies the relationship between antecedents, mediators, repurchase intention intent (e.g., green knowledge, demographic conditions, product type). Develop an integrated, theoretical and practical framework that recommends future research priorities and policy/marketing implications to promote sustainable repurchase behaviors.

Basic Concepts of Sustainable Repurchase Behavior

Repurchase behavior is the consumer's act of repurchasing a particular product or brand after a previous purchase experience. In the context of sustainability, this concept is extended to sustainable repurchase behavior, which is a consumer's decision to consistently re-choose products or services that have environmentally friendly, ethical, and socially oriented attributes (Mawardi et al., 2024). Sustainable repurchase intention is measured not only by the frequency of purchases, but also by the consumer's long-term commitment to green products. This reflects a stable level of trust, satisfaction, and perception of value towards green brands. Research shows that sustainable repurchase intention is an indicator of the success of green marketing strategies, as consumer loyalty to green products will ensure economic sustainability as well as environmental sustainability (Patiño-Toro et al., 2024).

Planned Behavior Theory (TPB)

The Theory of Planned Behavior (TPB) is widely applied to explain green consumer behavior (Ajzen, 1991; Dangelico et al., 2021). According to TPB, behavioral intention is determined by attitude toward the behavior, subjective norms, and perceived behavioral control. In green consumption, these components reflect consumers' evaluations of green products, perceived social pressure, and perceived ability to purchase them, including access to resources and opportunities (Yadav & Pathak, 2017). Applied to green repurchase intention, TPB suggests that favorable attitudes, supportive social norms, and greater perceived control may strengthen consumers' intentions to repurchase environmentally responsible products. Nevertheless, purchase intention does not always translate into actual behavior. This inconsistency, commonly described as the green intention–behavior gap, may arise from price, availability, habits, product attributes, and other contextual barriers (Ghazali et al., 2018).

Value Attitude Behavior Model (VAB)

The Value–Attitude–Behavior (VAB) model proposes a hierarchical relationship in which personal values shape attitudes, which subsequently influence behavior (Homer & Kahle, 1988). In green consumption, altruistic and biospheric values strengthen environmental concern and favorable attitudes toward environmentally responsible behavior (Meng & Si, 2022; Stern, 2000). These attitudes may subsequently encourage green purchase and repurchase intentions. Recent evidence identifies environmental values, attitudes, and awareness as important psychological determinants of green purchase and continued consumption decisions (Pancić et al., 2023; Patiño-Toro et al., 2024). Accordingly, the VAB model provides a psychological foundation for explaining why

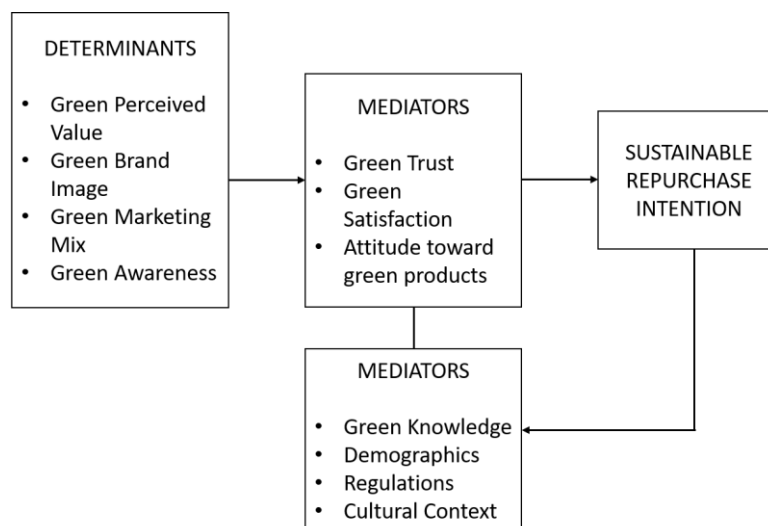
consumers with strong environmental values develop favorable green attitudes and remain committed to purchasing green products.

Expectation Confirmation Theory (ECT)

Expectation–Confirmation Theory (ECT) explains how consumers' initial expectations and perceptions of actual product performance determine satisfaction and subsequent behavioral intentions (Oliver, 1980). Expectations are confirmed when perceived performance meets or exceeds prior expectations, thereby increasing satisfaction. In green consumption, confirmation may occur when a product delivers both its functional benefits and promised environmental performance. This positive evaluation generates green satisfaction, which strengthens green trust, loyalty, and repurchase intention (Chen, 2013; Hashish et al., 2022). Conversely, unsubstantiated environmental claims may weaken trust and discourage repeat purchases. Recent evidence from Indonesian quick-service restaurants further demonstrates that green trust is an important mechanism underlying consumers repurchase intentions (Mawardi et al., 2024). Thus, ECT explains how verified functional and environmental performance can sustain green product repurchasing.

Green Satisfaction Model

Green satisfaction is the satisfaction that results from the positive experience of a green product, both in terms of performance and ecological benefits (Chen, 2013). Recent studies (Mawardi et al., 2024) found that consumer satisfaction with the quality and honesty of green products is an important factor in encouraging repurchases. In a theoretical framework, *green satisfaction* also serves as a mediator between *the perceived quality/value of green* and *green loyalty*. The various theories above have their own advantages, but they are still separate and not fully compatible. Therefore, the Integrated Framework approach aims to integrate the key theoretical elements of TPB, VAB, ECT, and trust satisfaction into a single model that describes green repurchase behavior holistically (Patiño-Toro, 2024). This framework places determinants (perceived values, attitudes, norms, control), mediators (trust, satisfaction, green attitudes), and moderators (demographics, green knowledge, regulation) in one connected causal system.



Source: Primary Data Processed, 2024

Figure 1. Research Theory Framework

2. Method

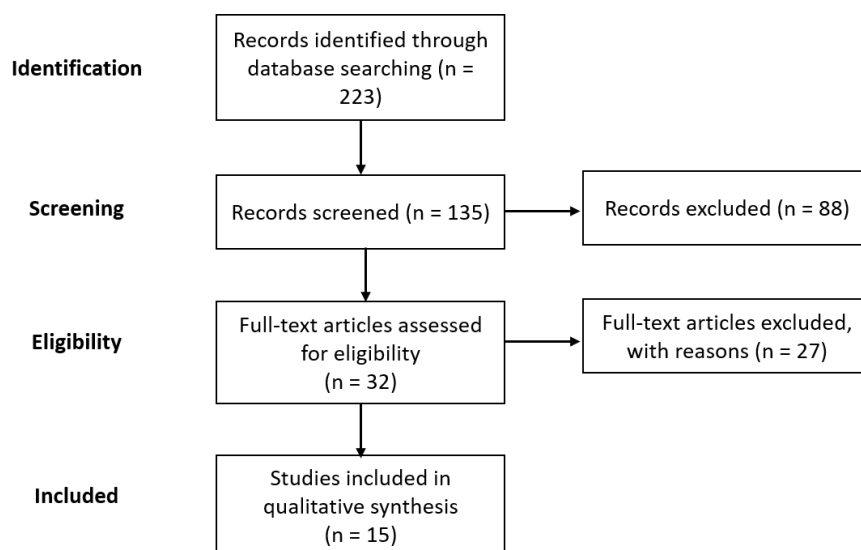
This study uses the Systematic Literature Review (SLR) approach to compile and synthesize various previous research results related to *sustainable repurchase behavior* in the context of green consumer *research*. The systematic literature review method was chosen because it is able to provide a comprehensive, structured, and transparent mapping of existing research, thereby

allowing researchers to identify determinants, mediators, and moderators that influence ongoing repurchase behavior. The design of this study follows the guidelines of PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) which consists of four main stages, namely: identification, screening, eligibility, and inclusion.

The data source is obtained from various internationally reputable scientific databases such as *Google Scholar*, *Scopus*, *ScienceDirect*, with an article publication period between 2018 and 2024. Keywords used in the search process included combinations such as "*green repurchase intent*", "*sustainable consumer behaviour*", "*green trust*", "*green satisfaction*", and "*eco-friendly product loyalty*". Inclusion criteria include (1) articles published in leading journals and have gone through a peer review process, (2) written in English, (3) focusing on empirical and conceptual research related to green repurchase behavior (Assyakurrohim, et al., 2022).

The data analysis techniques used include qualitative content analysis and bibliometric synthesis. At the content analysis stage, each article is systematically coded to identify theoretical frameworks, key variables, and repetitive methodological patterns. Themes such as *determinants* (e.g. perceived value, brand image, marketing mix), *mediators* (e.g. green beliefs, satisfaction, and attitudes), and *moderators* (e.g., knowledge, demographics, and regulations) were grouped and analyzed thematically.

Ulfatin, N. (2022). This type of research is descriptive-qualitative with an analytical orientation and theoretical synthesis. The goal is not to test hypotheses statistically, but to build an integrated theoretical framework that integrates various models of consumer behavior such as *Theory of Planned Behavior (TPB)*, *Expectation Confirmation Theory (ECT)*, and *Value-Attitude-Behavior (VAB)* into one coherent conceptual structure. The results of the analysis were then interpreted narratively to explain the cause-and-effect relationship between determinants, mediators, and moderators that influenced sustainable repurchase behavior.



Source : Primary Data, processed, 2024

Figure 2. Research Flow Diagram (Prisma, 2020)

3. Results

Key Findings

A systematic review of the literature reveals that *green perceived value* (GPV) consistently emerges as a strong determinant of *green repurchase intent* behavior. For example, a study in Indonesia showed that GPV has a positive and significant influence on repurchase intention intentions through the green trust mechanism. Another study using a consumer sample of FMCG products reported that GPV directly and through a mediator opened up a significant pathway for repurchase intent. In addition, variables such as *green brand image* and *green marketing mix* also appear regularly. For example, research on green skincare products in Indonesia shows that elements of

the green marketing mix (products, price, place, promotion) have an influence through attitudes towards repurchase intentions. therefore, it can be concluded that determinants such as GPV, brand image, and green marketing mix are important foundations in green repurchase behavior models.

Mediator's Key Findings

A review of the literature shows that mediators play an important role in bridging the relationship between determinants and repurchase intention intent. The two mediators that most often appear are *green trust* and *green satisfaction*. For example, in a study by Lam et al. (2024) it was found that green trust and satisfaction were significantly mediated between GPV and repurchase intent. Domestic research studies also confirm that green trust mediates the relationship between GPV and repurchase intention intention on LED lighting products in Jakarta. Attitude mediators (attitudes towards green products) have also emerged in literature studies as a link between environmental knowledge and green repurchase intention intentions. Thus, a model that only considers the direct influence between value and repurchase intention intent seems inadequate; The existence of a mediator of trust or satisfaction provides a deeper mechanistic explanation.

Moderator's Key Findings

In addition to determinants and mediators, the literature also identifies a number of moderators that influence the strength of relationships between variables. For example, *green knowledge* or environmental knowledge has been shown to strengthen the influence of determinants such as GPV on repurchase intention intentions through green mediators such as trusts. A study by Selviana & Iqbal Daulay (2023) shows that environmental knowledge and green packaging influence green beliefs which in turn impacts repurchase intentions. The digital marketing context is also an important moderator: research by Asan (2024) found that green social media marketing activities moderate the influence of green brands and green values on repurchase intent. Therefore, the moderator variable shows that the relationship between determinants, mediators, and outcomes is not universal but depends on the context of the consumer, industry, and marketing strategy.

Integrated Model Integration and Findings

By combining the above findings, an integrated model can be developed that describes green repurchase behavior: Determinants (e.g. GPV, brand image, marketing mix) → Mediators (green trust, green satisfaction, attitudes) → Results (green repurchase intent). This relationship is moderated by variables such as green knowledge, social media, regulations, and cultural context. As an illustration, the literature shows that the influence of GPV on repurchase intent through green trust tends to be stronger when consumers' levels of environmental knowledge are high or when brands are active in digital green campaigns. These findings reinforce the argument that a single framework is robust enough to incorporate SDG models, VAB, and green belief theory as outlined in the theoretical foundation

4. Discussion

The Significance of GPV as a Determinant

The finding that GPV is the primary determinant is theoretically and practically significant. From the perspective of VAB theory, GPV reflects the value that consumers feel which then influences attitudes and behaviors. In the context of green repurchase intentions, consumers assess the environmental and economic benefits of green products—a combination that seems to be increasingly dominant in the current literature (Mawardi et al., 2024). In practical terms, green brands and marketers need to strengthen their green value proposition (e.g. equal performance or better, credible sustainability claims) in order for repurchase intentions to happen. In addition, it is also important for companies to understand that green values will only translate into real action if they are supported by consumer trust and satisfaction, which confirms that simply conveying green attributes is not enough.

The Role of Trust and Satisfaction as Connecting Mechanisms

The results of the literature show that *green trust* and *green satisfaction* are not only additional mediators, but important elements that allow green values to be translated into repurchase intentions. The study of Huang (2024), for example, confirms this mediation with empirical data. Practically, trust encompasses the consumer's perception that the green claim is actually realized, while satisfaction encompasses the consumer's experience after the use of a green product. If one of these mechanisms is weak, for example a consumer feels that green claims are just marketing, then the intention to repurchase intention will be hampered. Therefore, for green marketers, delivering "proof of performance" and ensuring a positive consumption experience is critical to building long-term green loyalty.

Context Moderation as a Determining Factor for Relationship Strength

Moderation suggests that the influence of determinants and mediators on green repurchase intention intent is not always the same across all consumers or all conditions. Environmental knowledge (green knowledge), for example, reinforces the influence of GPV on repurchase intention confidence and intention (Selviana & Iqbal Daulay, 2023). This means that consumers who have higher environmental awareness or education tend to be more responsive to green propositions. Likewise, green social media activity increases brand engagement and then repurchase intent — suggesting that the modern digital marketing context should be taken into account (Asan, 2024). From a practical perspective, this suggests that marketers need to tailor their strategies based on consumer segments (e.g. Gen Z vs Gen X), access to information, and the media used for green communication.

Implications of the Unified Framework

The proposed unified framework has several important implications. First, theoretically, it combines various streams of research (TPB, VAB, ECT, belief theory) and makes it a single testable system. Second, in practical terms, this framework provides a "map" for green marketers to know which variables to manage, for example, increasing green values, building trust, facilitating positive experiences, and adapting strategies based on consumer context. Third, this framework highlights that without the right mediators and conditions (moderators), investing in green attributes alone may not be enough to generate repurchase intentions which is often an issue in many studies that only look at the first purchase intent. From a practical standpoint, these findings suggest a few things for marketers and policymakers: green brands must ensure that the green value perceived by consumers is not just a claim, but backed by evidence and a satisfactory consumption experience. Building green trust through certifications, transparency, and consumer testimonials can strengthen repurchase loyalty. The use of digital platforms and social media with environmental educational content can also enable a more knowledgeable and responsive consumer segment. Governments and regulators can also support with green certification policies and provide incentives for green products to strengthen a conducive moderation context.

5. Conclusion

The study concludes that sustainable repurchase behavior is the result of complex psychological and social processes, in which perceived value, trust, satisfaction, and consumer context play a role in interacting with each other. Based on the results of a systematic review of the literature for the 2018–2024 period, it was found that green perceived value (GPV) is consistently the most dominant determinant that drives the intention to buy green products. GPV has been shown to influence repurchase intention intentions both directly and indirectly through mediators such as green trust, green satisfaction, and attitudes towards green products.

In addition to the main determinants, the results of the study also confirm the importance of the role of mediators in explaining the psychological mechanisms behind green consumer behavior. Green trust emerged as the most significant connecting variable, as confidence in the credibility of green claims became a requirement for consumers to make a repurchase. Green satisfaction also plays an important role in building long-term loyalty, as positive experiences with green products reinforce the desire to stick with the same product in the future. Thus, trust and satisfaction are

not just the result of consumption, but are an integral part of the process of forming sustainable behavior. Overall, this study successfully developed an integrated theoretical framework that integrates the theories of Planned Behavior Theory (TPB), Expectation Confirmation Theory (ECT), and Behavior-Attitude-Values (VAB). This framework explains that green repurchase intention intentions are formed through the interaction between values, attitudes, beliefs, and external contexts.

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