

## INFLUENCE OF SUBJECTIVE NORMS ON SHAPING CONSUMER PURCHASE INTENTIONS: A STRUCTURED REVIEW

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Date Received: 27 August 2024

Date Reviewed: 29 October 2024

Date Accepted: 10 November 2024

Date Published: 31 December 2024

DOI: <https://doi.org/10.51200/mjbe.v11i2.5782>

**Keywords:** Subjective norms, purchase intentions, social influence, consumer behavior, PRISMA framework.

### ABSTRACT

*The study explores the influence of subjective norms on shaping consumer purchase intentions, focusing on how social influence impacts decision-making across diverse contexts. Subjective norms, derived from the perceived social pressure to engage in or refrain from a particular behavior, are critical in understanding consumer behavior. Despite the extensive research on factors influencing purchase intentions, the role of subjective norms has remained relatively underexplored. This systematic literature review addresses this gap by analysing empirical findings from recent studies, applying a structured methodology guided by the PRISMA framework. The data is collected from reputable databases, ensuring a comprehensive selection of relevant literature. To achieve this, we extensively searched scholarly articles from reputable databases such as Scopus and Science Direct, focusing on studies published between 2022 and 2024. The flow of study based on PRISMA framework. The database found (n=34) final primary data was analysed. The finding was divided into three themes which is (1) Consumer Behaviour and Purchase Intentions, (2) Environmental and Ethical Consumption and (3) Social Influence and Technological Factors Based. The review uncovers consistent evidence that subjective norms, when combined with factors such as attitudes, perceived behavioural control, and social media influence, strongly shape purchase behaviour. Moreover, the moderating role of*

*social groups, and technological adoption is highlighted, demonstrating the complexity of the decision-making process. This review underscores the necessity for marketers and policymakers to consider subjective norms as a pivotal factor in predicting and influencing consumer behaviour, with implications for developing more targeted and effective marketing strategies.*

## INTRODUCTION

In the realm of consumer behavior, understanding the underlying factors that shape purchase intentions is paramount for marketers and researchers alike. One of the key factors that significantly influences consumer intentions is subjective norms. These norms, defined as the perceived social pressures to engage or not engage in certain behaviors, have long been recognized as vital in the decision-making process (Maehle & Skjeret, 2022) and it is therefore necessary to understand the determinants influencing consumers' behaviour for microalgae-based food. The current study explores the influence of various factors on consumers' attitude, purchase intention and willingness to pay for two microalgae-based products (bread and beer). Subjective norms stem from individuals' perceptions of the expectations of others, such as family, friends, or society at large, and the desire to conform to these expectations in order to gain social acceptance or avoid disapproval (Hensel et al., 2012) 1991, p. 188. This concept is especially relevant in today's interconnected and socially driven marketplace, where consumers are often swayed by their peers' and social networks' opinions and behaviors.

The Theory of Planned Behavior (TPB) is one of the most prominent frameworks for examining the influence of subjective norms on consumer purchase intentions (Izquierdo-Yusta et al., 2022).

According to TPB, an individual's intention to perform a behavior is influenced by three main components: attitude toward the behavior, perceived behavioral control, and subjective norms (Cheng, 2020; Nogueira et al., 2023). Among these, subjective norms refer to the belief that important others expect the individual to perform or refrain from performing a specific behavior, which, in turn, shapes the individual's behavioral intentions. When applied to consumer behavior, subjective norms highlight how perceived social expectations can drive individuals to make purchase decisions that align with the preferences or approval of their social group.

In the context of modern consumerism, subjective norms play a particularly crucial role in shaping purchase intentions for a wide range of products and services (Lombardi et al., 2024). For instance, in fashion, technology, and lifestyle products, consumers are often guided by what is socially acceptable or trendy within their reference groups. This influence is further amplified by the rise of social media platforms, where individuals are exposed to constant feedback from peers, influencers, and brands, shaping their perceptions of desirable products (Jaitly & Gautam, 2021). Whether it's purchasing the latest smartphone, following a sustainable brand, or adopting a particular diet, subjective norms contribute to the decision-making process by reinforcing socially endorsed behaviors.

This structured review aims to delve into the multifaceted role of subjective norms in shaping consumer purchase intentions. By systematically examining empirical studies and theoretical models, this article seeks to uncover the extent to which subjective norms influence consumer behavior and the underlying mechanisms at play. The review will explore

how subjective norms vary across personal values, attitudes, and perceived behavioral control. Moreover, understanding the influence of subjective norms on purchase intentions can offer practical insights for marketers seeking to leverage social influence in their campaigns. Marketers can craft more effective strategies that resonate with target audiences by identifying the key social referents and understanding how they shape consumer perceptions. Additionally, this analysis will contribute to the broader discourse on consumer behavior, highlighting the continued relevance of social influences in an increasingly digital and socially connected marketplace. Ultimately, this review will provide a comprehensive understanding of the role of subjective norms in shaping consumer purchase intentions, offering valuable insights for both academic research and practical applications in marketing and consumer engagement.

## **LITERATURE REVIEW**

The influence of subjective norms on shaping consumer purchase intentions is a multifaceted topic that has been explored through various theoretical frameworks and methodologies. One prominent theory that consistently emerges in research is the Theory of Planned Behavior (TPB), which highlights the role of subjective norms, attitudes, and perceived behavioral control in influencing behavioral intentions. For instance, Sharma (2022) expanded the TPB framework to understand consumer intentions to purchase energy-efficient products in India. The study discovered that subjective norms, when combined with ethical consciousness and perceived behavioral control, significantly affected the consumer's intention to adopt energy-efficient products. Similarly, Zhang et al. (2024) found that social

norms significantly predicted green consumption intentions among young Chinese consumers. The research utilized a two-stage PLS-SEM-ANN approach to reveal that social norms ranked third in influencing green consumption intentions, further demonstrating the importance of normative influence in shaping sustainable purchasing behaviors. Additionally, Li et al. (2024) extended the TPB to include moral obligation as a factor influencing the intention to comply with China's AI Generated Content Law, again underlining the powerful effect of societal expectations on individual behavior. These studies collectively emphasize that subjective norms play a critical role in shaping consumer purchase intentions across different contexts, such as energy efficiency, green consumption, and compliance with regulatory laws.

Research on consumer trust further solidifies the impact of subjective norms on purchase intentions. For example, Abror et al. (2022) investigated the role of perceived risk in influencing tourist trust, showing that perceived value and religiosity moderated the relationship between perceived risk and trust, thus indirectly shaping purchase intentions. The findings suggest that tourists' trust in destinations is closely linked to social expectations and religious norms, further affecting their decision to revisit or recommend those places. Similarly, Kusuma et al. (2022) explored the moderating effect of subjective norms in shaping consumer trust and purchase decisions regarding organic food labels. The study demonstrated that trust in organic food labels, driven by perceived knowledge and mass media exposure, was significantly influenced by societal norms and expectations. These findings are consistent with the work of Kok Fei and Kar Yi (2023), who found that mass media and perceived knowledge shaped

by societal norms were crucial in building consumer trust in organic food labels. Together, these studies underscore those subjective norms, reinforced by societal structures such as media and religious beliefs, profoundly impact consumer trust and subsequent purchase intentions.

In the realm of mobility services, subjective norms have also been shown to significantly influence consumer intentions. Zhang et al. (2022) conducted an empirical study focusing on ridesharing services and revealed that intrinsic motivations, which are often aligned with societal expectations, play a crucial role in shaping consumers' willingness to switch from solo driving to ridesharing. Trust and habit, both influenced by extrinsic and intrinsic motivations, were found to be significant mediators in this process. This finding aligns with the results of Wibowo et al. (2022), who studied the influence of education level on halal food purchase decisions among Indonesian millennials. The research highlighted the importance of subjective norms in shaping the decision-making process, particularly when mediated by knowledge and trust. These studies illustrate that subjective norms, whether related to environmental responsibility or religious obligations, influence purchase intentions across diverse sectors.

Sustainable consumption, another area where subjective norms are highly relevant, has been a growing concern for both researchers and marketers. The study by Hong et al. (2024) examined sustainable fashion consumption (SFC) and found that personal norms, social norms, and trust in recycling were significant predictors of sustainable fashion consumption intentions (SCI). This research confirms that subjective norms, as part of a broader value-belief-norm framework, substantially shape consumer

intentions towards more sustainable behaviors. Zhang et al. (2024) reinforced this perspective by showing that young consumers' green consumption behaviors are not only influenced by personal beliefs but also heavily shaped by the norms and expectations of their social circles. Such findings suggest that marketers aiming to promote sustainable consumption should focus on creating and reinforcing social norms that support environmentally responsible behaviors.

Subjective norms also play a role in influencing purchase intentions related to emerging technological regulations. Li et al. (2024) extended the TPB to explore factors affecting compliance with China's AI Generated Content Law and found that subjective norms, along with moral obligations and perceived behavioral control, were significant predictors of compliance intentions. These findings echo previous research on the influence of societal expectations on compliance behaviors, demonstrating the broader applicability of subjective norms in shaping purchase and compliance intentions across various regulatory and technological landscapes.

The influence of subjective norms on consumer purchase intentions has been a focal point in numerous studies, each examining different contexts and variables. Subjective norms, derived from the Theory of Planned Behavior (TPB), describe the perceived social pressure to engage or refrain from a particular behavior (Ajzen, 1991). They are formed by the individual's perception of how their important referents—such as friends, family, or society at large—view the behavior in question. Taylor et al. (2023) explored how subjective norms influence the purchasing decisions of young Australian women in the context of second-hand clothing. Their study found that

social approvers, primarily close friends and family members, significantly shaped the women's purchase decisions. Similarly, Sun et al. (2022) in their study on COVID-19 vaccine attitudes noted that perceived social norms within online communities were pivotal in shaping positive attitudes toward vaccination. These studies align with the findings of Mensah et al. (2023), who identified subjective norms as a significant determinant of Chinese university students' entrepreneurial intentions. In all these cases, the power of social pressure and the influence of one's close circle are paramount in shaping consumer behavior.

The role of subjective norms extends beyond the purchase of consumer goods to more substantial decisions like adopting sustainable practices and new technologies. Pai et al. (2023) investigated the impact of environmental awareness and subjective norms on the adoption of battery electric vehicles (BEVs) in Taiwan. Their findings suggest that social approval of eco-friendly practices and growing environmental concerns significantly influence consumer attitudes toward BEVs. Similarly, Ruan et al. (2022) found that in the context of green events, ecological beliefs and social conformity were vital in driving event participation and promoting sustainable behavior. This highlights the effectiveness of integrating subjective norms into strategies aimed at encouraging the adoption of sustainable consumption habits. The convergence of these studies underscores that whether purchasing everyday goods or making more impactful decisions like vehicle purchases, subjective norms consistently play a significant role in shaping consumer intentions toward sustainability.

Further elaborating on the significance of subjective norms, Nguyen and Dao (2024) examined the role of these norms in mobile banking adoption in Vietnam. Although their findings indicated that subjective norms were

not a direct influencer of continuance intention in mobile banking, the study highlighted how trust and perceived usefulness could enhance the effect of social influence. In contrast, the research by Wang et al. (2023) on green food consumption demonstrated that subjective norms positively impacted green food repurchase intentions. Consumers who perceived social pressure to buy green products were more likely to align their behavior with these expectations, especially when combined with positive consumer experiences. This pattern of influence was also observed in a cross-generational study by Chen et al. (2024), where both Gen Z and Gen Y displayed similarities in their green food consumption behaviors. Subjective norms were found to be crucial across both generations, although the motivations varied. Therefore, subjective norms' impact on consumer behavior can manifest differently across various sectors but remains a constant influence in both technological and consumer product contexts.

The interaction between subjective norms and other psychological constructs has also been explored. Zhang and Liu (2023), in their study on brand storytelling and attitudes in B2C e-commerce platforms for organic agricultural products, discovered that subjective perceptions of authenticity and familiarity with regional brands can mediate the effect of subjective norms on brand attitudes. Meanwhile, Lyu et al. (2024) focused on social entrepreneurial intentions among Chinese university students and noted that subjective norms—combined with personal attitudes and entrepreneurial self-efficacy—are essential in shaping students' intentions to pursue social entrepreneurship. These studies reflect a growing interest in how subjective norms intersect with individual perceptions and attitudes to guide consumer and entrepreneurial behaviors in different contexts.

Conclusively, subjective norms broadly and significantly impact shaping consumer purchase intentions across various contexts. The influence of social pressure is evident in the adoption of sustainable practices, technology, or consumer goods. It is important to note that while subjective norms are powerful motivators, their effectiveness is often moderated by other variables such as trust, perceived behavioral control, and personal attitudes. The intersectionality of these factors, as seen across diverse studies, provides a holistic understanding of how subjective norms function in different scenarios. These insights offer valuable directions for future research and practical applications in understanding and influencing consumer purchase intentions.

### RESEARCH QUESTIONS

In this paper, the PICo is used to formulate research questions. PICo stands for Population, Interest, and Context (Nishikawa, 2022). Here's what each component means:

1. Population (P). This refers to the group or participants of interest in the study. It specifies who the research is focused on, such as a specific demographic, patient group, or community.
2. Interest (I). This represents the main focus or phenomenon of interest in the study. It could be a particular experience, behavior, intervention, or issue that the research aims to explore or understand.
3. Context (Co). This defines the setting, environment, or specific context in which the population and interest are situated. It might refer to geographical location, cultural or social settings, or any other relevant backdrop for the research.

Below are the two research questions for this study:

1. How do subjective norms influence consumers' purchase intentions across different product categories?
2. How do subjective norms affect social media users' intentions to adopt new technologies or platforms?

### METHODOLOGY

The PRISMA framework is organized into four essential stages: identification, screening, eligibility, and data abstraction. The identification phase involves systematically searching databases to locate all relevant studies. During the screening phase, these studies are evaluated against established criteria to eliminate irrelevant or insufficient quality. The remaining studies are scrutinized in the eligibility phase to ensure they meet the specific inclusion criteria. Finally, information from the included studies is meticulously extracted and synthesized in the data abstraction phase, forming the foundation for drawing reliable and significant conclusions (Page et al., 2021). This rigorous process ensures that the systematic review is conducted with the highest standards, yielding results that can effectively guide both future research and practical applications.

#### *Identification.*

This study employed fundamental steps of the systematic review process to collect a significant volume of relevant literature. The process commenced with identifying key terms, followed by exploring related concepts using various resources such as dictionaries, thesauri, encyclopedias, and prior academic works. Once all relevant terms were gathered, search strings were constructed specifically for use in the Science Direct and Scopus databases. As a result, the initial stage of the systematic review

generated a total of 5,035 publications relevant to the study's subject matter from these two databases.

### *Screening*

During the screening step, potentially relevant research items are evaluated to ensure they align with the predefined research question(s). The first stage of the study rejected 4847 papers and record after screening is 188. Whereas the second stage screened 25 papers based on the scholars' various exclusion and inclusion criteria. As literature (research articles) is the major source of practical advice, it was the first criterion used. It also covers systematic reviews, reviews, meta-synthesis, meta-analysis, books, book series, chapters, and conference proceedings excluded from the latest research. Furthermore, the review was limited to English-language publications. It is important to keep in mind that the plan was established for the past three-year period (2022-2024). In all, 34 publications were eliminated predicated on particular criteria.

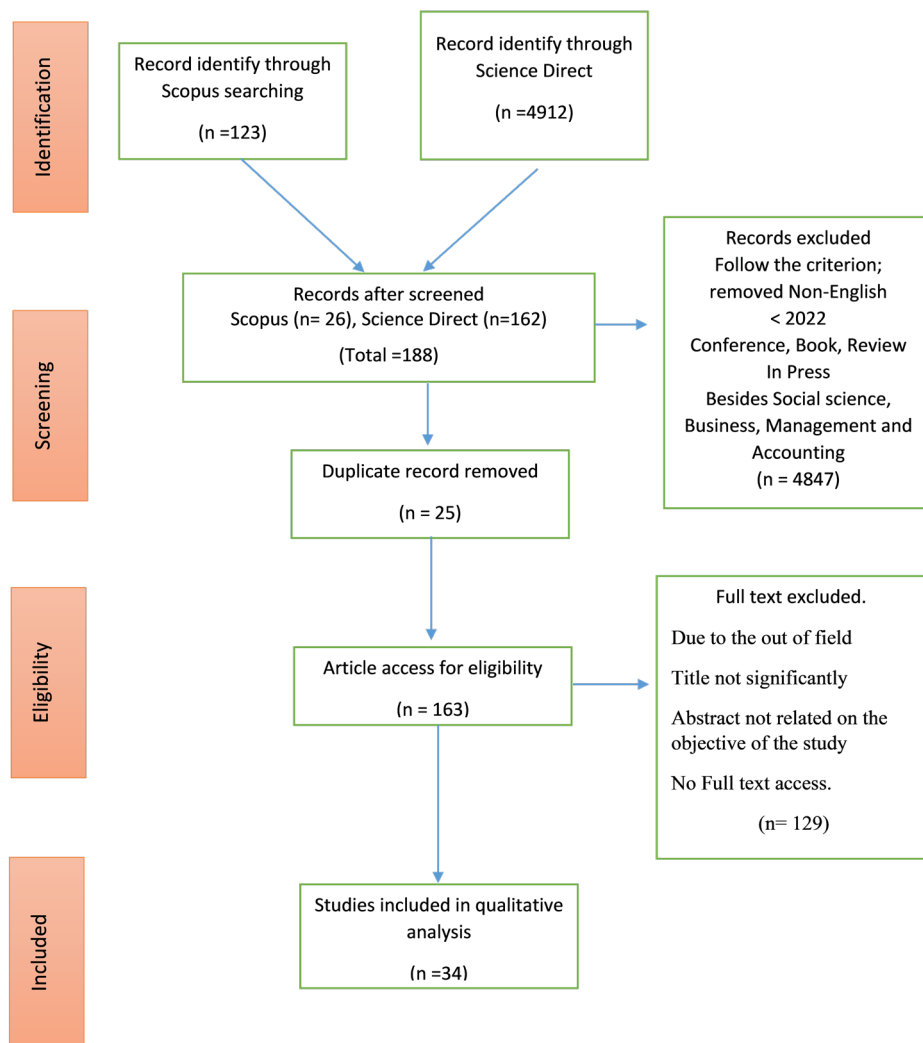
### *Eligibility*

The third stage of the process, referred to as the eligibility phase. A total of 163 articles are included in the third level, called eligibility. At this stage, all article titles and important text were carefully scrutinized to confirm that the inclusion criteria were satisfied and that the articles were appropriate for the current study's research objectives. As a result, 129 papers were removed since their title and abstract were not significantly relevant to the study's objective based on empirical data. Finally, 34 articles have been made available for review

### *Data Abstraction and Analysis.*

This study employed integrative analysis as a key assessment strategy to examine and synthesize a variety of research designs, particularly utilizing quantitative methods. The primary aim of the expert study was to identify relevant themes and sub-themes. The initial phase of this process involved data collection, which was foundational to the development of these themes. As shown in Figure 1, the authors carefully reviewed a collection of 34 publications to identify statements or content pertinent to the topics of this study.

In this phase, the authors evaluated the influence of subjective norms, which played a central role in identifying and establishing key thematic groupings. Two main topics emerged from this approach: detection and classification impact. From this point, the authors further developed each identified theme, along with any related concepts or ideas. The lead author collaborated with co-authors to refine these themes based on the evidence gathered in this study's context. Throughout the data analysis process, the authors maintained a log to document any analyses, insights, challenges, or reflections that were significant to interpreting the data. The authors compared results to identify any inconsistencies in the theme development process. Any conceptual disagreements were resolved through discussions among the authors, with final themes adjusted to ensure coherence. The analysis was conducted by two experts, one specializing in marketing and the other in management, to validate the identified issues. This expert review phase contributed to establishing domain validity by ensuring each sub-theme's clarity, relevance, and appropriateness. Based on the experts' feedback and professional insights, the lead author made further revisions to enhance the rigor of the thematic analysis.



**Figure 1** Flow diagram of the proposed searching study

### QUALITY OF APPRAISAL

In line with the guidelines set forth by Kitchenham and Charters (Kitchenham, 2007), after selecting primary studies (PSs), the next step is to evaluate the quality of the research they represent and compare them quantitatively. This study applies the quality assessment framework proposed by Anas Abouzahra et al. (Abouzahra et al., 2020), which consists of six quality assessment (QA) criteria tailored for our systematic literature review (SLR). The assessment involves a scoring method where each criterion is rated as follows: "Yes" (Y) is given a score of 1 when the criterion is fully met, "Partly" (P) receives

a score of 0.5 when the criterion is partially met but exhibits some gaps, and "No" (N) is assigned a score of 0 when the criterion is not fulfilled.

The quality assessment process is conducted by three experts, who evaluate the study based on the outlined criteria. Each criterion is assigned a rating of "Yes," "Partly," or "No" according to the degree to which it is satisfied, ensuring a systematic and structured evaluation of the research quality. Each expert independently assesses the study according to these criteria, and the scores are then totalled across all experts to determine the overall mark. For a study to be accepted for the next



process, the total mark, derived from summing all three experts' scores, must be 3.0. This threshold ensures that only studies meeting a certain quality standard proceed further.

**Table 1** Quality of Appraisal

Quality Assessment	Expert 1	Expert 2	Total Mark
Is the purpose of the study clearly stated?	Y	Y	3
Is the interest and the usefulness of the work clearly presented?	Y	Y	3
Is the study methodology clearly established?	Y	Y	3
Are the concepts of the approach clearly defined?	Y	Y	3
Is the work compared and measured with other similar work?	Y	Y	3

**FINDINGS**

**THEME 1: CONSUMER BEHAVIOR AND PURCHASE INTENTIONS**

The influence of subjective norms on shaping consumer purchase intentions is evident across various consumer behaviors. The findings from Sadeli et al. (2023) emphasize the role of information-seeking behavior, which significantly contributes to shaping the perceived sustainability of short food supply chains (SFSCs). This perception positively influences attitudes toward SFSCs, which, in turn, heightens purchase intention. However, subjective norms were found to have a negligible effect on purchase intention when consumers already possess ample information, underscoring the paramount importance of knowledge dissemination. Similarly, Zhao et al. (2023) reveal that subjective norms, in conjunction with platform innovation characteristics, considerably influence consumer purchase behavior in social commerce. Their findings indicate that subjective norms and a critical

mass of users significantly impact purchase intentions, especially in the early stages of adoption. In this context, social influence plays a mediating role, shaping how trust and platform characteristics affect behavior. This suggests that subjective norms play a critical role in reinforcing consumer trust and facilitating social commerce adoption.

Building on the same theme, Bergamaschi et al. (2022) investigate how subjective norms shape young consumers' intentions to purchase green products. They highlight that environmental affect (EA) significantly influences the subjective norms that dictate consumer attitudes toward green products. The study found that EA influences attitudes and enhances perceived behavioral control and subjective norms, which are instrumental in driving purchase intentions. These findings reveal that emotional and cognitive factors intertwine to shape purchase behaviors, further supporting the notion that subjective norms significantly influence consumer choices. This conclusion aligns with the work of Cheah et al. (2024), who demonstrate that subjective norms positively affect consumers' intentions to purchase e-deals. The authors found that the influence of subjective norms is magnified when combined with anticipatory regret, especially in price-conscious consumers. Thus, the social expectations regarding the value of deals play a critical role in shaping purchase intentions. Patthirasinsiri (2023) expands on this by focusing on consumer intentions toward organic herb cordyceps. His study found that subjective norms, alongside perceived behavioral control and attitudes toward organic products, strongly influence consumer purchase intentions. The findings suggest that increased awareness of the health benefits of organic products, driven by subjective norms, significantly elevates consumer intention to adopt these products. As consumers receive more information about the benefits of organic herbs, subjective norms gain more influence over their decision-making

processes. This is consistent with the findings from the earlier studies that emphasize the pivotal role of information dissemination and subjective norms in shaping consumer behaviors, especially in areas related to health and sustainability.

In recent years, subjective norms have emerged as a pivotal factor in shaping consumer purchase intentions, with diverse influences based on cultural contexts, product types, and market dynamics. For instance, Huo et al. (2023) explored the role of subjective norms in the purchasing behavior of Chinese consumers towards organic food, highlighting that subjective norms, alongside attitudes and perceived behavioral control, significantly influence purchase intentions. This pattern was similarly observed by Mohammed (2024), where subjective norms had a critical impact on the purchase behavior of young Saudi consumers toward local coffee products. Both studies reveal that consumer ethnocentrism and trust in supply chains play moderating roles, reinforcing the centrality of subjective norms in shaping intention and behavior across different cultural backgrounds. In the realm of ethical consumption, Robichaud and Yu (2022) extended these findings to Generation Z's purchase of fair-trade coffee, where subjective norms played a crucial role in promoting ethical behavior. Their study showed that peer influence and social media presence amplify these norms, driving young consumers towards sustainable choices. Additionally, Van Tonder et al. (2023) emphasized that subjective norms exert substantial influence on green consumer citizenship behaviors. They demonstrated that social pressure to conform to environmentally friendly behaviors and internal values motivate consumers to adopt green practices.

Moreover, Mat Dawi et al. (2024) and Ying Sun et al. (2023) observed the integration of subjective norms with other psychological and situational variables. In Mat Dawi's (2024) study on online purchasing behavior during the COVID-19 pandemic, subjective norms

were identified as significant influencers in the intention to purchase online, while social distancing moderated their effect. Similarly, Ying Sun et al. (2023) found that subjective norms, product knowledge, and social media marketing were pivotal in driving Chinese consumers' green product purchases in the post-pandemic era. Interestingly, the role of subjective norms is not limited to influencing purchasing intentions but also extends to fostering brand loyalty and consumer citizenship behaviors. Izquierdo-Yusta et al. (2023) analyzed how subjective norms, food values, and brand love significantly predict behavioral loyalty in the fast food industry. Their findings suggest that subjective norms can enhance brand attachment, driving repeated purchases and long-term loyalty. These conclusions are supported by D'Souza (2023), who found that subjective norms, although moderated by factors like food neophobia, directly influence consumer choices in less conventional product categories like game meats.

Recent studies emphasize the substantial role of subjective norms in influencing consumer purchase intentions, particularly when paired with other cognitive, emotional, and situational factors. D'Souza (2023) highlights that subjective norm, within the Theory of Planned Behavior (TPB), significantly contribute to consumer decisions regarding non-conventional products like game meat. The study reveals that subjective norms and social and epistemic values strongly predict consumer intentions. However, these intentions are moderated by food neophobia/neophilic behavior, which can either enhance or diminish the likelihood of actual purchase behavior. Furthermore, the study demonstrates that consumers' perceived well-being mediates the relationship between their intentions and actual purchases, signaling a complex interplay between subjective norms, personal values, and behavioral outcomes. Similarly, Izquierdo-Yusta et al. (2023) extend the TPB framework by incorporating food values and brand love

into the analysis of consumer loyalty behaviors in fast food consumption. This research confirms that subjective norms directly influence intentions and loyalty, particularly in settings where emotional attachment to a brand (i.e., brand love) plays a significant role. The inclusion of these emotional variables provides a deeper understanding of how subjective norms operate within the broader context of consumer decision-making processes, particularly in high-engagement categories like food services. The findings suggest that the influence of subjective norms extends beyond the initial purchase to foster continued engagement and loyalty, especially when aligned with the consumer's emotional and value-driven connections to a brand. D'Souza (2023) and Izquierdo-Yusta et al. (2023) collectively underscore the nuanced role those subjective norms play across different consumption contexts. Both studies utilize structural equation modeling to demonstrate that subjective norms strongly influence intentions and behaviors, though moderated by individual traits such as food neophobia and emotional attachment. In these cases, subjective norms serve as a social force that aligns consumer behaviors with broader societal expectations, driving both purchase decisions and post-purchase behaviors like loyalty.

In summary, subjective norms consistently emerge as a vital determinant of consumer purchase intentions across various product categories and cultural contexts. Whether in the context of organic food, fair-trade coffee, online shopping, or green products, subjective norms act as a powerful driver of behavior, often moderated by other psychological and social factors. These findings collectively underscore the need for marketers and policymakers to consider the significant impact of social influence when developing strategies to promote sustainable and ethical consumption. These studies collectively demonstrate that subjective norms profoundly impact consumer purchase

intentions across diverse product categories and consumer segments. Whether it involves social commerce, green products, or organic herbs, subjective norms interact with other psychological and social factors such as trust, environmental affect, and knowledge to shape consumer behaviors. Effective communication strategies that leverage social influence and foster information sharing can significantly amplify the role of subjective norms in shaping consumer purchase decisions.

## **THEME 2: ENVIRONMENTAL AND ETHICAL CONSUMPTION**

Research on environmental and ethical consumption has provided substantial insights into the factors shaping consumer purchase intentions, particularly under the influence of subjective norms. Liang et al. (2024) demonstrate that environmental awareness and health consciousness significantly influence green consumption, particularly regarding green furniture. Their findings reveal that attitudes, subjective norms, and perceived behavioral control positively impact green purchase intentions. The role of subjective norms is crucial as social pressure from peers or society encourages consumers to conform to sustainable consumption practices. Additionally, their study highlights the interaction between personal conditions, such as education and income levels, and environmental consciousness in fostering pro-environmental behaviors. This suggests that subjective norms and heightened environmental awareness significantly drive consumer decisions toward green products. Similar to this, Harun et al. (2022) investigate the purchase intentions for energy-efficient appliances among Malaysian households. Their research identifies subjective norms as a significant determinant of these intentions, reinforcing the notion that social influence plays a vital role in encouraging sustainable consumption. However, the study also uncovers that while subjective norms exert substantial influence, attitudes toward

energy-efficient appliances do not. This reflects the idea that consumers may still make environmentally responsible choices despite personal attitudes when influenced by social pressures, particularly through social interactions and the perceived quality of the appliances. Hence, the study supports the pivotal role of subjective norms in shaping energy-efficient purchasing behaviors even in the absence of positive attitudes.

Bigliardi et al. (2022) explore consumers' intentions to purchase refurbished smartphones in the context of electronic waste management and circular economy. Their findings diverge slightly, as social and emotional factors, including subjective norms, have minimal influence on purchase intentions for refurbished products. Instead, environmental knowledge and perceived value appear to be stronger predictors. While subjective norms are often a driving force in sustainable consumption, this study indicates that in certain markets, environmental awareness and perceived utility can surpass social influences, suggesting variability in the strength of subjective norms across different product types and consumption contexts. Bhutto et al. (2022) further reinforce the significance of subjective norms in energy-efficient appliance consumption, particularly among younger consumers in developing economies. Their study extends the Theory of Planned Behavior by incorporating moral obligations and self-expressive benefits into the framework, revealing that subjective norms strongly influence the adoption of energy-efficient appliances. The findings highlight the importance of moral and social considerations in shaping consumer behavior, particularly when consumers feel pressured by societal expectations to conform to environmentally friendly consumption practices. This research underscores the critical role of subjective norms and their interaction with personal moral obligations in promoting sustainable purchasing behaviors among young consumers.

The theme of environmental and ethical consumption has been extensively explored in various studies, highlighting the complex interplay of subjective norms, personal beliefs, and social influences in shaping consumer purchase intentions. Research by Suk et al. (2022) delves into the low-cost carrier (LCC) market, revealing that subjective norms and self-congruence significantly moderate the relationship between customer purchase intentions and service offerings. The study finds that negative perceptions of being "cheap" hinder purchase intentions despite the low-price advantage. This aligns with the notion that subjective norms can affect consumers' behavior, as they seek social approval or validation in their choices, especially when competing offerings provide higher perceived value.

In the realm of digital marketing, the study by Kim and Park (2024) focuses on virtual influencers and their anthropomorphic qualities, which positively influence consumer satisfaction. Their research identifies that subjective norm, particularly those surrounding the increasing usage of virtual celebrities, create a framework where consumers are swayed by perceived credibility and usefulness. This influence of subjective norms on ethical consumption in digital spaces underscores the growing importance of peer perceptions in non-traditional consumption environments, further illustrating how social constructs can drive purchase intentions in novel markets. Andonopoulos et al. (2024) investigate the authenticity of social media influencers (SMIs) and their impact on consumer behavior. Interestingly, their research demonstrates that authenticity is not always a prerequisite for influencing purchase intentions. Even inauthentic SMIs can inspire consumers and positively impact hedonic product purchases, suggesting that subjective norms surrounding social media influence, regardless of authenticity, play a critical role in shaping consumer behavior. This finding contributes to the broader understanding of

how social media dynamics and influencers' roles in ethical consumption evolve under the pressure of subjective norms and perceived authenticity.

In post-pandemic scenarios, the study by Liu et al. (2023) introduces the concept of revenge buying, leveraging the stimulus–organism–response (SOR) framework alongside the theory of planned behavior (TPB). Their findings indicate that perceived scarcity and social influence during lockdowns can lead to heightened anxiety, thereby triggering revenge buying. This reflects the critical role of subjective norms in amplifying consumer behavior under distressing conditions, further affirming the powerful impact of social pressure in shaping consumer decisions, especially in the aftermath of global crises. The rise in such behaviors reveals the intricate relationship between subjective norms and environmental consumption, as consumers react to perceived social cues. Similarly, Zhou and Liu (2023) analyze consumer behavior in online vegetable distribution terminals, integrating perceived risk and terminal image within the TPB framework. The study finds that while subjective norms do not directly influence behavioral intention in this context, perceived social pressures and behavioral controls still play a critical role in consumer decision-making. This highlights the variability in how subjective norms impact different consumption behaviors, particularly in ethical consumption related to everyday goods. Social norms do not always sway consumers unless these align with personal perceptions of risk and reward, particularly in online retail environments where immediacy and convenience dominate.

In summary, these studies collectively emphasize the diverse impact of subjective norms across various environmental and ethical consumption domains. Whether in low-cost air travel, digital marketing with virtual influencers, social media influence, post-lockdown revenge buying, or online food

purchasing, subjective norms consistently emerge as a significant factor influencing consumer behavior. The interplay between these norms and other personal or social factors, such as perceived value, authenticity, and social pressures, provides a comprehensive understanding of how ethical consumption is shaped in today's dynamic market.

### **THEME 3: SOCIAL INFLUENCE AND TECHNOLOGICAL FACTOR BASE**

The adoption of energy-efficient appliances (EEA) is another area where subjective norms have been found to exert a considerable influence. Harun et al. (2022) explored the role of social interaction and product quality in determining consumer intentions toward EEAs among Malaysian households. Their study identified subjective norms and perceived behavioral control as critical factors driving the intention to purchase EEAs, while individual attitudes had no significant impact. This pattern suggests that societal influences, particularly those related to social interactions, play a decisive role in shaping consumer behavior towards environmentally friendly products. The role of subjective norms in guiding purchase behavior emphasizes the importance of social validation and collective responsibility in environmental consumption.

The green purchase intention of refurbished smartphones was investigated by Bigliardi et al. (2022), where environmental knowledge and green perceived value were found to be dominant factors. In this context, subjective norms, collectivism, and emotional factors did not significantly influence green purchase intentions. This highlights a variation in the impact of subjective norms across different product categories, suggesting that while social influences may drive some forms of green consumption, other factors such as personal environmental knowledge and perceived value take precedence in influencing consumer decisions in the refurbished electronics market.

Further extending the theory of planned behavior (TPB), Bhutto et al. (2022) examined the role of subjective norms and additional variables such as moral obligation in shaping young consumers' purchase behavior of energy-efficient appliances in Pakistan. The results indicated that while utilitarian environmental benefits significantly influenced attitudes, subjective norms were not impacted by moral obligations. This suggests that subjective norms regarding environmental behavior are more strongly influenced by social values and perceived benefits rather than personal moral considerations. This divergence from traditional expectations underlines the complex nature of subjective norms in shaping consumer behavior within the context of sustainability. In the secondary sneaker market context, Slaton and Pookulangara (2022) used the theory of reasoned action (TRA) to investigate how popular culture and social media influence consumer purchase behavior. Their findings showed that subjective norms, driven by fashion consciousness and social media, significantly influence consumer intentions to purchase sneakers from secondary retailers. The influence of subjective norms in this market indicates the pervasive power of social validation and social media in shaping consumer behavior, even in industries not traditionally associated with environmental consumption. This underscores the broad applicability of subjective norms across various consumer sectors, particularly in markets where social trends and peer influence are prominent.

The role of subjective norms in shaping consumer purchase intentions is evident across a range of industries, including low-cost carriers (LCCs), digital marketing, and retail. Suk et al. (2022) explored the influence of subjective norms in the low-cost carrier market, revealing that subjective norms and self-congruence negatively moderate the relationship between customers' purchase intentions and their perceptions of service quality. This finding suggests that while LCCs

attract customers with low prices, subjective norms can create an unfavorable perception of the airline's service as "cheap." The negative association impacts purchase intentions, implying that LCCs must target the right consumer segments and shift attention away from price to other dimensions, such as customized service offerings and quality. Similarly, Kim and Park (2024) examined how digital celebrities' subjective norms and perceived anthropomorphism influence consumer satisfaction. In their study of virtual influencer endorsements, subjective norms and perceived anthropomorphism positively influenced satisfaction, although social presence did not mediate the relationship. This indicates that subjective norms regarding the perception of human-like qualities in virtual endorsers significantly impact consumer purchase behavior. Retailers benefit from utilizing virtual influencers by focusing on aspects such as credibility and usefulness, which align with consumer expectations shaped by social norms in the digital marketplace.

Moreover, Andonopoulos et al. (2024) discovered that subjective norms play a pivotal role even when social media influencers (SMIs) are perceived as inauthentic. Their study revealed that while authenticity enhances purchase intentions through trustworthiness and inspiration, inauthentic SMIs can still positively influence consumer behavior, particularly in the purchase of hedonic products. This finding challenges the traditional assumption that authenticity is essential for positive consumer responses, highlighting how subjective norms around perceived inspiration and social influence can override concerns about authenticity. Liu et al. (2023) introduced the concept of revenge buying in the aftermath of the COVID-19 lockdown, using the stimulus-organism-response (SOR) framework and the Theory of Planned Behavior (TPB) model. The study found that social influence, a form of subjective norms, played a critical role in

stimulating anxiety and subsequent revenge buying behavior. Influenced by perceived scarcity and social pressure, consumers developed strong purchase intentions to compensate for their limited consumption during the lockdown. These findings emphasize the role of subjective norms in driving consumer behavior during periods of crisis, suggesting that social influence can amplify emotional responses, leading to increased consumer spending. Finally, Zhou and Liu (2023) focused on consumer choice in online vegetable distribution, highlighting the complex interaction between subjective norms and perceived behavioral control. In this study, subjective norms did not significantly influence terminal behavioral intentions or choices, contrasting with findings in other industries. However, the results underscored the importance of perceived risk and terminal image in driving consumer behavior, implying that subjective norms may have a more limited impact in highly utilitarian and low-involvement purchase decisions, such as grocery shopping through online platforms.

These studies collectively demonstrate that subjective norms play a pivotal role in shaping consumer behavior across a variety of environmentally and ethically oriented consumption domains. Whether in the purchase of green furniture, energy-efficient appliances, refurbished electronics, or fashion items in niche markets like secondary sneakers, subjective norms often dictate consumer intentions. The variability in their influence across different sectors highlights the need for targeted strategies that account for both social and personal factors in promoting ethical and sustainable consumption. Meanwhile, subjective norms significantly shape consumer purchase intentions across a variety of sectors, including aviation, digital marketing, and post-pandemic consumption. While the extent of their influence varies depending on the product category and context, social influence and collective expectations consistently affect consumer behavior. These findings underline

the importance of understanding and leveraging subjective norms in developing marketing strategies that align with consumer perceptions and behaviors.

## **CONCLUSION**

Subjective norms significantly impact consumer purchase intentions across a wide range of behaviors and product categories. Research highlights that subjective norm, combined with factors such as information-seeking behavior, perceived sustainability, and platform characteristics, play a crucial role in shaping attitudes and purchase intentions. For instance, in social commerce, subjective norms and the presence of a critical user mass greatly influence early adoption and purchase behavior, while in the context of green products, environmental affect enhances the role of subjective norms in shaping consumer attitudes and intentions. Further insights reveal that subjective norms extend beyond initial purchase intentions to affect brand loyalty and consumer citizenship behaviors. In various settings, including ethical consumption and online shopping, subjective norms interact with emotional and cognitive factors to drive both initial purchase decisions and long-term engagement. This underscores the importance of incorporating social influence into marketing strategies and policy development to promote sustainable and ethical consumption practices effectively.

The impact of subjective norms on consumer purchase intentions, particularly in the context of environmental and ethical consumption, has been extensively documented. Subjective norms significantly influence consumer behavior across various domains, including the adoption of green products, energy-efficient appliances, and refurbished electronics. Social pressures and societal expectations often drive consumers to make environmentally responsible choices, even when personal attitudes may not fully align with these behaviors. Research reveals

that while subjective norms play a critical role in shaping purchase intentions, their effectiveness is moderated by factors such as environmental awareness, perceived value, and product type. For instance, social influence has been shown to encourage green and energy-efficient purchases, but its impact can vary depending on the specific market and consumer segment. Additionally, in some contexts, such as the purchase of refurbished products, environmental knowledge and perceived utility may have a stronger influence than social pressures. Overall, understanding the role of subjective norms in consumer behavior necessitates considering the interplay between social influence, personal values, and contextual factors. Marketers and policymakers should account for these dynamics to effectively promote sustainable and ethical consumption practices.

The influence of subjective norms on consumer purchase intentions is substantial across various sectors, including environmental and ethical consumption. Studies highlight that subjective norms, or the social pressures and expectations from peers and society, significantly shape consumer behavior. In the realm of green and energy-efficient products, subjective norms often drive purchase intentions. For instance, in the market for green furniture, the interplay of environmental awareness, health consciousness, and social pressures impacts consumer decisions. Similarly, the adoption of energy-efficient appliances is strongly influenced by societal expectations and social interactions, even if personal attitudes are less significant. However, the influence of subjective norms varies by product type and market. In the case of refurbished electronics, factors such as environmental knowledge and perceived value are more influential than social pressures. Additionally, subjective norms related to fashion trends and social media significantly affect purchase behavior in contexts like secondary sneaker markets and digital marketing. The role of subjective

norms extends to various consumer behaviors, including online shopping, fashion choices, and post-pandemic spending patterns. The findings suggest that while subjective norms consistently impact consumer intentions, the degree of influence depends on the specific product category and context. Effective marketing strategies must consider these varying impacts and leverage subjective norms to align with consumer perceptions and behaviors across different sectors.

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