

INTERNATIONAL REAL ESTATE REVIEW

2026 Vol. 29 No. 3: pp. 399 - 433

Drivers of Green Housing Purchase Intention and Behaviour: A Systematic Review and Integrated Marketing Framework (2021-2025)

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Green housing is increasingly viewed as a pathway for climate mitigation, energy efficiency and sustainable urban living, yet market adoption depends on whether favourable purchase intentions translate into actual behaviour. This article reviews studies on green housing purchase intention and behaviour published between 2021 and 2025. Guided by PRISMA 2020, the study combines thematic synthesis and bibliometric mapping to identify dominant theories, knowledge clusters and emerging determinants of green housing adoption. The review shows that the theory of planned behaviour remains the main theoretical foundation, but its explanatory power is limited in high-cost, high-risk and information-intensive housing markets. Recent studies therefore extend behavioural models by incorporating perceived value, technology acceptance, signalling, trust and institutional-market conditions. The review positions the intention-behaviour gap as a central theoretical and

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DOI: <https://doi.org/10.53383/100428>

managerial problem in green housing marketing. It proposes an integrated framework that links psychological-social motivation, value-market evaluation, technology readiness, information signalling, consumer trust and institutional-market conditions. The framework offers testable propositions for future research and practical implications for policy, real estate development and marketing, particularly in relation to trust-building, certification credibility, affordability signals and consumer-facing green value propositions.

Keywords

Green housing, Purchase intention, Purchase behaviour, Intention-behaviour gap, Real estate marketing

1. Introduction

Climate change, energy transition and decarbonisation agendas have made green housing an important concern for governments, real estate developers, investors and consumers. Green housing promises less energy use, improved resource efficiency, healthier indoor environments and reduced environmental externalities. From a market perspective, however, the presence of technically superior or environmentally certified housing does not automatically create demand. Green housing must be perceived by consumers as valuable, credible, affordable and worth choosing over conventional alternatives.

This issue is particularly important because housing purchase is not an ordinary consumer decision. It is a high-involvement, high-cost and long-cycle decision in which buyers must evaluate financial risks, mortgage constraints, location preferences, developer reputation, building quality and future performance. Consumers may support sustainability in principle, but still hesitate to purchase green housing when price premiums are high, expected savings are unclear, green claims appear promotional rather than verifiable, or suitable green homes are not available in the desired market. The gap between favourable intention and actual purchasing behaviour is therefore a central problem in green housing adoption.

Research on green housing and related green consumer behaviour has grown rapidly, but the evidence remains fragmented. Some studies emphasise attitude, subjective norms and perceived behavioural control. Others focus on perceived value, trust, environmental concern, certification, technology acceptance, policy incentives or market barriers. These streams are valuable, but often remain theoretically separated. As a result, the literature explains why consumers may intend to buy green housing more clearly than it explains when, why and under what conditions they actually buy.

Three gaps motivate the present review. First, previous research has often examined green purchase intention, green building adoption or sustainable consumption separately, with less attention to the conversion of intention into actual green housing purchase behaviour. Second, dominant models such as the TPB have been widely adopted, but their limitations in high-cost, high-risk and policy-dependent housing markets have not been critically synthesised. Third, psychological, value-based, technological, signalling and institutional perspectives have not been sufficiently integrated into a marketing-oriented explanation of the green housing consumer journey.

This review addresses four research questions (RQs). RQ1: What theoretical perspectives have been used to explain green housing purchase intention and behaviour during 2021-2025? RQ2: What psychological, value-based, technological, signalling and contextual factors influence green housing purchase intention and actual purchase behaviour? RQ3: How do bibliometric patterns reveal the thematic structure and emerging emphases of this research field? RQ4: How can existing evidence be integrated into a conceptual framework that explains the intention-behaviour gap in green housing adoption?

The study contributes to the literature in three ways. First, it provides a systematic and bibliometric synthesis of recent research on green housing purchase intention and behaviour. Second, the work offers a critical reading of the main theoretical streams, especially the use and limits of the TPB in real estate markets. Third, the study proposes an integrated marketing framework and research propositions that explain how consumer motivation becomes market behaviour when value, trust, technology readiness and institutional support align.

2. Theoretical Background

2.1 Theory of Planned Behaviour and Normative Extensions

The TPB remains one of the most widely used theories for explaining purchase intention. The theory proposes that intention is shaped by attitude, subjective norms and perceived behavioural control (Ajzen, 1991). In green housing markets, attitude reflects the evaluations of consumers of the environmental, financial and lifestyle benefits of green housing. Subjective norms capture the influence of family members, peers, professional networks and policy discourse. Perceived behavioural control reflects whether consumers believe they have the financial ability, information and market access required to purchase a green home.

The TPB is useful because it provides a clear motivational structure. However, the theory is not sufficient on its own for explaining green housing purchase

behaviour. Consumers may have favourable attitudes and strong sustainability values but still avoid purchasing because green housing requires substantial capital, mortgage access, credible information and suitable supply. In this sense, the TPB is more robust in explaining intention formation than intention conversion. This limitation is important for marketing and real estate research because the managerial challenge is not simply to make consumers like green housing, but to make green housing feel credible, valuable, financially feasible and actionable.

Normative extensions enrich the TPB by adding personal norms, moral obligations and environmental responsibility. These constructs are relevant because green housing can be interpreted as both a private household investment and a pro-environmental act. Yet moral motivation alone rarely removes affordability constraints or information asymmetry. For that reason, the TPB must be integrated with value, technology, signalling and institutional perspectives.

2.2 Perceived Value, Perceived Quality and Green Purchase Trade-offs

The perceived value theory explains consumer choice as a trade-off between perceived benefits and perceived sacrifices (Zeithaml, 1988). Green housing benefits may include lower energy bills, improved comfort, healthier indoor environments, reduced environmental impacts, reputational benefits and potential long-term property value. Perceived sacrifices include price premiums, maintenance uncertainty, technical complexity, longer search time and doubts about whether promised benefits will materialise.

This value perspective is essential for a marketing-oriented understanding of green housing. Consumers rarely purchase housing because of environmental attributes alone. They must be convinced that the green offer provides a persuasive value proposition. The green premium becomes acceptable when buyers see a credible link between higher upfront costs and long-term functional, financial, emotional and social benefits. Conversely, when the value proposition is vague, green claims are weakly verified or performance outcomes are unclear, perceived sacrifice can outweigh environmental motivation.

2.3 Technology Acceptance for Smart and Energy-efficient Housing Features

Green housing increasingly includes energy-saving technologies, smart meters, digital monitoring, renewable-energy interfaces and automated building systems. Technology acceptance models (TAMs) and unified theory of acceptance and use of technology (UTAUT) are therefore relevant because they explain how perceived usefulness and ease of use, performance and effort

expectancies and facilitating conditions affect acceptance of technology-enabled housing (Davis, 1989; Venkatesh et al., 2003).

In practice, consumers not only evaluate whether a home is green, but also whether its technologies can be understood, reliable and easy to live with. A smart energy system may strengthen perceived value when it is presented as simple, useful and cost-saving. It may weaken adoption if it appears complicated, expensive to maintain or dependent on ambiguous infrastructures. Technology acceptance therefore interacts with perceived value and trust rather than operating as a separate mechanism.

2.4 Signalling Theory, Information Asymmetry and Trust

A persistent difficulty in green housing markets is information asymmetry. Buyers cannot easily verify energy performance, material quality, indoor environmental conditions or long-term maintenance requirements before purchase. The signalling theory explains how credible signals reduce uncertainty when one market actor possesses more information than another (Spence, 1973). In green housing, such signals include green building certification, third-party labels, transparent energy performance data, verified standards, audited materials and developer reputation.

Trust is the marketing bridge between information and intention. Certification may fail to influence purchase intention if consumers do not trust the certifying institution or suspect that green claims are promotional. Conversely, transparent performance data and credible third-party verification can increase perceived quality, reduce perceived risk and justify willingness to pay. In high-value real estate transactions, trust is not a peripheral variable; it is a condition for converting sustainability claims into market confidence.

2.5 Digital Influence and Green Housing Consumer Journey

Housing search has become increasingly platform-mediated. Consumers can obtain green housing information through developer websites, listing portals, social media, virtual tours, online reviews and digital advertising. These channels shape awareness, perceived value and trust before consumers visit a project or speak with sales staff. Digital communication can clarify green features, but also increase scepticism when claims are generic, inconsistent or unsupported by evidence.

From a marketing perspective, digital influence should not be merely treated as a communication channel. It is part of the decision environment in which consumers compare alternatives, assess credibility, imagine future use and interpret price premiums. Well-designed digital information can reduce perceived complexity; poorly designed information can increase uncertainty.

2.6 Integrative Theoretical Logic

The reviewed theories are complementary rather than competing. The TPB explains the motivational basis of purchase intention. The perceived value theory explains how consumers evaluate benefits and sacrifices. The TAM and UTAUT explain how smart and energy-efficient features are assessed. The signalling theory explains how credible information reduces uncertainty and builds trust. Institutional and market perspectives explain why even motivated consumers may not act when affordability, financing, regulation and supply conditions are unfavourable.

An integrated explanation is therefore necessary. Green housing purchase behaviour emerges when consumers are motivated, perceive a strong value proposition, understand the technology, trust the information and operate within enabling market conditions. This is the theoretical logic that informs the review and proposed framework.

3. Method

3.1 Review Design

This study adopts a systematic review design informed by PRISMA 2020 reporting logic and evidence-informed management review procedures (Page et al., 2021; Tranfield et al., 2003). The systematic review is complemented by bibliometric mapping to identify keyword patterns, thematic clusters and influential knowledge structures. A meta-analysis was not conducted because the reviewed studies use heterogeneous theories, constructs, measurement scales, contexts and outcome variables. A thematic and bibliometric synthesis is therefore more appropriate for explaining the conceptual development of the field.

3.2 Search Strategy and Eligibility Criteria

The search targets peer-reviewed research articles published between 2021 and 2025. The databases include Web of Science, Scopus and Google Scholar. The search focuses on green housing, green building, sustainable housing, energy-efficient housing, prefabricated housing and related consumer outcomes, including purchase intention and behaviour, adoption intention and consumer behaviour. Google Scholar is used as a supplementary source to capture relevant articles that may not have appeared in the initial database exports. The database-specific search strings used for article retrieval are presented in Table 1.

Studies are included when they meet five criteria: (1) peer-reviewed journal article; (2) publication year between 2021 and 2025; (3) English-language publication; (4) direct relevance to green housing and building, sustainable

housing, energy-efficient or prefabricated housing; and (5) explicit focus on purchase intention and behaviour, adoption intention, consumer behaviour or closely related decision-making constructs. Studies are excluded if they are conference papers, theses, editorials, book chapters, non-peer-reviewed documents, duplicates, purely technical building-performance studies without consumer or market relevance, or articles with insufficient methodological or conceptual information for synthesis.

Table 1 Database-specific Search Strings Used for Article Retrieval

Database	Search string
Web of Science	TS=(("green housing" OR "green building" OR "sustainable housing" OR "energy-efficient housing" OR "prefabricated housing") AND ("purchase intention" OR "buying intention" OR "purchase behaviour" OR "purchase behavior" OR "adoption intention" OR "consumer behaviour" OR "consumer behavior"))
Scopus	TITLE-ABS-KEY(("green housing" OR "green building" OR "sustainable housing" OR "energy-efficient housing" OR "prefabricated housing") AND ("purchase intention" OR "buying intention" OR "purchase behaviour" OR "purchase behavior" OR "adoption intention" OR "consumer behaviour" OR "consumer behavior"))
Google Scholar	("green housing" OR "green building" OR "sustainable housing" OR "energy-efficient housing" OR "prefabricated housing") AND ("purchase intention" OR "buying intention" OR "purchase behaviour" OR "purchase behavior" OR "adoption intention" OR "consumer behaviour" OR "consumer behavior")

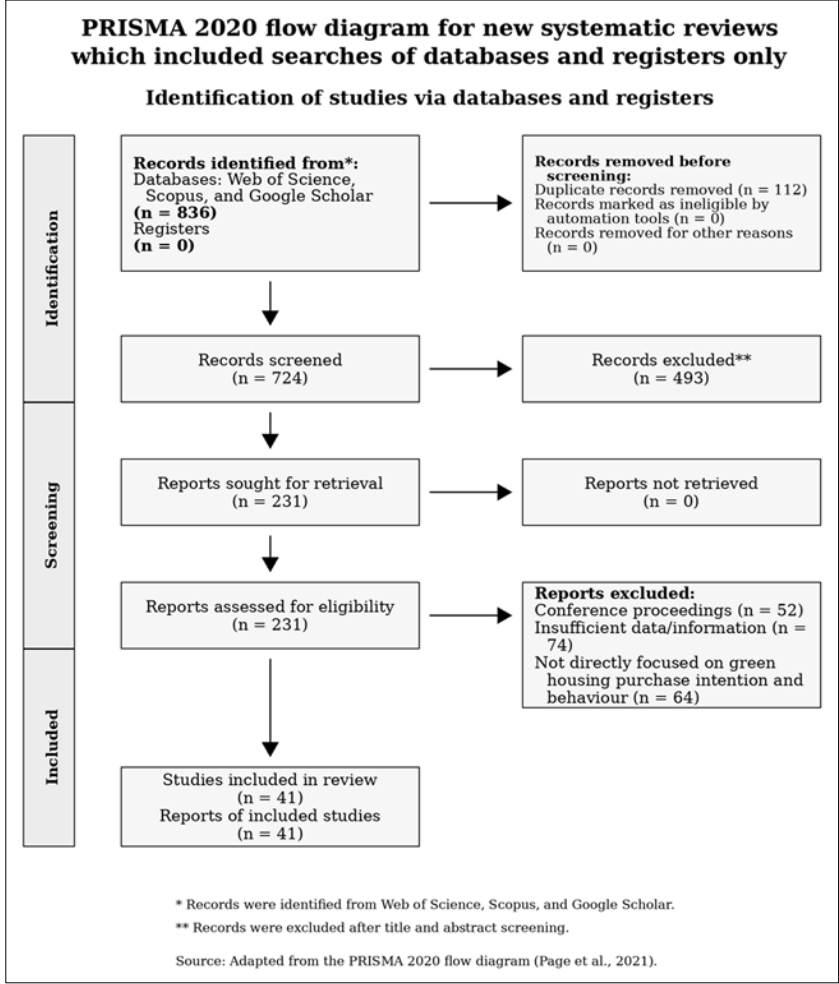
Source: Authors' own elaboration based on systematic search strategy.

3.3 Screening and Inclusion Process

The screening follows the identification, screening, eligibility and inclusion logic of PRISMA 2020 (Figure 1, Table 2). A total of 836 records are identified from the Web of Science, Scopus and Google Scholar. After removing 112 duplicate records, 724 records are screened by title and abstract. Of these, 493 are excluded because they are not sufficiently relevant to green housing purchase intention, purchase behaviour or sustainable housing consumer decision-making. The remaining 231 full-text articles are assessed for eligibility. A further 190 full-text articles are excluded, including conference proceedings ($n = 52$), articles with insufficient data or information ($n = 74$), and articles that do not directly focus on green housing purchase intention and behaviour ($n = 64$). Finally, 22 core green-housing and residential green-building studies are retained for the final thematic synthesis. In addition, 19 theoretical,

methodological and contextual sources are retained to support the interpretation of digital influence, trust/signalling, green consumer behaviour and bibliometric methodology.

Figure 1 PRISMA 2020 Flow Diagram for the Study Selection Process



Source: Adapted by the authors from the PRISMA 2020 flow diagram (Page et al., 2021), with study-specific screening counts.

Table 2 PRISMA 2020 Flow Summary for Core Study Selection and Source Classification

Stage	Task	Number of records
Identification	Records identified from Web of Science, Scopus and Google Scholar	836
Screening	Duplicate records removed	112
Screening	Records screened by title and abstract	724
Screening	Records excluded after title and abstract screening	493
Eligibility	Full-text articles assessed for eligibility	231
Eligibility	Full-text articles excluded	190
Eligibility	Conference proceedings	52
Eligibility	Insufficient data/information	74
Eligibility	Not directly focused on green housing purchase intention and behaviour	64
Retained corpus	Sources retained after full-text assessment	41
Classification	Core green housing / residential green-building studies included in final thematic synthesis	22
Classification	Supporting theoretical, methodological and contextual sources retained for interpretive support	19

Source: Authors' calculation and elaboration based on the systematic screening process, adapted from PRISMA 2020 reporting guidelines (Page et al., 2021). The retained corpus consisted of 22 core studies and 19 supporting theoretical, methodological and contextual sources.

3.4 Data Extraction and Synthesis

For each core included study, data are extracted on authorship, year of publication, country or market context, research design, theory, constructs, mediators, moderators, dependent variables and key findings. Thematic synthesis is used to identify recurring explanatory mechanisms. Bibliometric mapping, supported by VOSviewer, is used to interpret co-occurrence patterns, thematic concentrations and intellectual linkages (Van Eck and Waltman, 2010; Donthu et al., 2021). The synthesis then integrates the narrative and bibliometric findings into a conceptual framework for green housing purchase intention and behaviour.

4. Results

4.1 Knowledge Structure and Thematic Clusters

As shown in Figure 2, the review identifies three broad knowledge clusters, which are summarised in Table 3. The first cluster concerns behavioural foundations and research methodology. This cluster is anchored in the TPB, normative extensions and structural modelling. This cluster shows that the field has been mainly concerned with explaining intention formation through attitudes, norms and perceived control. Its limitation is that intention is often treated as the end point, even though green housing adoption depends on the conversion of intention into actual purchase behaviour.

The second cluster concerns measurement and modelling quality. This shows attention to the construct validity, reliability, common method bias and the use of structural equation modelling (SEM) or partial least squares structural equation modelling (PLS-SEM). This cluster is valuable because green housing purchase research often relies on latent psychological constructs. However, stronger designs are still needed to move beyond cross-sectional intention models and toward longitudinal or behavioural evidence.

The third cluster concerns perceived value, technology acceptance and trust. It is the most relevant cluster for a marketing interpretation of green housing because it links consumer motivation to value propositions, willingness to pay, technology readiness and credible information. This cluster indicates that green housing should be marketed not only as an environmental product but as a credible, high-value, low-risk housing solution.

Table 3 Thematic Clusters and Their Interpretation.

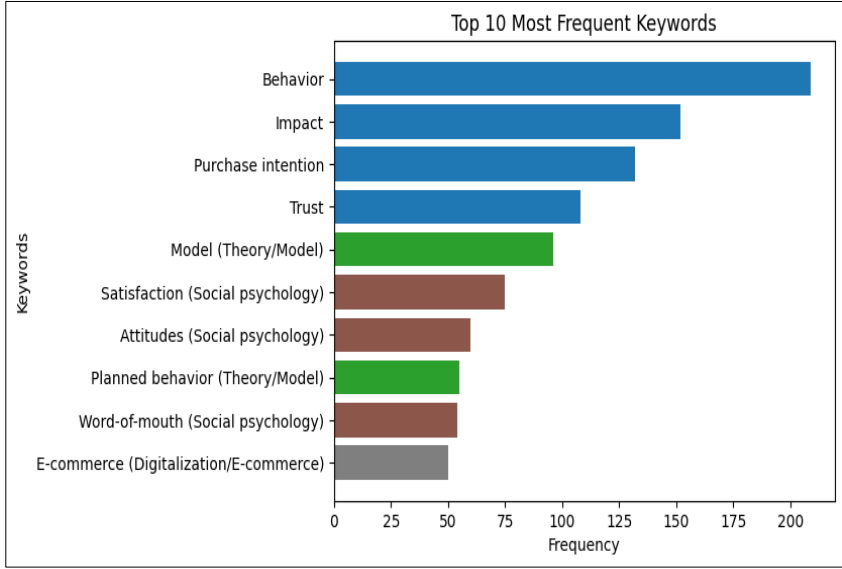
Cluster	Main anchors	Interpretive meaning
Behavioural foundations and methodology	TPB; normative extensions; and SEM/PLS-SEM	The field is strongly anchored in intention-based behavioural models and quantitative testing.
Measurement and modelling quality	Reliability; validity; common method bias; and structural modelling	The literature emphasises robust measurement of latent consumer constructs.
Perceived value, technology and trust	Perceived value; TAM/UTAUT; signalling; and trust	The field is moving toward market-oriented explanations of green housing adoption.

4.2 Keyword Patterns and Emerging Emphases

The keyword patterns show that there is much attention given to purchase intention, behaviour, trust, sustainable consumption, model, planned behaviour and perceived value (Figure 3). The prominence of purchase intention confirms that much of the field remains intention-centred. The prominence of trust suggests that uncertainty reduction has become a central issue in green housing and related green consumer decisions.

Digital and platform-related keywords, including online interaction, social media, e-commerce and artificial intelligence, indicate that the decision environment is increasingly digital. This matters for real estate marketing because consumers often encounter green claims, certifications and performance promises online before they interact with developers directly. The digital presentation of evidence can therefore either strengthen or weaken consumer confidence.

Figure 3 Keyword Co-occurrence Map of Green Housing Purchase Intention and Behaviour Research, 2021–2025

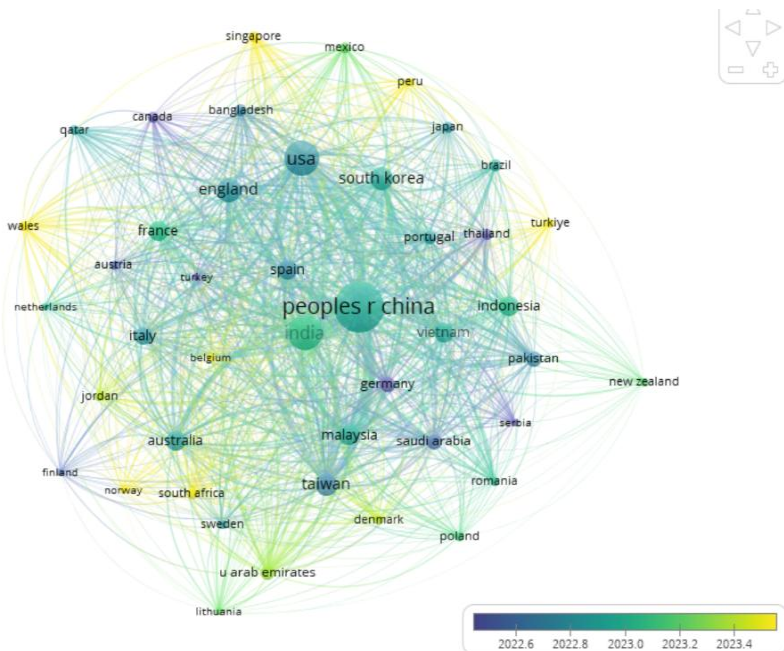


Source: Authors’ bibliometric analysis using VOSviewer.

4.3 Geographic Concentration of Research

The literature is geographically concentrated in Asian contexts, particularly China, with additional contributions from the United States, India and other markets (Figure 4). This pattern is consistent with rapid urbanisation, policy interest in green building and the expansion of sustainable real estate markets. It also suggests that the findings may be context-sensitive. The effect of incentives, certification, financing and supply conditions may differ across mature and emerging housing markets. Future comparative studies should therefore examine how institutional contexts shape the intention-behaviour gap.

Figure 4 Geographic Distribution of Green Housing Research



Source: Authors' bibliometric analysis using VOSviewer.

4.4 Interpreting the Intention-behaviour Gap

The central finding of the review is that the intention-behaviour gap in green housing is not caused by the lack of environmental concern alone. The gap emerges from the interaction of motivational, financial, informational, technological and institutional barriers (Table 4). A consumer may value sustainability and intend to purchase green housing, but still fail to act when price premiums are high, mortgages are difficult to obtain, green housing supply

is limited, energy-performance claims are unclear, or certification systems are not trusted.

This interpretation changes the managerial problem. The task is not simply to increase awareness or promote green benefits. The more important task is to remove barriers that prevent intention from becoming behaviour. Green housing marketing therefore requires credible signals, transparent performance evidence, financing support, developer trust and a clear consumer value proposition.

Table 4 **Determinants of the Intention-behaviour Gap in Green Housing Adoption**

Type of barrier	Illustrative mechanisms	Marketing or policy implication
Financial	Green premium, mortgage constraints, uncertain payback	Communicate total cost of ownership and support green financing.
Informational	Unclear performance data, weak certification credibility	Use verified labels, transparent disclosure and third-party assurance.
Technological	Complex smart systems, usability concerns	Translate technical features into simple consumer benefits.
Trust-related	Developer scepticism, perceived greenwashing	Build credibility through reputation, warranties and post-purchase support.
Market and institutional	Limited supply, weak incentives, regulatory uncertainty	Coordinate policy incentives with supply-side market development.

Source: Authors’ synthesis derived from the thematic analysis of the reviewed literature.

5. Integrated Marketing Framework and Research Propositions

5.1 Framework Logic

The proposed framework positions the intention-behaviour gap as the central explanatory problem. The framework integrates five mechanisms that are often examined separately: psychological-social motivation, value-market evaluation, technology readiness, information signalling and institutional-market moderation (Figure 5 and Table 5). These mechanisms jointly determine whether green housing is perceived as desirable, credible, affordable and actionable.

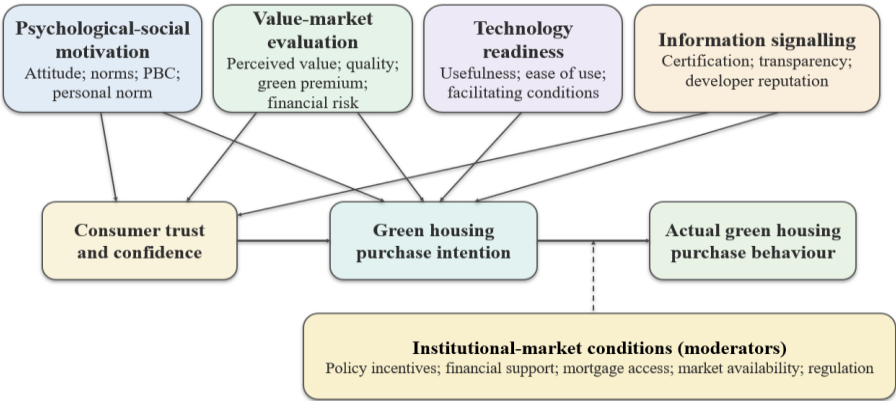
The framework is novel in three respects. First, the framework treats actual purchase behaviour, rather than purchase intention alone, as the outcome of interest. Second, the framework explains how trust connects information signals with perceived value and consumer confidence. Third, the framework shows that policy incentives, financial support, mortgage access and market availability moderate the conversion of intention into behaviour. This makes the framework not only to relevant consumer researchers but also real estate marketers, developers and policymakers.

Table 5 Integrated Framework of Green Housing Purchase Intention and Behaviour

Factor block	Core constructs	Primary role	Theoretical anchor
Psychological-social	Attitude; subjective norm; perceived behavioural control; personal norm	Explains initial purchase intention and perceived ability to act	TPB and normative extensions
Value-market	Perceived value; perceived quality; green premium; perceived sacrifice; financial risk	Shapes intention through benefit-sacrifice evaluation and willingness to pay	Perceived value theory
Technology	Perceived usefulness; perceived ease of use; facilitating conditions; smart feature readiness	Explains acceptance of smart and energy-efficient features	TAM and UTAUT
Information signalling	Certification; transparent performance data; verified standards; developer reputation	Reduces information asymmetry and builds trust	Signalling theory
Institutional-market moderators	Policy incentives; financial support; regulation; mortgage access; market availability	Conditions the conversion of intention into purchase behaviour	Institutional and market perspectives

Source: Authors' own synthesis based on the reviewed literature and integrated theoretical framework.

Figure 5 Integrated Marketing Framework for Green Housing Purchase Intention and Behaviour



Source: Authors' synthesis.

5.2 Research Propositions

The propositions in Table 6 translate the framework into testable directions for future empirical research. They are intended to support survey, experimental, longitudinal and comparative studies in green housing markets.

6. Discussion and Implications

6.1 Theoretical Implications

The review shows that single-theory explanations are insufficient for understanding green housing purchase behaviour. The TPB remains useful for explaining intention formation, but does not fully capture the structural and market conditions that determine whether intention becomes behaviour. This finding extends sustainable consumption research by showing that green housing adoption must be analysed as a high-involvement market decision rather than a simple pro-environmental choice.

The framework also contributes to the marketing theory by emphasising the role of value propositions and market signals. In green housing, consumers do not simply respond to environmental appeals. They evaluate whether the offer is credible, financially sensible, technologically usable and supported by trustworthy institutions. Trust and signalling therefore operate as central mechanisms in the consumer journey.

Table 6 Research Propositions for Future Empirical Testing

Proposition	Statement
P1	Attitude, subjective norms, perceived behavioural control and personal norms positively influence the green housing purchase intention of consumers.
P2	Perceived value and quality positively influence green housing purchase intention, whereas perceived green premium and financial sacrifice weaken purchase intention.
P3	Perceived usefulness and ease of use of green and smart housing technologies positively influence green housing purchase intention.
P4	Certification, transparent performance data and verified green standards positively influence perceived quality and consumer trust.
P5	Trust mediates the relationship between information signalling and green housing purchase intention.
P6	Policy incentives and financial support strengthen the relationship between purchase intention and actual green housing purchase behaviour.
P7	Developer reputation strengthens the effect of green certification and performance transparency on consumer trust.
P8	Green housing purchase intention positively influences actual purchase behaviour, but this relationship is stronger when affordability, market availability and institutional support are high.
P9	The intention-behaviour gap becomes wider when perceived financial risk, green premiums and uncertainty about green housing performance are high.

Source: Authors' own development based on the systematic review findings and integrated theoretical framework.

6.2 Managerial and Marketing Implications

For developers and real estate marketers, the findings suggest that green housing communication should move beyond generic sustainability claims. Consumers need concrete, comprehensible and credible evidence of value. Marketing messages should translate technical green features into consumer-relevant benefits such as lower operating costs, better indoor comfort, healthier living, long-term asset value and reduced risk.

Trust-building should be treated as a strategic marketing activity. Developers can strengthen trust through third-party certification, transparent energy-performance data, clear explanations of materials and systems, warranties, post-purchase support and consistent reporting. Digital platforms can support this process by making certification documents, energy-saving projections and user-friendly comparisons visible to prospective buyers.

The review also highlights the importance of affordability signals. When consumers perceive the green premium as excessive or uncertain, purchase intention weakens. Developers and financial partners can reduce perceived sacrifice by communicating total cost of ownership, offering green financing options, and demonstrating how incentives or energy savings offset higher upfront prices.

6.3 Policy Implications

For policymakers, the findings indicate that consumer motivation alone is unlikely to deliver large-scale green housing adoption. Policy incentives, preferential mortgage schemes, subsidies, tax benefits, transparent certification systems and public performance databases can reduce uncertainty and improve affordability. Stronger regulation of green claims is also needed to reduce greenwashing and protect certification credibility.

Policy support should address both demand and supply. Demand-side measures help consumers to overcome financial and informational barriers. Supply-side measures encourage developers to produce more certified green housing and disclose performance data. The intention-behaviour gap narrows when consumers can access credible, affordable and available green housing options.

6.4 Future research directions

Future research should move beyond cross-sectional intention models. Longitudinal studies can examine how intention changes during the housing search and mortgage process. Transaction-based studies can test whether stated intention predicts actual purchase. Experiments can compare the effects of different certification labels, energy-performance disclosures, financing incentives and developer reputation cues on trust, perceived value and willingness to pay.

Comparative studies are also needed across countries and cities with different policy regimes, housing affordability conditions and certification systems. Future research should test the proposed framework by using multi-group analysis across income levels, homebuyer segments, market maturity and prior experience with green or smart housing.

7. Conclusion

This article has reviewed research work on green housing purchase intention and behaviour published between 2021 and 2025. The evidence shows that the TPB remains the dominant theoretical foundation, but recent research increasingly integrates perceived value, technology acceptance, signalling, trust and institutional-market conditions. The main insight is that green housing

adoption cannot be explained by environmental attitudes alone. Green housing adoption requires the alignment of motivation, perceived value, technological confidence, credible information, trust, affordability and market availability.

By positioning the intention-behaviour gap as the core problem, this review provides a more complete explanation of green housing adoption. The study offers a marketing-oriented framework that connects consumer psychology with real estate market conditions and policy support. For researchers, the framework provides testable propositions. For practitioners, the work highlights the need for credible value communication and trust-building. For policymakers, this study shows that green housing adoption depends on enabling market conditions as much as consumer intention.

Acknowledgements

This research is funded by the University of Finance - Marketing, Ho Chi Minh City, Vietnam.

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Appendix A Core Studies and Supporting Sources Used in Systematic Review

A1 Core Green-housing / Residential Green-building Studies

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
1	Zhao and Chen (2021)	Exploring Residents' Purchase Intention of Green Housings in China: An Extended Perspective of Perceived Value	International Journal of Environmental Research and Public Health, 18(8), Article 4074	China	Perceived value theory	Survey; SEM	Perceived value is a key predictor of green housing purchase intention; benefits strengthen value, while performance risk weakens value.
2	Ren and Wang (2023)	Study on the Factors Affecting the Green Housing Purchase Intention in Urban Residents: Taking the Beijing-Tianjin-Hebei Region as an Example	Sustainability, 15(4), Article 3735	China	Extended TPB	Questionnaire survey; SEM	Subjective norm, perceived behavioural control, environmental concern and product attributes positively affect green housing purchase intention.
3	Zhou et al. (2025)	The Formation of Citizens' Intentions to Purchase Prefabricated Housing in China: Integrating the Theory of Planned Behavior and Norm Activation Model	Engineering, Construction and Architectural Management, 32(3), 1759-1780	China	TPB; NAM	Questionnaire survey; SEM	Egoistic TPB factors and altruistic norm-activation factors jointly explain prefabricated housing purchase intention.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
4	Kumar et al. (2025)	Exploring Sustainable Pathways in the Green Housing Market: An Investigation of Green Housing Purchase Behavior by Using PLS-SEM	Property Management, 43(2), 288-304	India	Green consumer behaviour; TPB-related framework	Cross-sectional survey; PLS-SEM	Purchase intention mediates relationships between green housing determinants and actual purchase behaviour.
5	Kumar et al. (2024)	Does Individuals' Age Matter? A Comparative Study of Generation X and Generation Y on Green Housing Purchase Intention	Property Management, 42(4), 507-522	India	TPB; green trust framework	Comparative survey; PLS-SEM; MGA	Attitude and green trust significantly affect purchase intention; generational differences appear in the role of environmental knowledge.
6	Zhao and Cao (2025)	Investigating the Determinants of Chinese Residents' Intention to Purchase Green Housing: A Dual-Stage Structural Equation Modeling-Artificial Neural Network Approach	Journal of Housing and the Built Environment, 40, 461-495	China	Perceived value theory; ABC theory	Survey; SEM-ANN	Perceived value is the strongest determinant of purchase intention; social atmosphere is highly influential for perceived value.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
7	Huang (2023)	Effects of Consumer Perception, Attitude, and Purchase Intention on the Willingness to Pay for Green Building Housing Products	Journal of Housing and the Built Environment, 38, 1559-1583	Taiwan	Consumer perception-attitude-intention framework	Questionnaire survey; SEM	Consumer perception and attitude increase purchase intention, and purchase intention increases willingness to pay.
8	Ho et al. (2024)	Raising the Demand for Residential Green Buildings: A General Consumer Behavior Model, the Evidence, and the Strategies	Building and Environment, 252, Article 111267	Taiwan; Mozambique	Consumer behaviour model; TPB-informed logic	Comparative empirical survey	Economic, environmental and socio-psychological motivations significantly influence intention toward residential green buildings.
9	Joyram et al. (2024)	Development of a Novel Psychological Model to Predict the Eco-Block Building Adoption in Mauritius	Cleaner and Responsible Consumption, 12, Article 100172	Mauritius	TPB; TAM; psychological adoption model	Survey; SEM	Attitude, usefulness, social norm, control, innovativeness, energy concern and price sensitivity influence eco-block adoption.
10	Joyram et al. (2024)	The Contextual Parameters Influence on the Eco-Block Building Purchase Decision in Mauritius	Journal of Housing and the Built Environment, 39, 1283-1321	Mauritius	Contextual adoption framework	Survey; SEM	Contextual conditions and communication with developers shape adoption decisions for energy-efficient building materials.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
11	Feng et al. (2021)	Effect of Homebuyer Comment on Green Housing Purchase Intention: Mediation Role of Psychological Distance	Frontiers in Psychology, 12, Article 568451	China	Psychological distance theory; online review logic	Questionnaire survey; empirical modelling	Comment quality, valence and evaluator credibility increase green housing purchase intention; psychological distance mediates these effects.
12	Wu et al. (2022)	Can Housing Assets Affect the Chinese Residents' Willingness to Pay for Green Housing?	Frontiers in Psychology, 12, Article 782035	China	Housing wealth effect; willingness-to-pay logic	Survey; logit, probit and ivprobit models	Housing assets and rising housing prices increase householders' willingness to pay for green housing.
13	Cai et al. (2025)	Urban Residents' Intention to Purchase Green Buildings in China's Emerging First-Tier Cities: A Multigroup Analysis	Energy and Buildings, 344, Article 116031	China	Extended TPB	Online survey; PLS-SEM; ANN; MGA	TPB variables, knowledge and environmental concern explain intention to buy green buildings across major urban contexts.
14	Chuweni et al. (2022)	Factors Determining the Purchase Decision of Green Residential Properties in Malaysia	Planning Malaysia, 20(2), Article 1111	Malaysia	Housing purchase-decision framework	Survey; relative importance index	Location, financial considerations and neighbourhood/housing attributes are important determinants of green residential property purchase decisions.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
15	Wong (2022)	The Predictors of Purchasing Sustainable Residential Property Among Residents in Malaysia	Journal of Marketing Advances and Practices, 4(1), 1-19	Malaysia	TPB	Survey; SmartPLS	Attitude, subjective norm and perceived behavioural control positively affect sustainable residential property purchase intention.
16	Masukujjaman et al. (2023)	Green Home Buying Intention of Malaysian Millennials: An Extension of theory of planned behaviour	Buildings, 13(1), Article 9	Malaysia	Extended TPB	Cross-sectional survey; quota sampling; SEM/PLS-SEM	Attitude, PBC, subjective norm, perceived value, reasonable pricing and green building knowledge affect green home buying intention.
17	Al Mamun et al. (2023)	Willingness to Pay Premium Prices for Green Buildings: Evidence from an Emerging Economy	Environmental Science and Pollution Research, 30(32), 78718-78734	Malaysia	WTP; green building value framework	Survey; SEM-PLS	Environmental literacy, incentives, responsibility and perceived behavioural control help explain willingness to pay premium prices.
18	Song et al. (2021)	Factors Affecting Green Building Development at the Municipal Level: A Cross-Sectional Study in China	Energy and Buildings, 231, Article 110560	China	Institutional and market-development perspective	Cross-sectional municipal analysis	Policy and municipal-level conditions shape green building development and market conditions for adoption.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
19	Wang et al. (2021)	Incentive Policies for Prefabrication Implementation of Real Estate Enterprises: An Evolutionary Game Theory-Based Analysis	Energy Policy, 156, Article 112434	China	Evolutionary game theory	Simulation/evolutionary game analysis	Appropriate incentives can improve real estate enterprises' willingness to implement prefabricated housing.
20	He and Chen (2021)	The Incentive Effects of Different Government Subsidy Policies on Green Buildings	Renewable and Sustainable Energy Reviews, 135, Article 110123	China/polity context	Policy incentive theory; game modelling	Two-stage game modelling	Different subsidy designs have different incentive effects; joint developer-consumer subsidies can improve welfare.
21	Zhao et al. (2023)	The Influence of Multi-Level Factors on Chinese Residents' Purchase Decisions of Green Housing: A System Dynamics Approach	Sustainable Cities and Society, 99, Article 105001	China	System dynamics; multi-level adoption framework	System dynamics modelling; scenario analysis	Policy interventions and supply-side conditions affect perceived benefits, risks and purchase intention through dynamic interactions.
22	Su and Zhang (2025)	Evolutionary Game Analysis on the Promotion of Green Buildings in China Under the Dual Carbon Goals: A Multi-Stakeholder Perspective	Buildings, 15(8), Article 1392	China	Tripartite evolutionary game theory	Game-theoretic modelling; MATLAB simulation	Government regulation, subsidies and penalties influence enterprise and consumer strategies in the green building market.

A2 Supporting Theoretical, Methodological and Contextual Sources

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
23	Qin et al. (2021)	How Mobile Augmented Reality Applications Affect Continuous Use and Purchase Intentions: A Cognition-Affect-Conation Perspective	Journal of Retailing and Consumer Services, 63, Article 102680	Digital retail context	Cognition-affect-conation framework	Survey; SEM	Digital visualization technologies can support consumer confidence and purchase intention in high-involvement decisions.
24	Kim and Kim (2021)	Trust Me, Trust Me Not: A Nuanced View of Influencer Marketing on Social Media	Journal of Business Research, 134, 223-232	Digital marketing context	Trust and influencer marketing theory	Empirical survey/experiments	Trust is central to converting digital communication into favourable consumer responses.
25	Treiblmaier and Garaus (2023)	Using Blockchain to Signal Quality in the Food Supply Chain: The Impact on Consumer Purchase Intentions and the Moderating Effect of Brand Familiarity	International Journal of Information Management, 68, Article 102514	Signalling/consumer context	Signalling theory	Experimental/empirical design	Credible quality signals can increase purchase intention under information asymmetry.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
26	Uzir et al. (2021)	The Effects of Service Quality, Perceived Value and Trust in Home Delivery Service Personnel on Customer Satisfaction: Evidence from a Developing Country	Journal of Retailing and Consumer Services, 63, Article 102721	Service/consumer context	Perceived value and trust theory	Survey; SEM/PLS-SEM	Perceived value and trust are important mechanisms for consumer confidence in service-intensive markets.
27	Kumar et al. (2021)	Does Environmentally Responsible Purchase Intention Matter for Consumers? A Predictive Sustainable Model Developed through an Empirical Study	Journal of Retailing and Consumer Services, 58, Article 102270	Green consumer context	Sustainable consumer behaviour framework	Empirical survey; SEM	Environmentally responsible purchase intention is meaningful but depends on enabling conditions to translate into behaviour.
28	Hamzah and Tanwir (2021)	Do Pro-Environmental Factors Lead to Purchase Intention of Hybrid Vehicles? The Moderating Effects of Environmental Knowledge	Journal of Cleaner Production, 279, Article 123643	Green durable-goods context	Pro-environmental behaviour; knowledge moderation	Survey; PLS-SEM	Environmental knowledge can moderate the impact of pro-environmental factors on green durable-goods purchase intention.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
29	Balakrishnan and Dwivedi (2024)	Conversational Commerce: Entering the Next Stage of AI-Powered Digital Assistants	Annals of Operations Research, 333, 653-687	Digital commerce context	AI-enabled commerce framework	Empirical study	AI-powered interactions are changing information search and consumer decision journeys.
30	Lou et al. (2023)	Authentically Fake? How Consumers Respond to the Influence of Virtual Influencers	Journal of Advertising, 52(4), 540-557	Digital marketing context	Authenticity and persuasion theory	Experimental/empirical study	Perceived authenticity affects responses to digital persuasion and online promotional signals.
31	Donthu et al. (2021)	How to Conduct a Bibliometric Analysis: An Overview and Guidelines	Journal of Business Research, 133, 285-296	Bibliometric method context	Bibliometric methodology	Methodological review	Provides guidance for bibliometric analysis and interpretation.
32	Page et al. (2021)	The PRISMA 2020 Statement: An Updated Guideline for Reporting Systematic Reviews	BMJ, 372, Article n71	Systematic review method context	PRISMA 2020 reporting guideline	Methodological guideline	Provides reporting logic for systematic search, screening and inclusion procedures.
33	Van Eck and Waltman (2010)	Software Survey: VOSviewer, a Computer Program for Bibliometric Mapping	Scientometrics, 84(2), 523-538	Bibliometric method context	Science mapping methodology	Software/method paper	Introduces VOSviewer for bibliometric mapping and visualization.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
34	Zupic and Cater (2015)	Bibliometric Methods in Management and Organization	Organizational Research Methods, 18(3), 429-472	Bibliometric method context	Bibliometric methodology	Methodological review	Supports the use and interpretation of bibliometric methods in management-related reviews.
35	Chen and Chang (2013)	Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk	Journal of Business Ethics, 114(3), 489-500	Green trust context	Green trust; greenwash theory	Survey; SEM	Greenwashing can increase confusion and perceived risk while reducing green trust.
36	Hoffman and Henn (2008)	Overcoming the Social and Psychological Barriers to Green Building	Organization & Environment, 21(4), 390-419	Green building barrier context	Social/psychological barriers framework	Conceptual review	Green building adoption is constrained by social and psychological barriers, not only technical feasibility.
37	Qian et al. (2015)	Challenges in Delivering Green Building Projects: Unearthing Transaction Costs	Sustainability, 7(4), 3615-3636	Green building market context	Transaction cost theory	Conceptual/empirical analysis	Transaction costs and coordination challenges help explain barriers in green building markets.
38	Zhang et al. (2011)	Green Property Development Practice in China: Costs and Barriers	Building and Environment, 46(11), 2153-2160	China	Green property development barriers	Case/literature-based analysis	Costs and market barriers remain important obstacles to green property development and adoption.

No.	Citation	Article title	Journal/source	Context	Theory/model	Method	Main relevance/finding
39	Yadav and Pathak (2016)	Young Consumers' Intention towards Buying Green Products in a Developing Nation: Extending the theory of planned behaviour	Journal of Cleaner Production, 135, 732-739	India/green consumer context	Extended TPB	Survey; SEM	Extended TPB explains young consumers' green purchase intention in a developing-country context.
40	Jaiswal and Kant (2018)	Green Purchasing Behaviour: A Conceptual Framework and Empirical Investigation of Indian Consumers	Journal of Retailing and Consumer Services, 41, 60-69	India/green consumer context	Green purchasing behaviour framework	Survey; SEM	Green purchasing behaviour depends on psychological antecedents and intention-behaviour conversion.
41	Kollmuss and Agyeman (2002)	Mind the Gap: Why Do People Act Environmentally and What Are the Barriers to Pro-Environmental Behaviour?	Environmental Education Research, 8(3), 239-260	General pro-environmental context	Intention-behaviour gap/barrier framework	Conceptual review	Explains why pro-environmental intention does not always translate into actual behaviour.

Notes: Rows 1–22 are the core studies included in the final thematic synthesis because they directly examine green housing, residential green buildings, prefabricated housing or green residential property decisions. Rows 23–41 report supporting theoretical, methodological and contextual sources used to inform the interpretation of digital influence, trust/signalling, green consumer behaviour and bibliometric methods. Supporting sources are not counted as core PRISMA included studies.