

APPENDIX

Appendix A

Table A1: Review of relevant constructs

CONSTRUCT	REFERENCES
PRODUCT RELATED	
Quality	
Credibility	Abid et al., 2020
Green perceived quality	Riva et al., 2022
Functional value	Hur et al., 2013; Issock et al., 2019; Yuan et al., 2022
Food quality	Jalilvand et al., 2017
Green perceived quality	Gomes et al., 2023
Perceived product quality	Beneke & Carter, 2015
Perceived quality	Gómez et al., 2018; Vo & Nguyen, 2015; Yoo et al., 2000
Price/quality inference	Campbell et al., 2014
Product quality	De Canio & Martinelli, 2021
Product encounter quality	Kumar & Polonsky, 2019
Service encounter quality	Kumar & Polonsky, 2019
Sustainable quality	D'Souza et al., 2015
Quality	Gleim et al., 2013
Quality of organic foods	Lockie et al., 2004
Other product (quality) attributes	
Animal welfare aspect of the product	Lockie et al., 2004
Environmental protection	Lee et al., 2015; Lockie et al., 2004
Food safety concern	Nagaraj, 2021
Green product value	Ogiemwonyi, 2022
Health aspect of the product	Lee et al., 2015
Health concern	De Canio & Martinelli, 2021
Health consciousness	Nagaraj, 2021
Overall image of organic food	Chauke & Duh, 2019
Perceived green product risk	Braga Junior et al., 2019
Perceived green product benefits	Braga Junior et al., 2019
Product attributes	Chauke & Duh, 2019
Product's environmental value	Issock et al., 2019
Product interest	De Pelsmacker & Janssens, 2007
Product likability	De Pelsmacker & Janssens, 2007
Product greenness	Gleim et al., 2013
Product diagnostic	Kim et al., 2016
Prosocial product benefits	van Doorn & Verhoef, 2011
Performance risk	Vo & Nguyen, 2015
Physical risk	Vo & Nguyen, 2015
Sensory appeal	Lee et al., 2015
Tolerance of green product	Průša & Sadílek, 2019
Packaging	
Excessive product packaging	Chang et al., 2021; Chen et al., 2017
Green packaging awareness	George et al., 2023
Packaging	Amoako et al., 2022; Tran Dinh et al., 2022
Packaging in accordance with circular economy principles	Ramadhanti et al., 2024
Recycled packaging	De Canio & Martinelli, 2021
Sustainable packaging perception	Lisboa et al., 2022
Local origin	
Attitude towards local food and drink	Birch & Memery, 2020
Category-country image	Andéhn et al., 2016
Country image	Roth & Romeo, 1992
Interest in traceability	Birch et al., 2018
Origin	Gómez et al., 2018
Product-country image	Andéhn et al., 2016
Regional food products	Bryła, 2019
Supporting local producers	Kumar et al., 2021

PRODUCT AND PRICE RELATED	
Value-for-money	
Customer value	Papista et al., 2018
Economic benefits	Chang & Chuang, 2020
Economic value	Issock et al., 2019
Perceived product value	Beneke & Carter, 2015
Perceived value	Chang & Chuang, 2020; Chaudhary, 2018; Chauke & Duh, 2019; Jalilvand et al., 2017; Yadav & Pathak, 2017
Price-quality	Stolz & Bautista, 2015
Quality and price	Ritter et al., 2015
Value	Gleim et al., 2013
PRICE RELATED	
Direct costs of sustainable consumption	Tsarenko et al., 2013
Financial risk	Beneke & Carter, 2015; Vo & Nguyen, 2015
Green products price sensitivity	Nguyen et al., 2019
Happiness to pay price premium	Chauke & Duh, 2019
Monetary barrier	Nguyen & Dang, 2022
Payment	Průša & Sadilek, 2019
Price	Amoako et al., 2022; Chauke & Duh, 2019; Lee et al., 2015; Papista et al., 2018; Yoo et al., 2000
Price acceptability	De Pelsmacker & Janssens, 2007
Price consciousness	Campbell et al., 2014; Hur et al., 2013
Price premium	Gómez et al., 2018
Perceived monetary barriers	Tanner & Kast, 2003
Perceived relative price	Beneke & Carter, 2015
Price Sensitivity	Gleim et al., 2013
Savings	Barbu et al., 2018
Sustainable pricing	D'Souza et al., 2015
Switching costs - Evaluation costs	Papista et al., 2018
Willingness to pay	Chaudhary, 2018 ; Campbell et al., 2014; Karim et al., 2024; Kumar et al., 2021a; Moser, 2015; Narayanan & Singh, 2023; Ngah et al., 2021; van Doorn, 2011
Willingness to pay premium	Diallo et al., 2020; Yadav & Pathak, 2017; Yadav et al., 2019
Willingness to pay a premium for sustainable products	De Canio & Martinelli, 2021
Willingness to pay more for green products	Gomes et al., 2023
Willingness to pay more	Hofenk et al., 2019
Willingness to pay a premium price	Perrini et al., 2010
Willingness to accept sustainability taxes	Tsarenko et al., 2013
PLACE RELATED	
Availability related constructs	
Availability	Chakraborty et al., 2022; Gleim et al., 2013
Distribution	Chauke & Duh, 2019
Distribution intensity	Yoo et al., 2000
Inadequate availability	Nguyen & Dang, 2022
Opportunity	Adrita & Mohiuddin, 2020
Placement	Stolz & Bautista, 2015
The (un)availability of green products	Nguyen et al., 2019
Willingness to buy more organic food if available	Lockie et al., 2004
Constructs related to consumer effort and convenience	
Ability	Pawaskar et al., 2018
Comfort	Nittala, 2014
Consumer effort	Stolz & Bautista, 2015
Convenience	De Pelsmacker & Janssens, 2007; Khondaker Sazzadul et al., 2023; Lockie et al., 2004
Ease of use	Barbu et al., 2018
Effort	Papista et al., 2018
Evaluation costs	Papista et al., 2018
Inertia	Gleim et al., 2013
Opportunity	Adrita & Mohiuddin, 2020
Perceived time barrier	Tanner & Kast, 2003
Perceived power	Yadav & Pathak, 2017
Shop characteristics	
Green shops	Nittala, 2014
Physical environment quality	Jalilvand et al., 2017

Store evaluation	Hofenk et al., 2019
Store Image	Vo & Nguyen, 2015; Yoo et al., 2000
Store legitimacy	Hofenk et al., 2019
PROMOTION RELATED	
Labelling	
Eco-label	Chin et al., 2018; Irfany et al., 2024
Eco label credibility	Kumar et al., 2021b
Eco-labelling	Nittala, 2014
Eco-label knowledge	Adrita & Mohiuddin, 2020
Labelling and peer pressure	de Carvalho et al., 2015
Organic label	Qi et al., 2024
Sustainable labelling	D'Souza et al., 2015
Trust in eco-labels	Taufique et al., 2017
Trust in labels	Issock et al., 2019
Communication related	
Advertisement	Amoako et al., 2022
Advertising spending	Yoo et al., 2000
Advertising trust	Gleim et al., 2013
Communication	Chauke & Duh, 2019; Stolz & Bautista, 2015
Communication quality	Kumar & Polonsky, 2019
Environmental advertisement	Chin et al., 2018
Green marketing	Amoako et al., 2022
Greenwashing	Braga Junior et al., 2019
Receptivity to green communication	Paço et al., 2019
Skepticism toward green ads	Silva et al., 2020
Trust in ethical advertising	Osburg et al., 2019
Word-of-mouth	
Word-of-mouth	Chauke & Duh, 2019; Gómez et al., 2018; Issock et al., 2019; Karim et al., 2024
Word-of-mouth intentions	Hofenk et al., 2019; Jalilvand et al., 2017
Information availability	
Access to information	de Carvalho et al., 2015
Green information quality	Kumar et al., 2021b
Green product information asymmetry	Chang et al., 2021
Information and knowledge	Ritter et al., 2015
Information availability	Hosta & Zabkar, 2020
Information quality	De Pelsmacker & Janssens, 2007
Information quantity	De Pelsmacker & Janssens, 2007
Ingredient information	Qi et al., 2024
Lack of information	Nittala, 2014
Perceived information asymmetry	Kim et al., 2016
Traceability information	Qi et al., 2024
Other	
Brand commitment to environment	Abid et al., 2020
Brand trust	Jalilvand et al., 2017; Papista et al., 2018
Consumer perception of environmental activities	Kumar & Polonsky, 2019
Green trust (trust in brand's green promise)	Yadav et al., 2019
Overall brand equity	Yoo et al., 2000
Perceived credibility of green retailers	Kumar & Polonsky, 2019
Retailers influence	Tsarenko et al., 2013
Sustainable brand image	D'Souza et al., 2015
Trust in organization's greenness	Gleim et al., 2013

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