

**Table - Synoptic view of studies (Research Papers)**

<b>Author</b>	<b>Country</b>	<b>Sample Size</b>	<b>Data Collection</b>	<b>Data Analysis</b>	<b>Main Finding</b>
Qiao, Q., and Lin, B. (2024)	China	1085	Chinese General Social Survey	Factor Analysis technique	Empirical results show an inverted U-shaped link between household income and energy usage, which occurs when individuals are aware of energy savings. Better-income households with better Energy Saving Awareness tend to consume less energy, highlighting the possibility for green solutions. Overall, the study highlights how awareness and income interact to shape energy-saving choices, emphasizing the potential for sustainable energy options in affluent households.
Liang, C., Ding, J., and Lee, E. S. (2024)	China	259	Survey method	Smart PLS	The paper investigated how consumer innovativeness and perceived value act as moderators and mediators. Green products' fundamental and peripheral features have a favourable influence on consumer perceived value, leading to increased purchase intention. Perceived value is a positive mediator between green product features and consumer purchase intentions.
Oanh, T. T. T. (2024)	Vietnam	247	Survey method	Exploratory and confirmatory factor analyses	The findings revealed that customers were keen to help safeguard the environment, were aware of their environmental responsibilities, and were eager to learn more in relation to sustainable products. The study discovered that the relationship between these parameters and decisions to buy green products is intervened by green brand images.

Widodo, A., Yusiana, R., and Hidayat, A. M. (2024)	Indonesia	400	Survey method	Smart PLS	The findings revealed that client attitudes towards green products were positively connected with increased knowledge about green products, which led to a larger tendency to purchase green items—particularly bottled mineral water. the study found that social media marketing has a significant role in increasing consumer knowledge of green bottled mineral water products, which leads consumers to choose environmentally friendly options when making purchases.
Rahman, M. H., Akter, M., Uddin, M. K., and Biswas, R. (2023)	Bangladesh	180	Survey method	SPSS	The study found a correlation between knowledge and ecological responsibilities, as well as the intention to make environmentally friendly purchases. Research indicates that understanding the environment increases people's concern for it.
Lin and Dong (2023)	Taiwan	448	Survey method	SEM Method	According to the findings, consumers' intentions to purchase energy-efficient household appliances were positively influenced by their attitude towards purchasing the goods. Functional value, pricing value, environmental value, and environmental awareness all had a significant and favourable impact on this mind-set.
Zhu and Thøgersen (2023)	China	189	Online Survey	SEM Method	According to the SEM investigation, consumers' inclinations to purchase an energy-efficient induction cooker are mostly determined by their attitudes towards doing so, with perceived control also playing a role. For Chinese consumers who do not pay attention to energy labels in general, the intention to buy an energy-efficient induction cooker is only weakly associated to the TPB's proposed antecedents, and only the attitude to doing so is significant.

Mustafic et al. (2023)	Bosnia and Herzegovina	250	Survey method	SPSS	Conferring to the findings, the following aspects are most significant to customers in Bosnia and Herzegovina when selecting a white appliance brand: quality, service and product guarantee; advertising; payment and sales services; and product added value.
Adu Henaku (2023)	Ghana	266	Survey method	SPSS	The research also demonstrated that the energy efficiency guidance label influenced consumers' decision to buy a refrigerator. The study finds that the energy efficiency guidance label has a good impact on customers' purchase selections for refrigerating equipment.
Kumar and Basu (2023)	India	680	Survey method	SPSS	This study aims to explore the effect of eco-labels on green product purchase intention among consumers of electrical/electronic products in an emerging market context. The results indicate that eco-labels significantly impact perceived behavioural control, attitude, subjective norms and consumers' willingness to pay higher prices for environmentally friendly green products.
Issock Issock and Muposhi (2023)	South Africa	505	Survey method	SEM and mediation analyses.	The results revealed that economic, emotional and social values can only influence consumers' intention to purchase energy-efficient appliances if consumers pay attention to the energy-efficiency label affixed on the appliance. the results indicate that trust in energy-efficiency labels strengthens the effect of functional and emotional values on consumers' attention to energy-efficiency labels.
Ekawati et al. (2023)	Bali	450	Survey method	PLS	The findings revealed that social influence had no substantial impact on green purchasing behaviour. Green attitudes, values, and trust all had a

					favourable and significant impact on green purchasing behaviour.
Asif et al. (2023)	Pakistan	331	Survey method	SEM Method	Empirical findings suggested that environmental knowledge positively and significantly influences consumer attitude (CAT) and green trust. Similarly, CAT has a negative and insignificant influence on purchase intention (PI). In contrast, green trust is significantly and positively related to PIs. The research outcomes further disclose that perceived consumer effectiveness (PCE) and perceived behavioural control (PBC) positively influence PI.
Iqbal et al. (2023)	Pakistan	382	Survey method	PLS structural equation model	The study discovered that green product quality and green value have a substantial impact on green purchasing intention and green consuming behaviour.
Kennedy et al. (2023)	Sri Lanka	250	Survey method	Pearson's correlation and regression analysis	The study found a moderately positive association between green buying attitudes, green perceived values, green perceived trust, and ecological knowledge and green purchase intention.
Zhou et al. (2023)	China	529	Survey method	Standard deviation, skewness, kurtosis, and factor loading	The empirical evidence concludes that for driving green purchasing in the appliance manufacturing industry in the context of corporate green transformation.
Hossain et al. (2022)	Bangladesh	1510	Survey method	PLS-SEM	Environmental knowledge, eco-label knowledge, attitude, and green trust were all found to be strongly connected with consumer pro-environmental conduct.
Hossain et al. (2022)	Bangladesh	1155	Survey method	PLS-SEM	This study proved that the extension of moral norms is a significant predictor of consumers' purchase intention in the classic theory of planned

					behavior (TPB). However, environmental concerns had no significant influence in the Bangladesh context.
Tran et al. (2022)	Vietnam	313	Mixed-methods approach	SEM-PLS technique	The study shows that while customers' perceived behavioural control plays a more significant role in stimulating purchase intention, only product-service quality factors impact loyalty. It suggests that businesses should prioritize improving service and product quality rather than funding green marketing when targeting Vietnamese Gen Z in case of financial constraints.
Bhutto et al. (2022)	Pakistan	240	Survey Method	PLS-SEM	The findings revealed that utilitarian environmental advantages have a considerable influence on attitudes, whereas self-expression has little effect on views. It also discovered that moral obligation has little effect on subjective norms. The mind-set of young people was found to be more predictive of their desire to purchase EEAs. Moral norms are required to predict undesirable behaviours such as dishonesty, stealing, and fraud.
Dutta et al. (2022)	India	466	Survey Method	SEM and SPSS	The findings explored three factors of TPB, recycling participation, personal norm, perceived value, and environmental knowledge significantly influenced consumers' green purchase intention. A positive mediation effect was also found regarding consumers' green purchase intention. But willingness to pay, negatively influenced consumers' green purchase intention.

Tian et al. (2022)	China	368	Online survey	Hierarchical linear model	The empirical results reveal that moral intensity and moral judgment significantly promoted green purchase intention. Perceived quality and perceived price both positively affected moral intensity and moral judgment. Products' green degree positively moderated the relationship between perceived price and moral judgment as well as the relationship between perceived quality and moral judgment.
Lawrence and Tyagi (2022)	India	100	Online survey	Correlation and Multiple Regression Analysis	This study critically evaluates the development of businesses towards sustainable products, to further study the growth of eco-friendly processes of production and to study the factors affecting the buying behaviour of consumers towards green items contributing to the rising green consumerism. This paper studies the relationship of six constructs on buying behavior towards green purchase through the Theory of Planned Behaviour (TPB).
Jamil et al. (2022)	Pakistan	50	Survey method	PLS-SEM	The findings show that knowledge of eco-labels has a significant impact on perceived functional values, green trust, and purchase intent of energy efficient household equipment. The findings also show that consumers' social duty has a substantial impact on their personal norms and purchasing intentions for energy-efficient household appliances.
Prigita and Alversia (2022)	Indonesia	349	Survey method	SEM	The study intends to investigate factors that may impact green product buying intentions among

					Indonesia's generation Y and generation Z. The theory of planned behaviour framework was enhanced with additional factors, including environmental concern, environmental knowledge, readiness to pay premium, moral attitude, and health consciousness, for this study. According to the findings, all variables, with the exception of environmental concern, had a positive influence on purchase intention.
Stasiuk and Maison (2022)	Poland	1054	Survey method	SPSS – 26	The results showed that currently most people do not identify the new energy classes. Furthermore, products with the new labels are perceived as being less energy efficient in comparison with products with the previous labels, which shows that there is some confusion among consumers in terms of the new energy efficiency labelling system.
Qi et al. (2022)	China	118	Survey method	Correlation and regression analysis	The results show that green purchase intention is significantly and positively affected by consumer innovation and the effectiveness of cognitive behaviour, as well as by the government environment. Besides, Green purchase intention plays an intermediary role between policy environment and green purchase behaviour.
Sureshkumar and Roy (2022)	India	200	Survey method	Descriptive Analysis, Chi-Square Analysis and One way-ANOVA	The study focuses on home appliances that are widely used in rural Chengalpattu areas; the goods include an air conditioner, a washing machine, a refrigerator, a mixer grinder, and a television.

Harun et al. (2022)	Malaysia	412	Survey method	PLS-SEM	The undertaken study examines consumer purchasing of energy-saving appliances (EEAs). The theory of planned behaviour (TPB), environmental considerations, and consumer energy-efficient behaviour (EEB) are used to analyse consumer purchases of EEA in this study. The findings showed that EEB had a strong influence on EEA purchase intentions and subsequent purchasing activity.
Qalati et al. (2022)	Pakistan	556	Online Survey method	PLS-SEM	The research findings show that TPB factors (attitude, subjective norms, and perceived behaviour control) and extended factors (descriptive norms and moral responsibility) have a positive and significant effect on households' intention to save energy
Vani (2022)	Bangalore, India	100	Survey method	Descriptive Analysis, Chi-Square	The statistical findings implicated a strong association between marketing strategies, product factors; consumer green values and consumer perception The study indicate that the awareness of consumers on green marketing has a significant impact on consumer's buying behaviour.
Taran et al. (2022)	Vietnam	313	Mixed Method	SEM-PLS technique	The study studies Vietnamese Gen Z's perceptions of product-service quality, environmental awareness, and pro-environmental behaviour influence their purchase intention and loyalty toward eco-friendly fashion products. It show that while customers' perceived behavioural control plays a more significant role in stimulating purchase intention, only product-service quality factors impact loyalty.
Teoh et al. (2022)	Malaysia	150	Survey Method	PLS-SEM	The main purpose of this study is to investigate the effect of after sales service (ASS), brand equity

					(BE), environmental awareness (EA), and product pricing (PP) towards consumer purchase intention (CPI) of green home appliance. Results indicated that BE, EA, and PP has significant effect on CPI of green home appliance brand.
Varah et al. (2021)	India	316	Survey Method	SPSS and STATA	The present study is an attempt to examine young consumers' intention toward green products using an extended version of the theory of planned behaviour (TPB), which incorporates willingness to pay premium and environmental concern. The empirical results suggested that extended version of the TPB influenced the intention of the young consumers' toward green products.
Waris et al.(2021)	Pakistan	373	Survey method	PLS-SEM	Positive impact of altruism and knowledge of eco labels (KEL) on the purchase intention towards energy efficient home appliances.
Mansoor et al. (2021)	Pakistan	477	Survey method	PLS-SEM	Results showed the positive association of environmental advertisement, pro-environmental self-identity, and perceived environmental responsibility with consumers' pro-environmental behaviors. Consumers' engagement in sustainable consumption acts as an internal derive that transmits the effect of various internal and external stimuli to consumers' responses in the form of green buying and curtailment behaviors.
Shukla et al. (2021)	Indian	300	Survey method	SPSS	The paper emphasised the environmental impacts of reduced energy consumption. Green packaging and environmental beliefs have a considerable impact on respondents' purchasing and energy-saving behaviours, highlighting the importance of green marketing in influencing purchase and energy-saving behaviour.

Ansu-Mensah (2021)	Ghana	487	Survey Method	SPSS and PLS-SEM	Results show that green perceived quality has the utmost significant positive impact on university students' green purchase intentions; however, green perceived availability had the slightest impact on university students' intention to purchase green products.
Wijayaningtyas et al. (2021)	Indonesia	200	Survey Method	SEM	The study conclude that subjective norm and attitudes positively and significantly affect the millennial generation's energy efficiency intention, besides perceived behavioural control.
Dilotsotlhe and Duh (2021)	South Africa	500	Survey method	PLS-SEM	The respondents expressed positive attitudes toward green appliances and positive intention to buy green appliance. Most of the study participants have purchased one or more green appliances. The significant drivers of attitude were functional, conditional, and epistemic values (consumer-related factors), and relative advantage, compatibility, and observability (product-related factors).
Lavuri et al. (2021)	India	372	Survey	SPSS 23	Variables such as media exposure (ME), environmental concern (EC), environmental knowledge (EK), and attitude (EA), Perceived Behavioural Control (PBC) had a significant impact on the Green Purchase Intention (GPI). Shopper's purchase intention substantially impacted their buying behaviour of green products, and these results supported the TPB model.
Li et al (2021)	Bangladesh	365	Survey Method	SEM and AMOS 21	The result revealed a significant relationship between environmental concern, environmental knowledge, subjective norms, eco-labelling, and attitude towards buying. It also confirmed that the green self-identity moderates the existent

					relationship between the attitude and buying intention of energy-efficient home appliances, while environmental knowledge does not.
Skourtos et al. (2021)	Greece	992	Survey Method	-	The results indicate that including annual operating cost estimates in the refrigerator energy labels do not affect the consumers' choices due to the relatively low annual operating cost of the refrigerator.
Afridi et al. (2021)	Pakistan	689	Survey Method	Exploratory and confirmatory factor analysis	Results endorsed the positive impact of generativity concern on green purchase behaviour. Additionally, the mediating roles of Environmental concern and pro-social attitude were also verified.
Hutahaeen and Kurnia (2021)	Indonesia	350	Survey Method	Correlation testing	This study looked into the relationship between consumers' attitudes and intentions to buy green products. The five factors are altruism, perceived consumer effectiveness, collectivism, perceived benefit, and environmental understanding, in order of their quantity of influence.
Luong et al. (2021)	Vietnam	403	Survey Method	Average Variance Extracted and Heterotrait - Monotrait (HTMT)	The results show that attitude, perceived behavioural control, knowledge, reasonable price and trend significantly and positively influence the consumption intention. Moreover, consumption intention was found to have a significant positive impact on consumption behaviour.
Raj Karan Gupta, (2021)	India	111	Survey Method	SPSS software. The correlation and regression analysis	An attempt has been made to investigate the factors which affect the intention of Indian consumers towards green packaging, a packaging which is not harmful to the environment. Findings demonstrated that all the three variables (environmental concern, attitude towards green packaged products and willingness to pay) have a positive effect on the dependent variable

					(consumers' intention towards green packaged products).
Bhutto et al. (2020)	Pakistan	673	Survey Method	PLS-SEM	In this study variables as warm glow benefits, utilitarian environmental benefits, normative beliefs, and moral obligations as antecedents to TPB variables are incorporated. The results reveal that utilitarian environmental benefits and warm glow benefits significantly influence attitudes toward EEAs. The findings show a positive effect of normative beliefs on subjective norms.
Waris and Hameed (2020)	Jordan	474	Survey method	PLS-SEM	Positive influence of knowledge of eco-labels, environmental concern and perceived consumer effectiveness on the purchase intention
Zhang et al. (2020)	China	327	Survey Method	PLS	The research paper found influencing factors in terms of product, consumer, legislation, and publicity. It revealed that consumers' attitudes towards purchasing energy-saving equipment influence their willingness to pay a price premium. Consumer perceptions of quality, price, emotional, and environmental values all have a substantial and beneficial impact on their purchasing behaviour.
Waris and Hameed (2020)	Pakistan	446	Survey method	PLS-SEM	All antecedents had significant impact on the purchase intentions towards energy efficient home appliances among households.
Kinoshita (2020)	Japan	750	Survey	Conjoint Analysis	The study concludes that Japanese households will prefer energy-efficient home appliances only when electricity is provided from renewable sources such as solar panels and micro-wind generators. Households will purchase energy-saving appliances when renewable energy is used for electricity generation.

Fatoki (2020)	South Africa	298	Survey method	PLS-SEM	The extended TPB model can be used to predict the purchase intention of energy-efficient home appliances.
Shabbir et al (2020)	UAE	359	Survey Method	SEM	The purpose of this study was to analyse the main green marketing approaches and their impact on consumer behaviour towards the environment. It was found that key factors of green marketing, such as EL and GPPP, have a significant positive influence on consumer beliefs towards the environment
Joshi G. (2020)	India	650	Survey method	PLS-SEM	Significant and positive impact of price sensitivity and social influence on the consumer's intention to purchase environment-friendly white goods.
Gandhe R. (2020)	India	550	Mixed method approach	t-test, correlation analysis, one-way ANOVA, linear regression analysis & moderation analysis	Significant moderating effect of subjective norm on the relationship between Energy Conservation Attitude (ECA) and Behavioural Intention (BI).
Ali et al. (2020)	Pakistan	325	Survey Method	Partial Least Square (PLS)	This study investigates consumer decision making styles (CDMS) toward purchase of energy-efficient home appliances. Results show that religiosity has strong impact on consumer purchase intentions, while other significant decision-making styles are Perfectionism, Brand Consciousness, Price Consciousness, Recreation consciousness, and Brand Loyal.
Khor et al. (2020)	Malesia	250	Survey Method	PLS-SEM	The purpose of this paper is to investigate the determinants of attitude, normative beliefs, green products experience and price in relation to consumers' willingness to pay for green products

					and whether price moderates the relationships between attitude, normative beliefs and green products experience with consumers' willingness to pay for green products. Empirical findings have shown that attitude and price have a significant positive relationship with consumers' willingness to pay for green products.
Joshi et al. (2019)	India	300	Survey method, questionnaire	Multiple Regression Model	The awareness about energy-efficient home appliances among respondents was low and they were also sceptical about the claims made by energy labels.
Hua and Wang (2019)	China	280	Online Survey	SEM	Significant impact of perceived ease of use on perceived usefulness.
Ali et al. (2019)	Pakistan	396	Survey Method	PLS-SEM	Contributors of technology readiness positively influenced the respondents' attitude towards their buying intention, whereas the inhibitors of technology readiness negatively affected the respondents' attitude towards their buying intention.
Li et al. (2019)	China	305	Survey method	PLS-SEM	The residents' willingness to purchase energy-efficient appliances had significant positive correlations with environmental concern, environmental knowledge, attitude, and perceived behavioural control.
Abu Elsamem et al. (2019)	Jordan	474	Online Survey	EFA CFA	Significant impact of attitude on the purchase intention. Environmental awareness was found to have a positive influence on subjective norms and reduction in perceived performance and financial risks.
Nguyen et al. (2019)	Vietnam	682	Survey method	test, one-way ANOVA	High awareness about sustainable electrical appliances among the respondents but that did not

					necessarily translate into their actual purchase behaviour.
Ahmad et al (2019)	Malaysia	193	Survey Method	PLS	The focus of the study is to look into two main factors namely perceived value and personal values on consumers repurchase intention of eco-friendly home appliances. The result indicated that only functional value, environmental consciousness, and health consciousness were the constructs that directly influenced the consumer decision to re-purchase green home appliances.
Jasmine et al (2019)	India	250	Mixed Methodology	Percentage analysis & frequency	The study is concerned with the factors affecting working women willingness to purchase energy efficient home appliances.
Sharma et al ( 2019 )	India	506	Survey Method	PLS-SEM	The objective of this paper is to establish a relationship of eco-labels with consumer knowledge, information communication, consumer trust and its impact on green purchase intention. The study reveals that eco-labelling is a significant criterion for consumer trust and green purchase intention via consumer information and knowledge.
Ray and Sahney (2018)	India	272	Survey method	PLS-SEM	Psychological risk is the most influential of all other risks in influencing the perceived overall risk.
Anbarsooz M. (2018)	India	500	Survey method	Contingency coefficient, Pearson's correlation, ANOVA, etc.	Purchase of household appliances in the Indian market is a participative decision-making process wherein family members collectively take a decision of purchasing home appliances.
Renjish Kumar V. (2018)	India	300	Survey method	Percentage analysis &	Family size, purpose of electricity usage and family income are positively related to the electricity consumption expenditure.

				Multiple regression	
Wang et al. (2017)	China	436	Survey method	SEM	The policy environment or the media coverage do not have a significant effect on the purchase intention.
Park & Kwon (2017)	South Korea	1050	Interview & offline survey	SEM	Perceived value of energy-saving products is determined by perceived benefits, enhanced by social responsibility and weakened by environmental knowledge.
Tan et al. (2017)	Malaysia	210	Survey method	PLS-SEM	Favourable attitudes and perceived behavioural control have a significant impact on consumers' purchase intention
Nguyen et al. (2017)	Vietnam	682	Survey method	CB-SEM	Consumers who strongly adhere to egoistic values are more likely to develop a negative attitude towards environmental protection, and positive attitudes towards individual inconvenience.
Anisha T. (2017)	India	480	Survey method	Chi-square test, Friedman Rank test, Mann-Whitney U test, Kruskal-Wallis test & factor analysis.	The study identified four prominent factors that affect buying behaviour of rural consumers towards household appliances - price, comfort, performance and quality.
Sabitha B. (2017)	Dubai	210	Survey method	Percentage analysis & ANOVA	The level of awareness towards green home appliances was moderate and the willingness to pay a premium for green house appliances was also found to be low.
Thilagavathy S. (2017)	India	570	Survey method	CB-SEM	No significant impact of green brand satisfaction and green brand image on green brand preference.
Pothitou et al. (2016)	UK	249	Survey method	PCA	Households, where the environmental knowledge coupled with positive environmental values is

					high, are highly likely to demonstrate behaviour leading to energy-saving activities.
Parikh and Parikh (2016)	India	-	Secondary data	Econometric analysis	If consumers are made aware of all the availability of energy-efficient home appliances in the market, then there will be significant reduction in energy consumption and emissions of greenhouse gas (GHGs).