

Systematic Literature Review (SLR) on the Antecedents and Consequences of Purchase Intention of Organic Food Products

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Abstract: With the global popularity of organic food on the rise, there is an increasing need for empirical research to identify the factors driving its consumption. The steady rise of demand for goods that are organic, one of the fastest-growing markets in recent years, is the main topic of this study. To address this, we systematically reviewed 39 empirical studies that examine consumer intentions to purchase organic food. Our analysis explored the theoretical foundations of this research, as well as mediator and moderator relationships between the factors influencing and resulting from organic food purchase intentions. This study also highlights potential mediators and moderators for future research, establishing a basis for further exploration of the factors shaping consumers' organic food purchasing decisions.

Key Words: Purchase intention, antecedents, consequences, actual buying behaviour, purchase decisions, etc

1. Introduction

Natural produce that has not been exposed to radiation or inorganic substances such synthetic fertilisers, antimicrobial agents, genetically engineered organisms, or herbicides is referred to as organic food (Gad Mohsen et al., 2013). The "India Organic Food Industry Forecast & Opportunities, 2019," projects that the country's organic food market would expand at a compound annual growth rate of around 25% from 2014 to 2019. (Heyes, 2014). Both consumers and producers increasingly recognize the importance of environmental sustainability, with shifting lifestyles likely to influence food preferences as previous studies have shown positive consumer attitudes towards organic foods (Davies et al., 1995). The consumption of organic food has been extensively studied using the Theory of Planned Behaviour (TPB), which contends that "beliefs, individual standards, as well as perceived behavioural control" are important indicators of "the intent and purchasing behaviour." (Ajzen, 1991). For example, Zagata (2012) found that these TPB factors influenced organic purchasing intentions in the Czech Republic, and research by Lee & Yun (2015) and Sultan et al. (2019) revealed similar trends in South Korea and Australia, where these TPB predictors positively affected purchase intentions despite cultural differences.

Building on TPB, additional theories and models have been proposed to deepen understanding of organic food consumption. The framework of goal-directed behavior introduces "desire" as a mediator between TPB factors and "purchase intention," interpreting desire as a powerful, emotion-driven urge in non-rational consumption contexts (Perugini & Bagozzi, 2001; Leyva-Hernandez et al., 2021). Behavioral Reasoning Theory (BRT) also expands TPB, positing that broader motivations for and against particular behaviors shape attitudes, with values and beliefs influencing consumers' purchase desires (Westaby, 2005). Similarly, the "Stimulus-Organism-Response Theory" suggests that external stimuli impact consumers' internal states, shaping their purchase intentions (Mehrabian & Russell, 1974). These models, by integrating additional variables, offer a richer understanding of consumption behaviors beyond TPB alone.

A systematic literature review (SLR) is carried out in this study to look at the important elements driving organic food purchase intentions, based on findings from previous studies and foundational theories. Previous literature reviews have focused on conceptual models (Dangi et al., 2020), theoretical frameworks (Rana & Paul, 2017), and meta-analyses (Massey et al., 2018). Unlike these approaches, this study aims to present diverse theoretical and philosophical bases for further exploration.

Despite extensive research on the antecedents and consequences of purchase intentions for various goods and services, there is limited data on organic foods, especially in India. Little research has examined the drivers and effects of organic food purchase intentions specifically within this context. Therefore, this review will evaluate the current conceptual and empirical understanding of purchase intentions, highlighting key mediators and moderators and offering new directions for research that could strengthen the theoretical framework and broaden the focus of research on the intention to buy organic food.

The structure of the article is as follows: The literature on intentions to purchase organic food is reviewed first, and then the approach is thoroughly explained. A summary and analysis of how mediators and moderators influence the relationship between antecedents, purchase intentions, and outcomes are then provided. The study concludes with a discussion of potential factors that could serve as mediators and moderators in future purchase intention research.

2. Purchase intention – A general review of literature

The structure of the paper is as follows: The literature on intentions to purchase organic food is reviewed first, and then a detailed One of the most important tools for forecasting consumer purchase behaviour is their intention to buy (Newberry et al., 2003). According to studies employing the Theory of Planned Behaviour (TPB), "purchasing intention and behaviour" are strongly correlated (Ajzen & Fishbein, 2005; Lai & Cheng, 2016; Liobikiene et al., 2017; Minbashrazgah et al., 2017). An explanation of the approach. "Purchase intention" stems from consumers' attitudes and external factors, where attitudes are multifaceted and include cognitive, emotional, and conative components, the latter influencing behavior or response (Adcock et al., 2001). Purchase intent plays a central role in consumer behavior (Fishbein & Ajzen, 1975), helping gauge the likelihood of consumers making purchases. It's a vital concept in marketing, as customer purchase intentions directly influence actual purchasing decisions (Schiffman & Kanuk, 2000). According to Khan et al. (2012), consumers consider numerous factors—such as price, quality, product features, brand loyalty, and convenience—when choosing products. Many studies underscore the importance of assessing consumer purchase intentions, as strong intentions can lead to faster actual purchasing behavior (Ajzen, 2015; Wong et al., 2018; Lim & Goh, 2019; Wang et al., 2019; Kim et al., 2020; Riptiono et al., 2020). Elbeck and Mandernach (2008) explored how likely prospective customers are to make a purchase, with earlier research showing that "the intention and real purchasing behaviour" are significantly correlated, particularly for organic products (Saba & Messina, 2003; Tarkiainen & Sundqvist, 2005; Coleman et al., 2011; Kim & Chung, 2011; Wee et al., 2014; Effendi et al., 2015).

In 2023, Sandra Nelly Leyva-Hernandez conducted a systematic literature review (SLR) to examine consumer intentions to purchase organic products, compiling a database of original research articles on organic product purchasing intention from Web of Science (476 records) and Scopus (212 records) as of April 2021. Key search phrases were "natural food purchase intentions" in both Spanish and English.

Research gap: Despite the existing studies, there is a limited amount of systematic literature review data focused specifically on "Purchase Intention" for organic products. In contrast, SLRs are available for other product types, such as remanufactured products (Deepak et al., 2019), energy-saving home appliances (Habib et al., 2019), and green purchase behavior for eco-friendly products (Xiaoyun et al., 2020; Kavita et al., 2022; Zhang et al., 2020).

3. Methodology

Given that the majority of research on buy intention was completed after 2013, this analysis covered empirical investigations on the "intermediaries and modifiers" in the links between the precursors and the results of organic food purchasing intention published in peer-reviewed journals from 2013 to 2022. Literature was sourced from databases such as Scopus and Google Scholar using keywords like "Purchase Intention, Antecedents, Consequences, Mediators, and Actual Buying Behavior" in various combinations.

3.1 Inclusion criteria:

To be included, research had to match the following criteria:

Peer-reviewed empirical research with a focus on at least one of the following topics:

- Mediators/Moderators in the links between antecedents and Purchase Intention.
- Mediating/Moderating effects between Purchase Intention and outcomes.
- A combination of mediators and moderators in links between antecedents, Purchase Intention, and outcomes.

4. Finding

A total of 339 potentially relevant full-text articles were initially identified through database searches. After removing 194 duplicates, 145 articles remained, chosen for their relevance and applicability to the organic food industry context. Based on titles and abstracts, 50 of these articles were selected for further review. Upon full-text analysis, 13 more articles were excluded as, while they frequently mentioned the aim for purchasing organic food their primary focus was on other types of consumption like "sustainability, green products, and reusable products."

In addition to electronic searches, the reference lists of key articles were manually reviewed. Following this initial sampling, a "snowballing" method was applied to locate further studies within the reference lists of articles found in major repositories. This approach identified two additional papers that satisfied the inclusion criteria, for a total of 39 publications suitable for this investigation

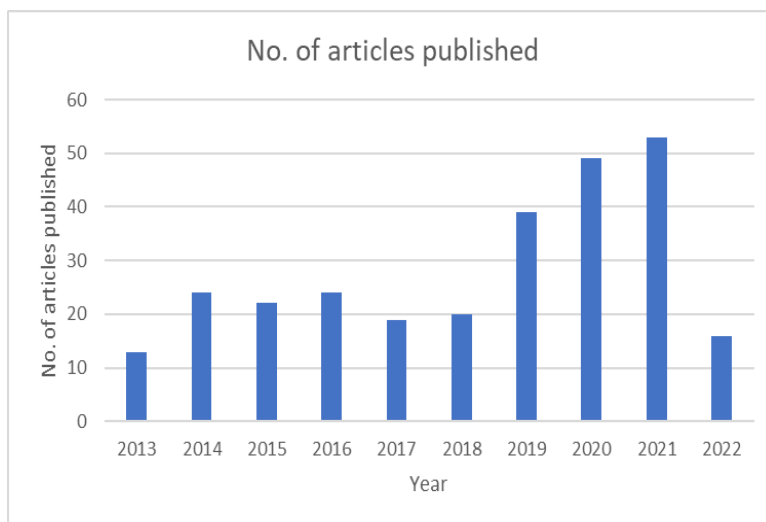


Figure 1 No. of articles published year-wise

The year 2021 recorded the highest number of publications (53) related to purchasing intentions, their consequences, and their outcome. The year 2013 recorded the least number of publications (13). The top five contributions from sources around the world are given in the Table 1, which shows that 'British Food Journal' has published the greatest quantity of publications. The Table 2 provides the top five contributions from various researchers around the world.

Table 1 Top Five Leading Journals/Sources

S. No.	Journal	No. of Publications
1	British Food Journal	26
2	Sustainability	16
3	Food Quality and Preference	11
4	Newspaper Research Journal	11
5	Journal of Cleaner Production (10)	10

Table 2 Top Five Authors

S. No.	Authors	No. of Publications
1	Justin Pau	4
2	Jyoti Rana	4
3	Chiew Shi Wee	3
4	Farzana Quoquab	3
5	Jihad Mohammad	3

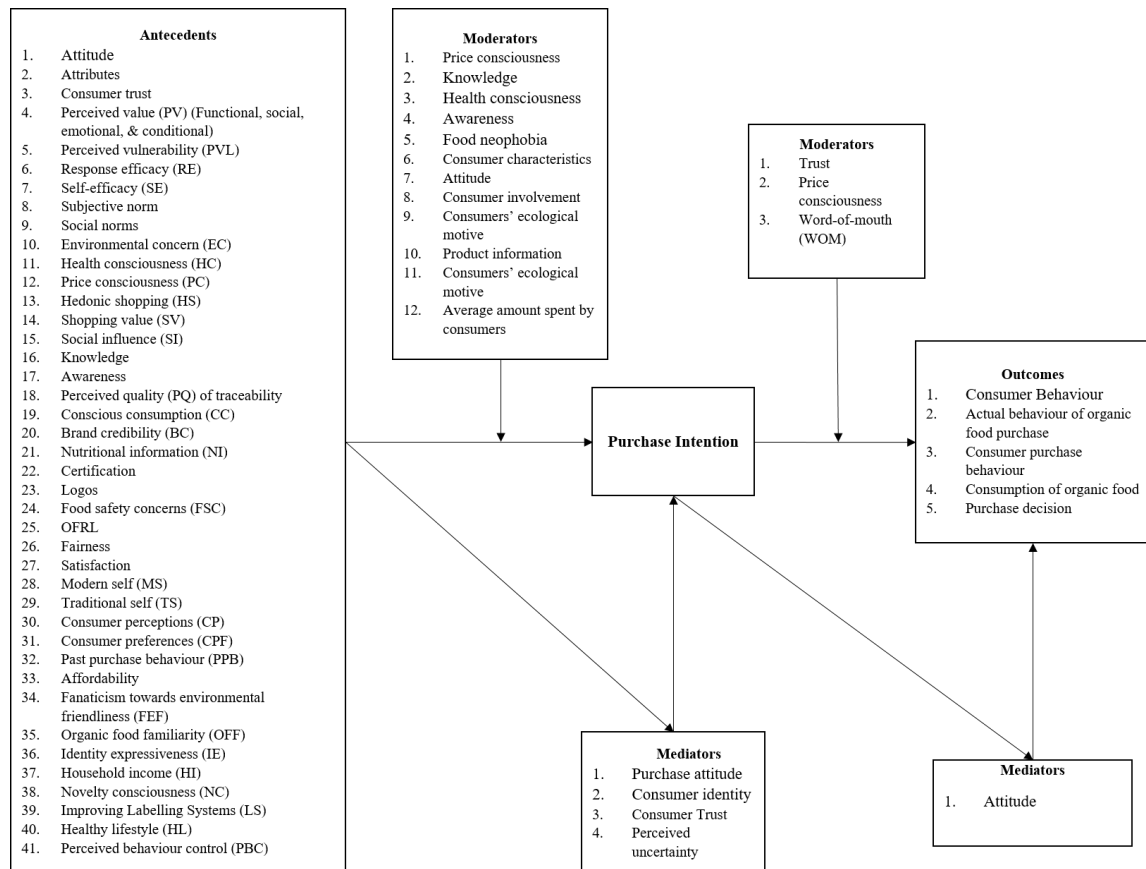


Figure 2 Synthesis of the main antecedents and consequences of Purchase Intention, and its main mediators and moderators

Table 3 Summary of Literature

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
1	Hsu & Chen, (2014)	Taiwan	"Attitude"	NA	MO: Consumer characteristics (trust propensity and self-confidence).	Consumer traits such as "trust propensity and self-confidence" are able to modulate the relationship between "attitude" and PI.
2	Irianto, H. (2015)	Indonesia	"Health consciousness" and "environmental consciousness"	NA	NA	The variables "environmental awareness" and "health consciousness" affected a person's propensity to purchase organic food.
3	Younus, et al., (2015)	Pakistan)	"Perceived value", "customer Knowledge", "celebrity endorsement"	NA	NA	"Perceived value, customer Knowledge, and celebrity endorsement" were the factors that determined a person's willingness to purchase organic food.
4	Anisimova, T. (2016).	Sweedn	"Healthism", "hedonism", and "trust"	NA	NA	"Wellness," "excess," and "trust" have a big influence on what people want to buy.
5	Naidoo & Henry Ramatsetse, (2016)	South Africa	"Consumer values", "attitude", "subjective norm" and "perceived behavioural control"	NA	NA	Principles, opinions, subjective standards, and perceived behavioural control all have a significant influence on consumers' intentions to purchase organic food.
6	Nirushan, K. (2017)	Srilanka	"Price" and "Trust"	NA	NA	"Price" (35.7%) and "trust" (46.5%) have a major impact on consumers' intentions to buy organic food goods.

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
7	Wijaya & Sukidjo, (2017)	Indonesia	"Organic knowledge," "subjective norms," "attitudes" toward organic food, and "purchase behavior control"	NA	NA	Factors such as "perceptions of organic food, subjective standards, and organic knowledge, and purchasing behavioral control" positively affect consumers' purchase intentions (PI) for organic products. PI is also affected by "health perception, competence, personal preferences, price, and availability."
8	Singh & Verma, (2017)	India	"Health consciousness," "knowledge," "subjective norms," "price," and "availability"	Actual buying behaviour	ME: Attitude	"Attitude" acts as a mediator between "purchase intention (PI) and actual purchasing behavior."
9	Konuk, (2018)		"Price fairness," "satisfaction," and "trust"	NA	NA	The price integrity, delight, trust," and PI are positively correlated.
10	Bagher, (2018)	Iran	"Ethical orientation," "organic knowledge," "attitudes" toward organic food products, "environmental concerns," "subjective norms," "healthy lifestyle," "health awareness," and "perceived behavioral control"	NA	NA	Intentions to purchase organic food items are greatly influenced by a number of elements, such as moral bent, organic knowledge, attitudes towards organic products, environmental issues, subjective standards of a nutritious lifestyle, knowledge about health, and perceived behavioural control.
11	Asif et al., (2018)	Pakistan, Turkey and Iran	"Attitude" and "health consciousness"	NA	MO: Awareness	The greater indicators of organic food PI have been found to be "attitude and health consciousness." The "awareness" of consumers positively moderates their propensity to purchase organic food items.

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
12	Nguyen et al., (2019)	Vietnam	Modern self, traditional self, health consciousness, organic-label trust, and subjective norm	NA	NA	Regarding buying organic food, "cutting-edge self, historical self, concern for health, belief in organic tags, and personal norms" were important predictors.
13	Curvelo et al., (2019)	Brazil	"Attributes", "consumer trust" and "perceived value"	NA	NA	Consumer trust, sensory appeal, and emotional value all have an impact on whether an individual will buy organic food. "Emotional value" was more significant, whereas "sensory appeal" revealed a negative link with PI.
14	Eberle et al., (2019).		Perceived quality, conscious consumption, price, brand credibility	Consumer Behaviour	MO: "Average amount spent by consumers"	While "price" has an adverse effect, "conscious purchasing" and "perceived quality" have a favourable impact on the desire to buy organic food. A brand's ability to combine excellence and sustainability increases its "brand credibility" significantly. Consumer spending on average moderated the connection between independent factors and PI.
15	Wang et al., (2019)	Tanzania and Kenya	"Subjective norms (SN)", "Personal attitude", "Health consciousness", "Perceived behaviour control (PBC)"	NA	MO: Knowledge	The association between "subjective norms, individual perspectives, attention to health, and an intention to purchase green food" is positively moderated by "knowledge." It was discovered that "perceived behavioural control (PBC)" had little bearing on the purchase intentions (PI) of Kenyan consumers.

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
16	Akbar et al., (2019)	Pakistan	"Functional value", "social value", "emotional value", and "conditional value"	"Consumer purchase behaviour", "Consumption" of organic food Actual purchase of organic food.	Outcome MO: Food neophobia	PI and the quantity of purchases of organic food are positively correlated. It is "food neophobia" that moderates "PI and organically grown food consumption."
17	Lian & Yoong, (2019).	Malaysia	"Food safety concern", "health consciousness", and "environment concern"	Actual purchase of organic food.	NA	Concerns about food safety, health, and the environment have all significantly impacted "organic food consumption patterns." Positive associations were identified between PI and the "actual purchase" of organic food.
18	Bai et al., (2019).	China	"Subjective norms", "social norms", "identity expressiveness" and "household income"	NA	ME: Purchase attitude	The PI of organic food is predicted by "subjective norms, societal norms, identity expression, and household income." The link between the independent factors and PI is mediated by "purchase attitude."
19	Saleki et al., (2019).	Malaysia	"Attitude," "Subjective Norm (SN)," "Perceived Behavioral Control," "Moral Norm (MN)," "Self-Identity (SI)," and "Environmental Concern (EC)"	Purchase behaviour (PB)	ME: purchase intention MO: price consciousness	"Attitude, self-identity (SI), moral norms (MN), perceived behavioural control, subjective norms (SN), and environmental concern (EC) all positively impact purchase intentions (PI). The association between "behaviour, SN, belief in behavioural control, MN, SI, and EC" and "pursuing behaviour" is mediated by PI. (PB)."

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
20	Katt & Meixner, (2020)	USA	"Environmental Concern," "Health Consciousness," "Price Consciousness," "Hedonic Shopping," and "Shopping Value"	NA	NA	The relationship between "PI and PB" is moderated by price awareness. Compared to "environmental concern, health consciousness, and "Price consciousness" has less of an impact on organic food PI than "hedonic shopping value."
21	Ayub et al., (2020)	Kerteh, Terengganu	"Environmental Consciousness," "Health Consciousness," and "Social Influence"	NA	NA	"Environmental consciousness, health consciousness, and social impact" are the important elements affecting young consumers' propensity to purchase organic food.
22	Sulaiman et al., (2020).	Malaysia	"Health awareness", "environmental concerns", "knowledge", and "subjective norms"	NA	NA	"Subjective norms, environmental awareness, knowledge, and health concerns" are identified as important predictors of intentions to purchase organic food.
23	Shrestha, (2020).	Nepal	"Environmental concern", "trust", "availability", and "Health concern" and "awareness"	NA	NA	"Environmental concern, trust, and availability" were the most significant factors influencing consumers' intentions to buy organic food products. However, "health concern and awareness" were not found to have a strong impact.
24	Kiran et al., (2020)	India	"Awareness," "nutritional information," "pricing," "certification," "brand identity," and "logos"	NA	NA	Factors like "knowledge, information on nutrition, prices, licensing, name of the brand, and logos greatly affect the price-performance index (PI) of organic food products.

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
25	Watanabe et al., (2020)	Brazil	"Perceived value" (Functional and emotional values)	NA	ME: Consumer Trust	"Consumer trust" is positively impacted by "functional and emotional values," while PI is motivated by "emotional value." There was no direct impact of the "trust" on PI. A crucial element in the prediction of "trust and PI" is "perceived value."
26	Dangi et al., (2020)	India	"Health motivations," "previous purchasing behavior," "knowledge," "affordability," and "trust in organic certification labels"	NA	NA	The primary motivations for buying organic food items include "health reasons, previous purchasing behavior, knowledge, cost, and trust in organic certification labels."
27	Aungatichart et al., (2020).	Thailand	"Health concern," "subjective norms," "familiarity with organic food," and "organic food literacy"	Actual behaviour of organic food purchase	ME: Consumer identity	"Consumer identity" fully mediates the relationship between the independent factors health concern, organic food knowledge, experience with food that is organic, and subjective norm and purchase intentions (PI).
28	Pacho, (2020).		"Subjective norms" and "attitudes"	NA	MO: "Knowledge about organic food and health consciousness"	"Subjective norms and attitudes" have a beneficial impact on organic food purchase intentions (PI). Knowledge of organic food and "health consciousness" have an indirect impact on the association between "behaviour, individual standards, and a willingness to purchase."

S. No.	Author(s)	Country & Industry	Antecedents	Consequences	Mediators (ME)/ Moderators (MO)	Result
29	Aitken et al., (2020)	New Zealand	Improving labelling systems	NA	NA	Enhancing "labeling systems" to provide more relevant information—covering health, environmental, and social benefits — might boost consumers' propensity to purchase organic products by increasing their perceived behavioural control.
30	Pang et al., (2021)	Malaysia	"Perceived vulnerability," "response efficacy," "self-efficacy," "subjective norms," and "attitude"	NA	NA	Subjective norms, attitude, self-efficacy, perceived vulnerability, and response efficacy all influence PI towards organic food. Consumers tend to view organic food more positively when they are well-informed about potential vulnerabilities and impacts associated with certain threats.
31	Wu et al., (2021)	China	"Perceived quality of traceability"	NA	Antecedents: ME: "Perceived uncertainty" MO: Product information	The perceived traceability quality is a factor that influences PI in favour of organic goods. "Perceived uncertainty" mediates the main impact in part. The relationship between "perceived unpredictability and purchase intention" is positively moderated by the applicability of product information.

5. Discussion

The findings indicate that mediators and moderators are more thoroughly studied in the connections between purchase intentions for organic products and outcomes than in the relationships between antecedents and purchase intentions. Additional potential factors are proposed to help reveal fundamental mechanisms within the links between antecedents, purchasing intentions, and outcomes.

5.1 Role of mediators and moderators in antecedents and purchase intention relationships

The literature review identifies various antecedents of purchase intentions, including factors such as "attitude, attributes, consumer trust, perceived value (functional, social, emotional, & conditional), perceived value of labeling (PVL), response efficacy (RE), self-efficacy (SE), subjective norms (SN), environmental concern (EC), health consciousness (HC), price consciousness (PC), health safety (HS), social value (SV), self-identity (SI), knowledge, awareness, perceived quality of traceability (PQ), consumer commitment (CC), brand credibility (BC), nutritional information (NI), certification, logos, food safety concern (FSC), organic food-related lifestyle (OFRL), fairness, satisfaction, market stability (MS), and trust sensitivity (TS)."

Consumer "awareness" positively moderates purchase intentions for organic food, with "attitude and health consciousness (HC)" being stronger predictors of these intentions (Asif et al., 2018). Factors such as "perceived quality (PQ) and consumer commitment (CC)" positively impact purchase intentions, while "price" has a negative effect. Brands that effectively combine quality and sustainability enhance their credibility, with "average consumer spending" modulating the association between buying intentions and factors (Eberle et al., 2019).

Consumer traits and their relationship is moderated by self-confidence and trust tendency between "attitude and purchase intention" (Hsu & Chen, 2014). Knowledge about organic food also positively moderates its connection with purchase intention (Wang et al., 2019). Purchase attitude acts as a mediator in the connection between independent variables and purchase intention, with key predictors including "subjective norms, social norms, environmental interest (IE), and health interest (HI)" (Bai et al., 2019).

"Health consciousness (HC), subjective norms (SN), organic food familiarity (OFF), and organic food literacy (OFL)" are fully mediated by consumer identity (CI) in their connection to purchase intention (Aungatichart et al., 2020). Additionally, Between "perceived uncertainty" and "purchase intention," "perceived uncertainty" acts as a partial mediator with "perceived quality of traceability (PQ)" information serving as a positive moderator (Wu et al., 2021).

Consumer "participation" modifies the connection between HC and concerns about food safety (FSC), while the "ecological motive" of consumers limits both direct and indirect relationships (Iqbal et al., 2016). Although OFRL is a powerful indicator of the inclination to buy organic food, it moderates its relationship with "attitude" (Jungles et al., 2021).

5.2 Potential mediators and moderators in antecedents and purchase intention relationships

This section explores additional potential mediators and moderators derived from research in various fields that could be relevant to studying organic food purchase intention. Potential factors include "freshness of organic food, desire to consume, presentation, food taste, innovativeness, behavioral intentions, time constraints, participation in social media, and involvement."

5.3 Mediators and moderators in purchase intention and outcomes relationships

The literature reveals that "consumer behavior, actual organic food purchase behavior, consumer purchase behavior, organic food consumption, and purchase decisions" are all influenced by purchase intentions for organic food. Key factors include Knowledge, availability, cost, subjective norms (SN), and health consciousness (HC) with "attitude" mediating the connection between actual purchasing behaviour and "purchase intention (PI)" (Singh & Verma, 2017). The link between "purchase intention" and "consumption" is moderated by "food neophobia" (Akbar et al., 2019).

Furthermore, according to Saleki et al. (2019), PI mediates the relationship between moral standards (MN), self-identity (SI), environmental concern (EC), consumer behaviour, attitude, SN, perceived behavioural control (PBC), and SN and purchase behaviour (PB). (Saleki et al., 2019) While "practical and psychological values" both have a beneficial impact on "the consumer trust," only "psychological value" increases "purchase intention." Additionally, "trust and purchase intent" are strongly predicted by "perceived value" (Watanabe et al., 2020).

For "purchase intentions and purchase decisions," word-of-mouth (WOM) acts as a moderator. While individual, social, and informational Customers' purchase intentions are significantly influenced by a number of things (Li & Jaharuddin, 2021). Various factors, including "HC, environmental concern (EC), food-friendly choices (FFC), Trust, novelty sensibility (NC), and price consciousness (PC)" drive actual purchases. Between "Buying intention" and "actual purchase," trust and price consciousness have both beneficial and detrimental moderating effects. (Zheng et al., 2021).

5.4 Potential mediators and moderators in green purchase intention–outcomes relationships

Previous literature provides limited evidence on mediators and moderators between "purchase intention" and its outcomes. Further research is needed to clarify these relationships, considering factors like "consumption frequency" (Nystrand & Olsen, 2020), "product taste," "consumer confidence in local suppliers," "brand credibility," "dependability of purchase," "risk," and others..

6. Managerial implications

Understanding the moderating and mediating effects of antecedents and outcomes related to "purchase intention" can empower professionals to assess the current market for foodstuffs that are organic and set long-term objectives for growth. By identifying key antecedents, policymakers can prioritize areas needing intensified focus, guided by the relevance and hierarchical structure of the theoretical framework. The study highlights the moderating and mediating impacts of the examined antecedents and outcomes within their relationships. For continued progress in the organic food sector, executives and authorities can target their efforts toward improving standards and focusing on strategic results. Addressing these antecedents can also assist in shaping practical and relevant marketing policies, supporting managers as they prioritize these factors to achieve intended outcomes. Managers can leverage the study's insights to understand each antecedent's influence and apply appropriate moderators and mediators before implementing marketing strategies, aiding decision-makers in enhancing the effectiveness of marketing approaches by targeting high-impact antecedents.

7. Conclusion

This research has thoroughly analyzed the drivers and impacts of "Purchase Intention" in past studies on organic food products. Given that the concept of purchase intention for organic food is relatively new, it is challenging to identify which theoretical perspectives are most conducive to ongoing advancements. This review contributes two key perspectives to the discourse on purchasing intention. First, it offers academics a foundation for exploring existing literature on the mediators and moderators of purchase intention, as well as its antecedents and outcomes, to organize existing research in this area. Second, With solid theoretical justification, it offers possible new underlying and influencing factors for upcoming research on the link between the causes and effects of "purchase intention."

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