

A Conceptual Framework of Green Lifestyle, Green Knowledge, and Perceived Value in Shaping Green Product Purchase Decisions

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ABSTRACT

Rising environmental concern has expanded the global and emerging-market demand for green products, yet a favorable environmental disposition does not always translate into an actual purchase, revealing a persistent gap between environmental attitude and green buying behavior. This conceptual paper addresses that gap by examining how green lifestyle and green knowledge shape green product purchase decisions, and by proposing perceived value as the mechanism that mediates this relationship. Using a qualitative, literature-based conceptual paper design, the study synthesizes theoretical and empirical literature grounded in the theory of planned behavior, the stimulus-organism-response paradigm, and the means-end model of consumer value to develop seven theoretically justified propositions. The synthesis indicates that green lifestyle and green knowledge each positively shape consumers' perceived value of green products, that perceived value positively shapes green product purchase decisions, and that perceived value mediates the relationship between both antecedents and the final purchase decision. The principal contribution of this study is an integrated conceptual framework that repositions perceived value, rather than attitude or purchase intention alone, as the central evaluative mechanism converting green lifestyle and green knowledge into an actual purchase decision, offering a theoretical foundation for future empirical validation and practical guidance for value-based green marketing strategy in emerging economies.

Keywords: green lifestyle; green knowledge; perceived value; green product purchase decision; green marketing

JEL Classification: M31; Q56; D11

INTRODUCTION

Sustainability has moved from a peripheral corporate concern to a central driver of consumer marketing strategy across both developed and emerging economies. Global market evidence consistently documents rising consumer concern for environmental issues, and firms across product categories, from fast-moving consumer goods to durable goods, have responded by expanding green product lines, eco-labeling, and sustainability communication (Zhang et al., 2024). Yet the growth of environmental concern has not translated smoothly into green buying. A persistent body of evidence documents a gap between what consumers say they value environmentally and what they actually purchase: Chan and Lau (2000) found that Chinese consumers expressed a positive ecological affect and green purchase intention while their actual

green purchase behavior remained minimal, and Kollmuss and Agyeman (2002) argue more broadly that environmental knowledge and pro-environmental attitudes are necessary but insufficient conditions for pro-environmental action because psychological, social, and situational barriers intervene between knowing and doing. This attitude-behavior gap represents a significant challenge for marketers and policymakers in emerging economies, where green product markets are expanding rapidly but remain comparatively underdeveloped relative to mature markets in North America and Western Europe.

Two consumer-level constructs are consistently identified in the marketing literature as antecedents of green buying: an individual's green lifestyle, understood as the pattern of everyday consumption and activity choices that consistently reflect environmental and sustainability values (Choi & Feinberg, 2021; Haws et al., 2014), and an individual's green knowledge, understood as the accumulated and organized information a person holds about environmental issues, ecological cause-and-effect relationships, and the environmental attributes of products (Mostafa, 2007a). Green lifestyle research, closely related to the Lifestyles of Health and Sustainability (LOHAS) segment and to green consumption values, treats sustainable orientation as a relatively stable, dispositional characteristic. Green knowledge research, by contrast, treats environmental understanding as a cognitive resource that shapes attitude formation and, indirectly, purchase behavior (Mostafa, 2007a, 2007b). However, the relationship between these constructs and green product purchase decisions is neither uniform nor fully understood; environmental knowledge in particular has produced inconsistent results across studies, at times predicting green attitudes and purchase strongly and at other times showing a weak or non-significant direct link to purchasing outcomes once other cognitive and evaluative variables are accounted for (Kollmuss & Agyeman, 2002).

This inconsistency points to an explicit research gap that this study aims to address. The literature has extensively examined green lifestyle and green knowledge as separate predictors of green purchase intention, and has separately examined perceived value as a predictor of green purchase intention (Chen & Chang, 2012), but few studies have integrated these three constructs into a single framework that specifies perceived value as the mechanism mediating the effect of both green lifestyle and green knowledge on the final purchase decision, rather than on the less behaviorally proximal outcome of purchase intention. This gap is compounded by a methodological limitation in prior research: the majority of green consumer behavior studies measure purchase intention rather than purchase decision, despite evidence that intention and actual purchase diverge substantially (Chan & Lau, 2000; Zhuang et al., 2021). Addressing this gap matters because, without a clear account of the mediating mechanism that converts green disposition and knowledge into actual buying, marketing communications and policy interventions designed to promote green consumption risk targeting the wrong point in the consumer decision process.

Rather than asserting this gap in general terms, Table 1 substantiates it through a systematic comparison of the studies most closely related to the present framework, specifying the constructs and outcome variable each study examined and its precise relationship to the framework proposed here.

Table 1. Positioning of This Study Relative to Prior Research.

Study	Core Constructs Examined	Outcome Variable	Relation to This Study
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Chan & Lau (2000)	Ecological affect, environmental knowledge, attitude	Green purchase intention	Documents the affect/knowledge-behavior gap in China but does not test perceived value as a mediator, and stops at intention rather than actual decision.
Mostafa (2007a, 2007b)	Environmental knowledge, concern, attitude, gender	Green purchase behavior	Establishes knowledge as an antecedent of attitude and behavior but does not model perceived value or green lifestyle, and does not test mediation.
Chen & Chang (2012)	Green perceived value, green trust, green perceived risk	Green purchase intention	Establishes perceived value as a direct predictor of intention but does not include green lifestyle or green knowledge as antecedents, nor purchase decision as the outcome.
Choi & Feinberg (2021); Haws et al. (2014)	Green lifestyle / LOHAS / green consumption values (scale development)	Construct validation; general pro-environmental behavior	Validates green-lifestyle-related constructs but does not link them to perceived value or to a purchase decision outcome.
Zhuang et al. (2021), meta-analysis	Aggregated predictors across studies (attitude, value, trust, knowledge, norms)	Green purchase intention	Confirms value-based predictors are stronger than cognitive/dispositional predictors in aggregate, but does not test an integrated mediation model and is limited to intention.
Dewantara et al. (2025)	Environmental knowledge, green advertising, green perceived value	Green purchase decision	Closest precedent: tests green perceived value as a mediator between knowledge and decision, but does not include green lifestyle as a parallel antecedent and is limited to a single SME/eco-print industry context.
This study	Green lifestyle, green knowledge, perceived value	Green product purchase decision	Integrates both lifestyle- and knowledge-based antecedents as parallel inputs to perceived value within a single mediation framework terminating in purchase decision.

Source: Developed by the author based on the literature reviewed in this study (2026).

As Table 1 shows, prior research has examined subsets of the relationships proposed in this study: antecedent-intention links (Chan & Lau, 2000; Mostafa, 2007a, 2007b), perceived value as a direct predictor of intention (Chen & Chang, 2012), construct validation for green-lifestyle-related constructs (Choi & Feinberg, 2021; Haws et al., 2014), aggregate confirmation that value-based predictors outperform cognitive and dispositional predictors (Zhuang et al., 2021), and, most closely, perceived value as a mediator between environmental knowledge and purchase decision in a single emerging-market context (Dewantara et al., 2025). No prior study identified in this review, however, integrates green lifestyle and green knowledge as parallel antecedents of perceived value within a single mediation framework terminating in an actual purchase decision. This systematic positioning against the closest prior studies substantiates, rather than merely asserts, the research gap and the specific theoretical contribution claimed in this study.

The objective of this study is to develop and justify an integrated conceptual framework in which green lifestyle and green knowledge are positioned as antecedents of green product purchase decisions, with perceived value proposed as the construct that mediates these relationships. Drawing on the theory of planned behavior (Ajzen, 1991), the stimulus-organism-response paradigm (Mehrabian & Russell, 1974; Jacoby, 2002), and Zeithaml's (1988) means-end model of consumer value, the study synthesizes theoretical and empirical literature to develop seven propositions specifying the direct and mediated relationships among these constructs. The contribution of this study is threefold. Theoretically, it consolidates two literatures that are typically studied separately, the lifestyle- and values-based literature and the knowledge-based literature, into a single framework organized around a shared mediating mechanism, and provides an explicit theoretical account, developed in the Literature Review and Results and Discussion sections below, of why that mechanism should be modeled as a mediator rather than as an additional independent predictor. Empirically, it synthesizes findings from an emerging body of research, including recent evidence from Indonesia and other developing-economy contexts, on the mediating role of green perceived value (Dewantara et al., 2025). Practically, the framework offers marketers in emerging markets a diagnostic lens for designing value-based green marketing communications rather than relying on environmental awareness campaigns alone.

The remainder of this paper is structured as follows. The Literature Review section defines the four core constructs, outlines the theoretical foundations underpinning the framework, and develops the study's seven propositions. The Method section explains the conceptual paper design and literature synthesis approach adopted in this study. The Results and Discussion section presents the proposed conceptual framework and interprets its theoretical and practical implications. The Conclusion summarizes the study's contribution and outlines directions for future empirical research.

LITERATURE REVIEW

Green Lifestyle

Lifestyle, in the consumer behavior tradition, refers to a person's pattern of living as expressed through activities, interests, and opinions, which in turn shapes consumption choices across product categories. Green lifestyle narrows this pattern to the subset of activities and consumption choices that are consistently oriented toward reducing environmental impact and supporting ecological and social sustainability. The construct is closely related to the Lifestyles of Health and Sustainability (LOHAS) segment, which combines attention to personal health with environmental and social responsibility in everyday choices (Choi & Feinberg, 2021), and to green consumption values, defined by Haws et al. (2014) as the stable tendency to express environmental protection through one's purchase and consumption behavior across product categories. For the purposes of this study, green lifestyle is defined as a consumer's habitual pattern of daily behaviors, choices, and values that consistently reflect a preference for environmentally responsible living. Follows and Jobber (2000) provide early empirical support for treating such lifestyle-level environmental values as antecedents, rather than direct predictors, of green purchase behavior, showing that environmentally responsible purchase behavior is best explained as the outcome of a chain that begins with underlying values and is filtered through consequence and attitude evaluations before behavior occurs.

Green Knowledge

Green knowledge, often labeled environmental knowledge or ecological knowledge in the literature, refers to the amount and organization of information a consumer holds about environmental issues, ecological cause-and-effect relationships, and the environmental consequences and attributes of products and production processes (Mostafa, 2007a). Kollmuss and Agyeman (2002) distinguish this cognitive dimension from environmental awareness and concern, noting that knowledge about environmental problems does not by itself guarantee either concern or behavior; the relationship between knowledge and action is mediated by additional emotional, motivational, and contextual factors. Mostafa's (2007a, 2007b) studies of Egyptian consumers empirically demonstrate that ecological knowledge is a significant antecedent of green attitude and, indirectly, of green purchase behavior, while more recent work situates environmental knowledge as an antecedent of green perceived value specifically, rather than of purchase decisions directly (Dewantara et al., 2025). For the purposes of this study, green knowledge is defined as the extent and organization of a consumer's factual and functional understanding of environmental problems and of the environmental attributes and consequences of the products they consider purchasing.

Perceived Value

Perceived value is defined by Zeithaml (1988) as the consumer's overall assessment of the utility of a product based on perceptions of what is received relative to what is given, capturing a trade-off between the benefits a product delivers and the sacrifices required to obtain it. This means-end conceptualization treats value as a higher-order evaluative judgment that sits between product beliefs and behavioral outcome, making it a more behaviorally proximal construct than attitude alone. Applied to the environmental domain, Chen and Chang (2012) develop the construct of green perceived value, defined as a consumer's overall assessment of the net benefit of a product's environmental performance based on the consumer's

environmental desires, sustainable expectations, and green needs. Subsequent research treats perceived value as multidimensional, encompassing functional, emotional, social, and conditional value, and shows that green advertising and value-proposition framing shape these dimensions and, through them, purchase-related outcomes (Zhang et al., 2024; Hussain & Huang, 2022). For the purposes of this study, perceived value is defined as a consumer's overall evaluative judgment of the net benefit of a green product, formed by weighing its perceived environmental, functional, emotional, and social benefits against its perceived costs, effort, and risk.

Green Product Purchase Decision

The purchase decision represents the stage in the consumer decision-making process at which a consumer commits resources to acquire a specific product, following the preceding stages of need recognition, information search, and evaluation of alternatives. A green product purchase decision is the purchase decision made in favor of a product recognized by the consumer as having relatively favorable environmental attributes. This study deliberately distinguishes purchase decision from purchase intention, the outcome variable used in the majority of the green consumer behavior literature (Zhuang et al., 2021), because, as Chan and Lau (2000) demonstrate, positive ecological affect and purchase intention do not reliably predict actual purchase. By centering the framework on purchase decision, and by proposing perceived value as the evaluative mechanism that closes the gap between disposition and decision, this study aims to offer a more behaviorally grounded account of how green lifestyle and green knowledge translate into green buying.

Theoretical Foundation

The proposed framework draws on three complementary theoretical perspectives, each contributing a distinct and explicitly justified element to the model. This section addresses directly why behavioral intention, although central to one of the theories invoked, is not included as a separate construct, and why green lifestyle and green knowledge are not classified as stimuli in the strict original sense of the second theory invoked.

Ajzen's (1991) theory of planned behavior (TPB) proposes that behavior is most directly determined by behavioral intention, which is shaped by attitude, subjective norms, and perceived behavioral control, with attitude itself formed from underlying beliefs about the consequences of the behavior. This study draws on TPB selectively, for its belief-to-attitude logic, rather than adopting its full intention-mediated causal chain, and two considerations justify the deliberate exclusion of intention as a separate construct in the proposed framework. First, a substantial body of evidence, including in the specific context of green consumption, documents that purchase intention is an unreliable proxy for actual purchase behavior: Chan and Lau (2000) found that Chinese consumers reported strongly positive green purchase intentions that did not correspond to actual green buying, and Kollmuss and Agyeman (2002) argue that this intention-behavior gap is a general and persistent feature of pro-environmental research. Because the explicit objective of this study is to model the antecedents of an actual purchase decision rather than to reproduce the same intention-based outcome already shown to diverge from behavior, inserting intention as an intervening step between perceived value and purchase decision would reintroduce the very proxy problem the framework is designed to move beyond. Second, and more constructively, this study proposes that perceived value performs, in relation to purchase decision, an evaluative function analogous to that performed by the attitude-intention complex within TPB, but at a level of specificity tied directly to a particular product's benefits and costs rather than to a general behavioral disposition; Zeithaml's

(1988) means-end model explicitly positions perceived value as the evaluative judgment most proximal to choice, which is the theoretical basis on which this study substitutes perceived value for the attitude-intention complex as the primary evaluative mechanism linking antecedents to decision. Green lifestyle and green knowledge are therefore modeled as sources of the belief structure that TPB places upstream of attitude, but their downstream influence is represented in this framework through perceived value rather than through intention.

The stimulus-organism-response (S-O-R) paradigm, developed by Mehrabian and Russell (1974) in environmental psychology, proposes that external stimuli shape an individual's internal cognitive and affective states, which in turn drive behavioral responses. In its original formulation, the 'stimulus' component refers specifically to external environmental cues, such as the physical or informational features of an encountered setting, product, or communication, while the 'organism' component refers to internal states, including stable individual differences as well as situational cognitive and affective reactions. This distinction raises a legitimate theoretical question for the present framework, because green lifestyle and green knowledge are not external environmental cues but person-level, dispositional and cognitive characteristics of the consumer. Accordingly, this study does not classify green lifestyle and green knowledge as S-O-R stimuli in Mehrabian and Russell's (1974) strict original sense. Instead, it draws on Jacoby's (2002) reconceptualization of the S-O-R paradigm, which explicitly critiques the rigidity of the original stimulus-response mapping and calls for a more flexible specification of antecedent inputs to the organism, to justify an adapted application in which the stimulus role is occupied by the green product and its associated marketing communication that a consumer encounters, while green lifestyle and green knowledge function as person-level antecedent characteristics that shape how that stimulus is processed within the organism, that is, how it is converted into perceived value. What the framework retains from the S-O-R paradigm is therefore not a literal classification of green lifestyle and green knowledge as external stimuli, but its core architectural insight: that antecedent conditions, whether environmental or dispositional, exert their behavioral influence through an intervening organismic evaluative state rather than acting directly on behavior. This is the specific theoretical warrant, developed further in the Results and Discussion section, for treating perceived value as a mediator rather than treating green lifestyle and green knowledge as direct, unmediated predictors of the purchase decision.

Finally, Zeithaml's (1988) means-end model supplies the specific content of that organism state by conceptualizing value as a higher-order abstraction integrating lower-order product attributes and consequences with personal goals. Chen and Chang's (2012) demonstration that green perceived value is a significant antecedent of green purchase intention, together with evidence that green perceived value mediates the effect of environmental knowledge and green advertising on green purchase decisions (Dewantara et al., 2025), provides direct empirical precedent for the mediating role developed formally in Propositions 6 and 7 below.

Conceptual Framework Development

Consumers whose everyday routines already reflect sustainability values are likely to hold richer and more favorable evaluative frameworks for interpreting the benefits of a green product, because a green lifestyle habituates consumers to noticing, weighing, and valuing the environmental consequences of consumption (Choi & Feinberg, 2021; Haws et al., 2014). This is consistent with Follows and Jobber's (2000) model, which positions underlying

environmental values as antecedents of the evaluative beliefs that precede purchase behavior. On this basis, this study proposes:

P1. Green lifestyle is positively related to consumers' perceived value of green products.

A consumer's understanding of environmental problems and of the specific environmental attributes of a product provides the informational basis for evaluating a green product's benefits. Consumers with greater green knowledge are better equipped to recognize environmental performance as a genuine benefit and to weigh it appropriately against price and effort, which should raise their overall perceived value of the product, consistent with Dewantara et al.'s (2025) finding that environmental knowledge positively influences green perceived value and Mostafa's (2007a) demonstration that ecological knowledge shapes the evaluative and attitudinal structure that precedes green purchase behavior. Accordingly:

P2. Green knowledge is positively related to consumers' perceived value of green products.

Following Zeithaml's (1988) means-end logic, perceived value is the evaluative judgment most proximal to choice: a consumer who judges a product's benefits to exceed its costs is, by definition, more likely to choose it. Chen and Chang (2012) show that green perceived value is a significant positive predictor of green purchase intentions, and more recent studies extend this to actual purchasing and decision outcomes (Dewantara et al., 2025; Zhang et al., 2024). Therefore:

P3. Perceived value is positively related to green product purchase decisions.

Although the central contribution of this study is the mediated pathway through perceived value, the literature also documents direct associations between green lifestyle, green knowledge, and green purchasing outcomes, which the framework retains to allow an empirical test of full versus partial mediation. Chan and Lau (2000) and Joshi and Rahman (2016) report that lifestyle-related and knowledge-related consumer characteristics are associated with green purchase outcomes even after accounting for evaluative variables, although Zhuang et al.'s (2021) meta-analysis finds that cognitive and value-based variables are considerably stronger and more consistent predictors of green purchase intention than dispositional or purely cognitive variables considered alone, suggesting that direct effects, where they exist, are likely to be smaller than the effects that operate indirectly through perceived value. Accordingly:

P4. Green lifestyle is positively related to green product purchase decisions.

P5. Green knowledge is positively related to green product purchase decisions.

Integrating the propositions above within the S-O-R architecture, perceived value is proposed to function as the internal organism state that channels the effects of both antecedent stimuli into the behavioral response. This mediating role is consistent with Kollmuss and Agyeman's (2002) argument that knowledge and dispositional pro-environmental orientations require an intervening evaluative process before they manifest as behavior, and is directly supported by Dewantara et al.'s (2025) empirical finding that green perceived value mediates the relationship between environmental knowledge and green purchase decisions. Because the direct paths proposed in P4 and P5 are retained alongside the indirect paths, the framework anticipates partial rather than full mediation, pending empirical testing:

P6. Perceived value mediates the relationship between green lifestyle and green product purchase decisions.

P7. Perceived value mediates the relationship between green knowledge and green product purchase decisions.

METHOD

This study adopts a qualitative approach using a conceptual paper design. Rather than collecting and empirically testing primary or secondary data, the study aims to develop an integrated theoretical framework linking green lifestyle, green knowledge, perceived value, and green product purchase decisions through the systematic integration of existing theories and empirical findings (Jaakkola, 2020; MacInnis, 2011). Conceptual papers of this kind are an established and legitimate form of contribution in marketing and management research, particularly for synthesizing fragmented literatures, clarifying constructs, and proposing testable relationships that have not yet been jointly examined in a single empirical study (Gilson & Goldberg, 2015).

Consistent with recommended practice for integrative, theory-building literature reviews (Snyder, 2019), sources were identified through structured searches of Google Scholar, Scopus, and major publisher databases (including Emerald, Elsevier/ScienceDirect, Wiley, Springer, MDPI, and Frontiers), using combinations of the search terms ‘green lifestyle’, ‘green consumption values’, ‘LOHAS’, ‘environmental knowledge’ OR ‘green knowledge’, ‘green perceived value’ OR ‘perceived value’, and ‘green purchase intention’ OR ‘green purchase decision’, combined using Boolean operators (AND/OR). The search covered publications from 1974, the origin of the stimulus-organism-response paradigm, to 2026, with priority given to peer-reviewed journal articles published within the last ten years (2016–2026); classic theoretical and methodological works published before this window, specifically Ajzen (1991), Baron and Kenny (1986), Mehrabian and Russell (1974), and Zeithaml (1988), were retained as foundational sources regardless of publication date, consistent with the study’s stated inclusion criteria.

Records were screened for inclusion using the following criteria: (a) published in a peer-reviewed academic journal or, for foundational theoretical works, an academic book; (b) written in English; (c) directly addressing at least one of the study’s core constructs (green lifestyle, green knowledge, perceived value, or green purchase intention/decision) or a closely related theoretical framework (the theory of planned behavior, the S-O-R paradigm, means-end value theory, mediation analysis, or conceptual-article methodology); and (d) reporting a clearly identifiable construct definition, theoretical argument, or empirical finding relevant to the relationships proposed in this study. Sources were excluded if they were not peer-reviewed (for example, unreviewed working papers, blogs, or trade publications without academic editorial oversight), duplicative of a more recent or more directly relevant source reporting the same finding, or tangential to the study’s core constructs despite a surface-level keyword match. This structured but purposive search process follows Snyder’s (2019) distinction between systematic reviews, which aim for an exhaustive and reproducible census of literature addressing a narrowly defined empirical question, and integrative or theoretical reviews, which aim to synthesize and critically evaluate a body of literature in order to generate new theoretical frameworks; because the purpose of this study is theory-building rather than exhaustive empirical cataloguing, an integrative review approach, rather than a full systematic review protocol, is the methodologically appropriate standard for a conceptual article of this kind, consistent with established guidance for conceptual article development in marketing (Jaakkola, 2020; MacInnis, 2011).

Following this process, twenty-two sources were retained for the final synthesis. Of these, twenty-one (95%) are peer-reviewed journal articles and one is an academic book retained as a foundational theoretical source (Mehrabian & Russell, 1974); seven sources (32%) were published within the last decade (2016–2026), while the remaining sources are foundational theoretical or methodological works retained regardless of publication date,

consistent with the inclusion criteria stated above. Each identified source was analyzed using qualitative content analysis to extract construct definitions, theoretical mechanisms, and empirically observed relationships, which were then compared and critically synthesized across studies to identify convergence, divergence, and gaps in the existing body of knowledge, reported in the first part of the Results and Discussion section below. Following Jaakkola's (2020) typology of conceptual article designs, this study adopts a theory adaptation and synthesis approach: the theory of planned behavior, the stimulus-organism-response paradigm, and the means-end model of consumer value are integrated with these empirical findings to build a mediation-based conceptual model that has not been explicitly proposed in this combined form in prior research. This synthesis directly informed the development of the seven propositions presented in the Literature Review section and the conceptual framework presented in the Results and Discussion section. As this is a conceptual study based entirely on published secondary literature, no primary data were collected, no human participants were involved, and no ethical approval was therefore required.

RESULTS AND DISCUSSION

Critical Synthesis: Convergence, Divergence, and This Study's Original Contribution

Before presenting the proposed framework, it is useful to state explicitly where the literature reviewed in this study converges, where it diverges, and which claims that follow are established findings from that literature as opposed to this study's own theoretical contribution. Three points of convergence are evident across the studies reviewed. First, environmental knowledge and green-lifestyle-related dispositions are consistently, though not uniformly, associated with more favorable evaluations of green products (Mostafa, 2007a; Choi & Feinberg, 2021; Haws et al., 2014). Second, perceived or green perceived value is consistently identified as a strong, proximal predictor of green purchase intention and, in more recent studies, of green purchase decision (Chen & Chang, 2012; Zhang et al., 2024; Dewantara et al., 2025), a finding corroborated at the aggregate level by Zhuang et al.'s (2021) meta-analysis. Third, purchase intention is consistently shown to be an imperfect proxy for actual purchase behavior in the green consumption context (Chan & Lau, 2000; Kollmuss & Agyeman, 2002).

At the same time, the literature diverges on the strength and consistency of the direct relationship between environmental knowledge and purchase-related outcomes: Mostafa (2007a) reports a significant direct association between ecological knowledge and green purchase behavior, whereas Kollmuss and Agyeman (2002) argue conceptually that knowledge alone is a weak and unreliable predictor of pro-environmental behavior once other variables are accounted for, and Zhuang et al.'s (2021) meta-analytic evidence indicates that cognitive variables such as knowledge are, in aggregate, weaker and less consistent predictors than value-based and attitudinal variables. This divergence is directly relevant to the framework proposed here, because it suggests that green knowledge's influence on purchase decisions may appear inconsistent across studies precisely because those studies model it as a direct predictor rather than as an antecedent whose effect is substantially channeled through a more proximal evaluative mechanism such as perceived value.

It is this specific divergence, together with the gap documented in Table 1, that motivates the original theoretical contribution of the present study. The reviewed literature independently establishes that (a) green lifestyle and green knowledge are associated with favorable green evaluations, (b) perceived value is a strong predictor of green purchase outcomes, and (c) knowledge's direct effect on purchase-related outcomes is inconsistent across studies; however, no study identified in this review proposes or tests perceived value as the

mechanism that explains and resolves this inconsistency by mediating the relationship between both green lifestyle and green knowledge and green product purchase decisions. The propositions and framework presented in the remainder of this section, and in particular the mediation logic developed for Propositions 6 and 7, represent this study's own theoretical synthesis and extension of the reviewed literature, rather than a restatement of an already-established empirical finding.

Perceived Value as the Convergence Point of Green Lifestyle and Green Knowledge

The literature synthesis summarized in Propositions 1 and 2 indicates that green lifestyle and green knowledge, although conceptually distinct, converge on a common evaluative outcome: consumers' perceived value of a green product. Green lifestyle supplies the dispositional and habitual orientation through which any green product is judged, consistent with its conceptual proximity to the LOHAS segment and green consumption values (Choi & Feinberg, 2021; Haws et al., 2014). Green knowledge, by contrast, supplies the specific informational resource that allows a consumer to substantiate and calibrate that evaluation for a given product, consistent with its grounding in environmental and ecological knowledge research (Mostafa, 2007a, 2007b; Kollmuss & Agyeman, 2002). The two antecedents therefore appear complementary rather than substitutable: a consumer high in green lifestyle but low in green knowledge may be favorably disposed toward green products in general but unable to accurately evaluate a specific product's environmental claims, whereas a consumer high in green knowledge but low in green lifestyle may be able to evaluate claims accurately but lack the habitual motivation to act on that evaluation. Perceived value is the point at which both inputs are integrated into a single, purchase-relevant judgment.

Perceived Value as the Driver of Green Product Purchase Decisions

Propositions 3, 4, and 5 jointly reframe the well-documented gap between environmental disposition and environmental purchasing as a mediation problem rather than a measurement or attitude problem. Rather than asking only whether green lifestyle and green knowledge predict green buying, the framework asks how they do so, and proposes that the answer lies substantially in the evaluative work performed by perceived value, consistent with Zeithaml's (1988) means-end logic and Chen and Chang's (2012) empirical demonstration that green perceived value significantly predicts green purchase intentions. Because the framework retains direct paths from both antecedents to the purchase decision (P4, P5) alongside the indirect paths through perceived value, it does not claim that green lifestyle and green knowledge are irrelevant once perceived value is accounted for; rather, it claims that a meaningful share of their influence operates indirectly, through the way they shape consumers' evaluation of a specific product's benefits and costs. This is consistent with Zhuang et al.'s (2021) meta-analytic finding that value-based and attitudinal variables are considerably stronger and more consistent predictors of green purchase intention than dispositional or cognitive variables considered alone.

The Mediating Mechanism Linking Disposition, Knowledge, and Purchase Decision

Propositions 6 and 7 integrate the preceding relationships within the adapted S-O-R architecture outlined in the Literature Review, positioning perceived value as the internal evaluative state that channels the effects of both antecedent characteristics into the behavioral response. This section makes explicit why perceived value is theorized to function as a mediator, in the sense formalized by Baron and Kenny (1986), rather than simply as an

additional, independent predictor operating in parallel with green lifestyle and green knowledge.

Following Baron and Kenny (1986), a mediating variable is one that accounts for the relationship between a predictor and an outcome, such that the predictor's influence on the outcome is substantially transmitted through, rather than merely accompanied by, the mediating variable. Applying this logic here requires explaining why green lifestyle and green knowledge should be expected to influence purchase decision because they first change perceived value, rather than the two constructs simply exerting separate, additive effects on purchase decision. Two complementary theoretical arguments support this mediated, rather than merely parallel, structure.

The first argument concerns specificity of measurement, a principle central to the theory of planned behavior's requirement that predictor and outcome be measured at compatible levels of specificity for direct prediction to be strong (Ajzen, 1991). Green lifestyle and green knowledge are both general, product-independent characteristics of the consumer: a green lifestyle reflects a broad pattern of habitual behavior across contexts, and green knowledge reflects a general stock of environmental understanding not tied to any single product. A green product purchase decision, by contrast, is a highly specific behavior directed at a particular product encountered in a particular purchase situation. Because general dispositional and cognitive characteristics are not, by themselves, evaluations of any specific product, this study theorizes that they cannot directly determine a specific purchase decision without first being translated, through engagement with the actual product's attributes, into a product-specific judgment of net benefit, that is, perceived value. Perceived value is thus the construct that resolves the specificity mismatch between general antecedents and a specific behavioral outcome, which is precisely the theoretical function a mediator is expected to serve.

The second argument is empirical and directly addresses the divergence identified earlier in this section: the inconsistency of green knowledge's direct effect on purchase-related outcomes across prior studies (Mostafa, 2007a, reporting a significant direct effect; Kollmuss & Agyeman, 2002, arguing the effect is weak and unreliable) is more readily explained by a mediated model than by a parallel-predictor model. If green knowledge directly and reliably determined purchase decisions, its effect should replicate consistently across studies and contexts; the fact that it does not is consistent with green knowledge's influence being contingent on whether, and how strongly, it is converted into a favorable value judgment for the specific product being evaluated, a conversion that is likely to vary across products, contexts, and consumers, and which would produce exactly the inconsistent direct effects observed in the literature. Dewantara et al.'s (2025) empirical finding that green perceived value mediates the relationship between environmental knowledge and green purchase decisions in an Indonesian small and medium enterprise context provides direct precedent for this mediated structure; the present study extends that logic, for the first time among the studies reviewed here, to green lifestyle as a second, parallel antecedent operating through the same mediating mechanism.

Because the direct paths proposed in P4 and P5 are retained alongside the indirect paths through perceived value, the framework anticipates partial rather than full mediation: green lifestyle and green knowledge are expected to retain some direct association with purchase decision, for example through habitual or low-involvement purchase behavior that bypasses deliberate product evaluation, but the larger share of their influence is theorized to operate through perceived value. Figure 1 presents this integrated framework in diagrammatic form, and Table 2 summarizes the seven propositions alongside their corresponding structural paths.

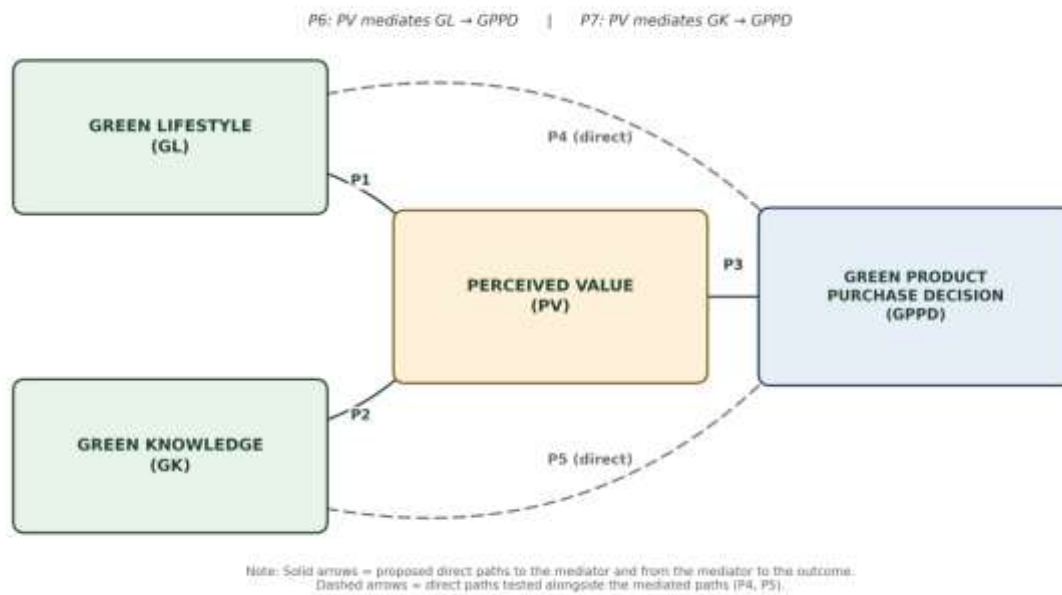


Figure 1. Proposed conceptual framework linking green lifestyle and green knowledge to green product purchase decisions through perceived value.

Source: Developed by the author(s) based on the literature synthesis (Ajzen, 1991; Chen & Chang, 2012; Dewantara et al., 2025; Mehrabian & Russell, 1974; Zeithaml, 1988).

Table 2. Summary of Proposed Relationships.

Prop.	Statement	Path
P1	Green lifestyle is positively related to consumers' perceived value of green products.	$GL \rightarrow PV$
P2	Green knowledge is positively related to consumers' perceived value of green products.	$GK \rightarrow PV$
P3	Perceived value is positively related to green product purchase decisions.	$PV \rightarrow GPPD$
P4	Green lifestyle is positively related to green product purchase decisions.	$GL \rightarrow GPPD$
P5	Green knowledge is positively related to green product purchase decisions.	$GK \rightarrow GPPD$
P6	Perceived value mediates the relationship between green lifestyle and green product purchase decisions.	$GL \rightarrow PV \rightarrow GPPD$
P7	Perceived value mediates the relationship between green knowledge and green product purchase decisions.	$GK \rightarrow PV \rightarrow GPPD$

Source: Developed by the author(s) based on the literature synthesis (2026).

Because green knowledge and green lifestyle are proposed as complementary rather than substitutable inputs into perceived value, the model implies that marketing or policy interventions addressing only one of the two antecedents are likely to produce a smaller effect on purchase decisions than interventions that strengthen both simultaneously and connect them explicitly to a specific product's value proposition. This interpretation is consistent with

Dewantara et al.'s (2025) finding, drawn from an Indonesian small and medium enterprise context, that green perceived value mediates the relationship between environmental knowledge and green purchase decisions, lending direct empirical precedent from an emerging-market setting to the mediation logic proposed above.

Theoretical and Practical Implications

This framework makes three contributions to green marketing theory. First, it consolidates two literatures that are typically studied separately, the lifestyle- and values-based literature exemplified by LOHAS and green consumption values, and the knowledge-based literature exemplified by environmental and ecological knowledge research, into a single framework with a shared mediating mechanism. Second, it advances perceived value, rather than attitude or purchase intention, as the mediating construct of interest, building on Zeithaml's (1988) means-end model and Chen and Chang's (2012) green perceived value construct. Third, by centering the outcome variable on purchase decision rather than purchase intention, the framework responds directly to calls in the literature to move beyond intention-based outcomes when studying green consumer behavior (Chan & Lau, 2000; Zhuang et al., 2021).

For marketers and manufacturers of green products, particularly in emerging markets such as Indonesia where green product categories are still developing, the framework suggests that campaigns aimed solely at raising environmental awareness or knowledge are unlikely, by themselves, to be sufficient to drive purchase decisions; their effectiveness should instead be judged by whether they also raise consumers' perceived value of the specific product being marketed. Practically, this implies pairing environmental claims with tangible functional, emotional, social, or conditional benefit cues, such as communicating cost savings, health benefits, social approval, or a sense of personal contribution to sustainability alongside the underlying environmental information, so that green knowledge is converted into a favorable value judgment rather than left as abstract awareness. For policymakers, the framework implies that public information campaigns designed to raise environmental knowledge are likely to have greater impact on actual green purchasing when they are paired with, or followed by, interventions that make the value proposition of specific green products more tangible to consumers.

CONCLUSION

This study set out to develop an integrated conceptual framework in which green lifestyle and green knowledge are positioned as antecedents of green product purchase decisions, with perceived value proposed as the mediating mechanism that channels their influence into an actual purchase outcome. Grounded in the theory of planned behavior, the stimulus-organism-response paradigm, and Zeithaml's means-end model of value, and supported by converging evidence from the green marketing literature, the study advances seven propositions that together reframe the well-documented gap between green disposition and green buying as a question of evaluative mediation. The synthesis indicates that green lifestyle and green knowledge each positively shape perceived value, that perceived value positively shapes green product purchase decisions, and that perceived value plausibly mediates the relationship between both antecedents and the final purchase decision, with direct effects expected to be comparatively smaller than the mediated effects.

The principal contribution of this study lies in the development of an integrated conceptual model that combines lifestyle-based, knowledge-based, and value-based perspectives into a single, testable framework centered on purchase decision rather than

purchase intention, thereby offering a more behaviorally proximal account of green consumer behavior than models relying on intention alone. Nevertheless, this study is conceptual in nature, and the proposed framework has not yet been empirically validated; this limitation should be borne in mind when interpreting its practical implications.

Building on this contribution and limitation, several recommendations follow directly from the framework. Marketers should pair environmental claims with concrete functional, emotional, social, or conditional benefit cues rather than relying on environmental information alone, so that green knowledge and lifestyle cues are converted into a favorable value judgment; because green lifestyle and green knowledge are proposed as complementary rather than substitutable inputs into perceived value, educational and marketing programs are likely to be more effective when they simultaneously reinforce sustainable habits and substantive environmental understanding rather than addressing either in isolation. Researchers and practitioners evaluating green marketing initiatives should, where feasible, track actual purchasing outcomes rather than purchase intention alone, given the documented divergence between the two, and should prioritize testing the seven propositions developed here empirically, using structural equation modeling techniques such as Partial Least Squares Structural Equation Modeling (PLS-SEM) or Covariance-Based Structural Equation Modeling (CB-SEM), across different green product categories, consumer segments, and cultural or economic contexts, including further validation within Indonesia and other emerging Southeast Asian markets. Finally, because the framework implies that neither environmental awareness alone nor value communication alone is likely to be sufficient, sustained progress in green consumption is likely to require coordinated efforts among businesses, educational institutions, and public policy actors in emerging economies, rather than initiatives pursued by any single actor in isolation. Such empirical validation and coordinated action are expected to verify the relationships proposed here and to further refine the model as a robust foundation for green marketing theory, strategy, and policy in emerging economies.

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Ethical Approval: This study is a conceptual paper based entirely on the analysis and synthesis of previously published secondary literature. It did not involve human participants, animals, or primary data collection, and ethical approval was therefore not required.

Data Availability: No new data were generated or analyzed in this study. All sources synthesized are publicly available published works cited in the References section.

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