Syntax Literate: Jurnal Ilmiah Indonesia p–ISSN: 2541-0849
e-ISSN: 2548-1398
Vol. 10, No. 2, Februari 2025

# SYSTEMATIC LITERATURE REVIEW FOR THE EFFECT OF ECOLABELLING ON PURCHASE INTENTION

**Roberto Gallant Narendra**
Universitas Indonesia, Indonesia
Email: roberto.gallant@ui.ac.id

**Abstract**

Ecolabelling has become an innovation in green marketing that many companies have been adopting recently. This study aims to explore the role of ecolabelling in influencing customer purchase intention toward environmentally friendly products using a systematic literature review method. Based on an analysis of 15 indexed international journals, it was found that ecolabelling plays a crucial role as a quality and trust marker, reducing information asymmetry and enhancing purchase intention. Factors such as environmental awareness, customer knowledge, and effective information dissemination through social media or digital technology strengthen the impact of ecolabelling. Additionally, ecolabelling enhances brand image and product quality perception, making them more appealing to customers. This study concludes that ecolabelling is an effective marketing tool to promote sustainability and recommends increasing consumer education, label standardization, and leveraging digital technology in ecolabel promotion.

**Keywords:** Systematic literature review, ecolabelling, purchase intention, marketing

## Introduction

*Green marketing* is one of the important aspects of business marketing these days. In addition to looking for new opportunities to increase profits with current sustainability trends, companies can also convey their message of commitment in a real way through the environmentally friendly products or services they carry (Groening et al., 2018). This green marketing effort is carried out in various ways and involves various elements to convey the message of environmental friendliness or sustainability in its business in order to make *customers* aware and participate in this movement. This is the main point of this green marketing mix strategy. The application of this green marketing mix strategy is not only because it reduces the impact that can be caused by the product during its life cycle (Cronin et al., 2011), but also reduces waste or residue from the product, and reduces pollution during the product production process (Dangelico & Pontrandolfo, 2010; Fraj et al., 2011). In the end, the goal is to increase profits from green businesses and invite *customers* to have care and participation in green and sustainable movements.

One of the efforts to convey this green message is by applying elements that can indicate environmental friendliness on the packaging of the product or product. The innovation carried out by the company to adjust this green marketing strategy, also so that this environmentally friendly or sustainability message reaches customers. One of the elements on this packaging is by using eco-labeling. *Ecolabelling* is an element that has only been implemented in Indonesia in recent years. Its application is like an element of promoting environmental messages that can be found on the packaging of food and beverage products. Some examples of its application are in carton packaging, both in food and beverages (including cartoned milk or food and beverage packaging from *franchises*

such as McDonald's), packaged drinks in the form of packaged bottles, and several categories of instant noodles. The application of *ecolabelling* is not that extensive because there is still a lack of knowledge about *ecolabeling* in *customers*, even from companies there are still not many who apply this label. One of the main keys to *ecolabelling* being effectively applied as an element of green marketing is the knowledge possessed by both parties, especially customers (Taufique et al., 2017) because from there *customers* will find out and understand how or why a product uses environmentally friendly labels. The stronger their knowledge of *ecolabelling*, the stronger their attention to the label (Thøgersen et al., 2012). The presence of ecolabelling itself in green marketing can strengthen the message that is trying to be conveyed to *customers*, but it depends on how it is delivered and how *customers* receive it. To support this, literacy and knowledge about *ecolabelling* must be strengthened by strengthening the foundation of environmental insights and including *ecolabelling* itself.

## Research Methods

### *Review Method*

This study uses the *Systematic Literature Review* (SLR) method with the source used being Google Scholar and other scientific publication platforms. Data collection was carried out using the *Publish or Perish* 8 application to search for literature related to *the live streaming* and *purchase intention* features. Then the author uses the VOSviewer application version 1.6.20 to analyze maps based on bibliometric data to understand the relationships and patterns in scientific publications obtained previously. This study focuses on 15 indexed journals from various journal publishers.

### *Research Object*

The object of this research is a scientific article which is an indexed international and national journal that discusses *ecolabelling, environmental knowledge*, and *purchase intention* which is also a previous empirical study that discusses the relationship between the three variables.

### *Data Collection Techniques*

This study uses Bibliometric analysis to collect data from scientific publications. The application used is *Publish or Perish 8* where the source used in searching for journals on the *Publish or Perish 8* application is Google Scholar. The range of literature publication years is from 2019-2024 with a maximum number of literature obtained as many as 500. Then the data is exported in RIS format and then analyzed using the VOSviewer application version 1.6.20.

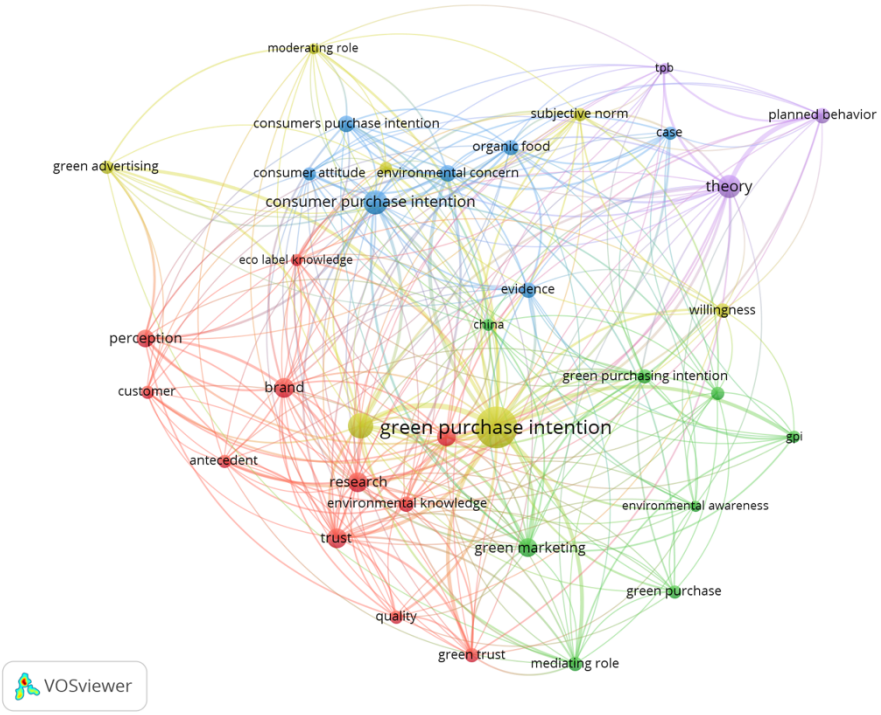



**Figure 1. Results of bibliometric analysis on *ecolabelling* and *purchase intention***
**Source: Prepared by the Author (2024)**

### *Research Question*

The research question can be seen in the table below.

**Table 1. Table of Research Questions**

| Code | Question | Motivation |
|---|---|---|
| RQ1 | What journals were used in this study? | Collect journals or literature that will be used in this research. |
| RQ2 | What factors encourage customers to have *purchase intention* for environmentally friendly products? | Analyze various factors that can affect *purchase intention* such as *ecolabelling* and *environmental knowledge*. |
| RQ3 | What is the role of *ecolabelling* and *environmental knowledge* in influencing *purchase intention* in *customers*? | Analyze the factors that significantly affect *purchase intention*. |

### *Study Selection*

In this *Systematic Literature Review* (SLR) study, inclusion and exclusion criteria are used to ensure that the literature analyzed is relevant to the research topic, namely the effect of *ecolabelling* on *customer purchase intention*. This criterion is designed to filter studies that are in accordance with the research objectives, consider the quality and relevance of the content, and avoid bias in the literature selection process.

**Table 2. Inclusion and Exclusion Criteria**

| | |
|---|---|
| **Inclusion Criteria** | Studies that are relevant to the effect of *ecolabelling* on *purchase intention*. |
| | Research that uses quantitative or qualitative methods with results that can be evaluated. |
| | Publications in the last five years. |
| **Exclusion Criteria** | An article that only discusses *ecolabelling* without having anything to do with *purchase intent*. |
| | Studies that do not provide empirical or theoretical data to support it. |

*Data Extraction*

In data extraction, the researcher selects the main literature to then go through the extraction and collection of data required in this study. The researcher compiled a data extraction form that was created to collect data that had been obtained from the main literature to answer several research *questions* in this study. Then the data is prepared in the form of a narrative that will be the answer to the *research question*.

**Table 3. Research Data Extraction Table**

| Code | Data Elements | Data collected |
|---|---|---|
| RQ1 | Identify the journal or literature used. | Journals related to *ecolabelling* and *purchase intention*. |
| RQ2 | The factors that cause *purchase intention*. | The discovery of factors that affect *purchase intention* in the literature. |
| | | Explanation of the relationship between these factors and *purchase intention*. |
| RQ3 | The role of *ecolabelling* on *purchase intention*. | The impact of *ecolabelling* variables on *purchase intention*. |

***Assessment of Study Quality and Data Synthesis***

The assessment of literature quality aims to ensure that the literature analyzed in the *Systematic Literature Review* (SLR) research has high relevance and validity. Each selected literature is evaluated based on criteria such as the research method used, the number of samples, and the quality of the data reported. Literature that meets methodological standards, such as the use of appropriate statistical analysis or clear research design, is given higher weight in the analysis. In addition, articles that contain empirical data, verified findings, and direct relevance to the research question get priority in data synthesis. Criteria such as clarity in mentioning the effect of *ecolabelling* on *purchase intention* or purchase intention are also the main considerations.

Data synthesis was carried out by grouping the results of the research based on each research question. The data from each study were categorized into key themes according to the specified research question. Similar findings from several literatures were compared to identify general patterns, while differences were analyzed to provide additional insights

## Results and Discussion

### *Ecolabelling*

*Ecolabelling* is an environmental information label given to products that meet certain sustainability criteria, which aims to provide consumers with a guarantee of credibility regarding the environmental impact of the product. This label is an indicator

that the product has met certain standards in its production process, such as the use of environmentally friendly materials, waste reduction, or energy efficiency in manufacturing (Calderon-Monge et al., 2021). The main role of *ecolabelling* serves as a quality mark that shows that the product complies with certain sustainability standards verified by a third party (Nguyen-Viet, 2022). *Ecolabelling* also makes it easier *for customers* to recognize more environmentally friendly products, reducing information asymmetry that often occurs in green product purchase decisions (Wang et al., 2022). *Ecolabels* can also strengthen *the brand image* and increase the company's competitiveness by demonstrating a commitment to sustainable practices (Panopoulos et al., 2023).

Based on this brief explanation, it can be concluded that in general ecolabelling is a means of environmental information that can function as a sign of the quality of a credible product or service and can be a reference in the purchase of environmentally friendly products. Indirectly, the presence of ecolabelling also strengthens the definition of environmentally friendly products that come from verification from third parties and the effect created by the presence of this label on a product can encourage the impression of "superior environmentally friendly products" from *customer* perceptions.

*Purchase Intention*

According to *the Theory of Planned Behavior* introduced by Ajzen (2020) *purchase intention* is how strong the person's intention is to make a behavior, or as an indicator of how much effort the person wants to make. This intention is created due to a series of marketing activities such as designing, variating, setting prices, creating branding, and advertising products (Chen & Chang, 2012). These activities are then encouraged by various marketing elements that are able to support both the product or service being marketed. In the context of green marketing, the main goal is to strengthen customers' purchase intention or intention towards environmentally friendly products or services. With the exposure of information that marketers continue to provide to *customers*, the purchase intention can be formed.

***RQ1: Identify the journal or literature to be used***

This research using the *Systematic Literature Review* (SLR) method uses 15 journals that discuss how the influence of *ecolabelling* can generate buying interest in *customers* who buy environmentally friendly products or services. There are many journals that discuss *ecolabelling* and *purchase intention* but due to limitations, the inclusion of these journals or literature cannot be listed as the main journal in this study.

**Table 4. List of Journals or Significant Literature**

| No. | Publisher | Publication | Category and Year |
|---|---|---|---|
| 1 | Emerald | British Food Journal | Q2, 2021 |
| 2 | mdpi.com | International Journal of Environmental Research and Public Health | Q2, 2022 |
| 3 | mdpi.com | Sustainability | Q2, 2022 |
| 4 | Taylor & Francis | Journal of Food Products Marketing | Q3, 2022 |
| 5 | Emerald | Journal of Indian Business Research | Q2, 2023 |
| 6 | Elsevier | Journal of Cleaner Production | Q1, 2021 |
| 7 | Springer | Energy Efficiency | Q2, 2023 |
| 8 | Emerald | Journal of Islamic Marketing | Q2, 2022 |
| 9 | mdpi.com | Sustainability | Q2, 2023 |
| 10 | Elsevier | Food Quality and Preference | Q1, 2024 |

| No. | Publisher | Publication | Category and Year |
|---|---|---|---|
| 11 | Emerald | British Food Journal | Q2, 2021 |
| 12 | Elsevier | Journal of Cleaner Production | Q1, 2024 |
| 13 | mdpi.com | Sustainability | Q2, 2019 |
| 14 | Taylor & Francis | Journal of Nonprofit & Public Sector Marketing | Q3, 2019 |
| 15 | mdpi.com | Sustainability | Q2, 2023 |

Source: Prepared by the author, 2024

***RQ2: Factors that cause purchase intention***

Answering *the second research question*, the following is an explanation of the factors that affect the emergence of *purchase intention* from *ecolabelling* contained in the previous journal:

**Table 5. Analysis of factors causing *purchase intention***

| Source | Article Title | Research Results |
|---|---|---|
| (Calderon-Monge et al., 2020) | *Narrowing the gap between consumer purchasing intention and behaviour through ecolabelling: a challenge for eco-entrepreneurism* | *Customers* with higher levels of environmental awareness tend to be more motivated to buy sustainable products. Trust in the reliability of product claims drives purchase decisions. |
| (Wang et al., 2022) | *Telling You More Fluently: Effect of the Joint Presentation of Eco-Label Information on Consumers' Purchase Intention* | Cognitive fluency or information conveyed in an easily understood manner increases purchase intent. Moreover Communication that involves emotions strengthens *customer trust*. |
| (Panopoulos et al., 2022) | *Influencing green purchase intention through eco labels and user-generated content* | Positive customer *reviews* build trust in the product. Then brands with a positive reputation tend to be more chosen by *customers*. |
| (Nguyen-Viet, 2022) | *Understanding the influence of eco-label, and green advertising on green purchase intention: The mediating role of green brand equity* | Communication that highlights the sustainability aspect of the product improves the brand image. Strong brand perception in the eco-friendly product category increases the desire to buy. |
| (Kumar & Basu, 2023) | *Do eco-labels trigger green product purchase intention among emerging market consumers?* | *Customers* who feel they have control over their purchasing decisions tend to be more motivated. A positive attitude mediates purchase intent towards sustainable products. |
| (Chi, 2021) | *Understanding the effects of eco-label, eco-brand, and social media on green consumption intention in ecotourism destinations* | Information spread through social media increases awareness and purchase intent. Then brands that look like they support the environment have greater appeal. |
| (Shah et al., 2023) | *Purchase intention for energy-efficient equipment appliances: extending TPB with eco-labels, green trust, and environmental concern* | The belief that the product is truly energy-efficient increases purchase intent. The higher the concern for the environment, the stronger the purchase intention. |

| Source | Article Title | Research Results |
|---|---|---|
| (Hosseinikhah & Mirabolghasemi, 2022) | *The role of viral marketing strategies in predicting purchasing intention of eco-labelled products* | Information that spreads quickly through digital media increases awareness and purchase intention. The trust formed from viral marketing campaigns supports purchasing decisions. |
| (Alam et al., 2023) | *Buying behaviour towards eco-labelled food products: Mediation moderation analysis* | *Customers* who consider high-quality products tend to have greater purchase intentions. The belief that the product is safe and healthy strengthens the purchase intent. |
| (Büttner et al., 2024) | *Does the Eco-Score lead to a halo effect? Influence of a sustainability label on product perceptions and purchase intention* | *Customers* see the product as better quality if it has a high Eco-Score. Products that are considered healthy tend to be more in demand. |
| (Watanabe et al., 2021) | *Certification label and fresh organic produce category in an emerging country: an experimental study on consumer trust and purchase intention* | Brands with trusted certifications improve purchasing decisions. *Customers* associate labels with better product quality. |
| (Dekhili & Ertz, 2024) | *Reinventing ecolabels in the era of augmented reality: An experimental study on the case of fair-trade coffee* | Information presented through a*ugmented reality* increases *customer engagement*. *Customers* who have an interactive experience with the product are more likely to buy. |
| (Song et al., 2019) | *The impact of eco-label on the young Chinese generation: The mediation role of environmental awareness and product attributes in green purchase* | The younger generation with high environmental awareness has a stronger purchase intent. Products with environmentally friendly features attract more customer attention. |
| (Di Martino et al., 2019) | *The effect of pro-environmental attitudes and eco-labelling information on green purchasing decisions in Australia* | *Customers* with an attitude of caring about the environment are more likely to buy environmentally friendly products. Clear information increases confidence in eco-friendly products. |
| (Težak Damijanić et al., 2023) | *The Role of Pro-Environmental Behavior, Environmental Knowledge, and Eco-Labeling Perception in Relation to Travel Intention in the Hotel Industry* | Tourists who care about the environment tend to choose sustainable accommodation. The higher the consumer's knowledge of environmental issues, the more likely they are to choose an eco-friendly hotel. |

Source: Prepared by the author (2024)

***RQ3:*** **The role of *ecolabelling***

*Ecolabels* act as quality markers that provide information about the sustainability of the product. This creates customer confidence that the product meets strict environmental standards. *Customers* who have a higher level of trust in this label tend to have a greater purchase intention (Calderon-Monge et al., 2021). The attitude of

supporting environmental sustainability strengthened by *ecolabels* can also make *customers* more motivated to buy sustainable products. This label serves as additional evidence to strengthen *customers' environmental* commitments (Di Martino et al., 2019). On the other hand, the presence of *an ecolabel* can provide additional positive attributes, such as quality and health benefits, although these attributes are not directly related to *the ecolabel* itself (Büttner et al., 2024). And, *ecolabels* can also increase *customer confidence* that the product is in accordance with the expected sustainability standards. This motivates the purchase of environmentally friendly products (Shah et al., 2023). Ecolabel motivates customers to be more responsible in their behavior, even when traveling or traveling. The presence of *ecolabels* in the hospitality industry makes some *customers* prefer hotels that have environmental certification. This affects the intention to travel responsibly (Težak Damijanić et al., 2023).

**Conclusion**

The results of the systematic literature review show that ecolabelling has a significant role in increasing the purchase intention of environmentally friendly products by reducing information asymmetry and providing assurance that the product meets certain sustainability standards. Customers with high environmental awareness are more motivated to buy sustainable products, while ecolabels reinforce this motivation through clear and easy-to-understand information. The presence of ecolabels also improves brand image and product quality perception, making it more attractive in the eyes of customers. Conveying information through social media, customer reviews, and digital technologies such as augmented reality further strengthens purchase intent. To maximize the impact, companies and governments need to increase public education, strengthen ecolabel regulations and standardization, and leverage digital technology to provide interactive information. The integration of ecolabels in branding strategies will strengthen the eco-friendly brand image, increase customer loyalty, and competitiveness in the market, while collaboration with third parties for ecolabel certification will increase product credibility. Campaigns targeting young people with high awareness of environmental issues are also important to create a strong and sustainable customer base in the future.

## BIBLIOGRAPHY

Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, *2*(4). https://doi.org/10.1002/hbe2.195

Alam, S. S., Wang, C. K., Masukujjaman, M., Ahmad, I., Lin, C. Y., & Ho, Y. H. (2023). Buying Behaviour towards Eco-Labelled Food Products: Mediation Moderation Analysis. *Sustainability (Switzerland)*, *15*(3). https://doi.org/10.3390/su15032474

Büttner, V., Gassler, B., & Teuber, R. (2024). Does the Eco-Score lead to a halo effect? Influence of a sustainability label on product perceptions and purchase intention. *Food Quality and Preference*, *121*, 105246.

Calderon-Monge, E., Redondo-Rodriguez, R. G., & Ramírez-Hurtado, J. M. (2021). Narrowing the gap between consumer purchasing intention and behaviour through ecolabelling: a challenge for eco-entrepreneurism. *British Food Journal*, *123*(10). https://doi.org/10.1108/BFJ-09-2020-0874

Chen, Y., & Chang, C. (2012). Enhance green purchase intentions. *Management Decision*, *50*(3). https://doi.org/10.1108/00251741211216250

Chi, N. T. K. (2021). Understanding the effects of eco-label, eco-brand, and social media on green consumption intention in ecotourism destinations. *Journal of Cleaner Production*, *321*. https://doi.org/10.1016/j.jclepro.2021.128995

Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, *39*(1). https://doi.org/10.1007/s11747-010-0227-0

Dangelico, R. M., & Pontrandolfo, P. (2010). From green product definitions and classifications to the Green Option Matrix. *Journal of Cleaner Production*, *18*(16–17). https://doi.org/10.1016/j.jclepro.2010.07.007

Dekhili, S., & Ertz, M. (2024). Reinventing ecolabels in the era of augmented reality: An experimental study on the case of fair-trade coffee. *Journal of Cleaner Production*, *434*. https://doi.org/10.1016/j.jclepro.2023.139987

Di Martino, J., Nanere, M. G., & DSouza, C. (2019). The effect of pro-environmental attitudes and eco-labelling information on green purchasing decisions in Australia. *Journal of Nonprofit and Public Sector Marketing*, *31*(2). https://doi.org/10.1080/10495142.2019.1589621

Fraj, E., Martínez, E., & Matute, J. (2011). Green marketing strategy and the firm's performance: The moderating role of environmental culture. *Journal of Strategic Marketing*, *19*(4). https://doi.org/10.1080/0965254X.2011.581382

Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. In *Journal of Cleaner Production* (Vol. 172). https://doi.org/10.1016/j.jclepro.2017.12.002

Hosseinikhah, C., S., & Mirabolghasemi, M. (2022). The role of viral marketing strategies in predicting purchasing intention of eco-labelled products. *Journal of Islamic Marketing*, *13*(5). https://doi.org/10.1108/JIMA-04-2020-0102

Kumar, A., & Basu, R. (2023). Do eco-labels trigger green product purchase intention among emerging market consumers? *Journal of Indian Business Research*, *15*(3). https://doi.org/10.1108/JIBR-09-2022-0248

Nguyen-Viet, B. (2022). Understanding the Influence of Eco-label, and Green Advertising on Green Purchase Intention: The Mediating Role of Green Brand Equity. *Journal of Food Products Marketing*, *28*(2). https://doi.org/10.1080/10454446.2022.2043212

Panopoulos, A., Poulis, A., Theodoridis, P., & Kalampakas, A. (2023). Influencing Green Purchase Intention through Eco Labels and User-Generated Content. *Sustainability (Switzerland)*, *15*(1). https://doi.org/10.3390/su15010764

Shah, R., Modi, A., Muduli, A., & Patel, J. D. (2023). Purchase intention for energy-efficient equipment appliances: extending TPB with eco-labels, green trust, and environmental concern. *Energy Efficiency*, *16*(4). https://doi.org/10.1007/s12053-023-10111-x

Song, Y., Qin, Z., & Yuan, Q. (2019). The impact of eco-label on the young Chinese generation: The mediation role of environmental awareness and product attributes in green purchase. *Sustainability (Switzerland)*, *11*(4). https://doi.org/10.3390/su11040973

Taufique, K. M. R., Vocino, A., & Polonsky, M. J. (2017). The influence of eco-label knowledge and trust on pro-environmental consumer behaviour in an emerging

market. *Journal of Strategic Marketing*, *25*(7). https://doi.org/10.1080/0965254X.2016.1240219

Težak Damijanić, A., Pičuljan, M., & Goreta Ban, S. (2023). The Role of Pro-Environmental Behavior, Environmental Knowledge, and Eco-Labeling Perception in Relation to Travel Intention in the Hotel Industry. *Sustainability (Switzerland)*, *15*(13). https://doi.org/10.3390/su151310103

Thøgersen, J., Jørgensen, A. K., & Sandager, S. (2012). Consumer Decision Making Regarding a "Green" Everyday Product. *Psychology and Marketing*, *29*(4). https://doi.org/10.1002/mar.20514

Wang, X., Du, Y., Liu, Y., & Wang, S. (2022). Telling You More Fluently: Effect of the Joint Presentation of Eco-Label Information on Consumers' Purchase Intention. *International Journal of Environmental Research and Public Health*, *19*(20). https://doi.org/10.3390/ijerph192013713

Watanabe, E. A. de M., Alfinito, S., & Barbirato, L. L. (2021). Certification label and fresh organic produce category in an emerging country: an experimental study on consumer trust and purchase intention. *British Food Journal*, *123*(6). https://doi.org/10.1108/BFJ-09-2020-0808

**Copyright holder:**
Roberto Gallant Narendra (2025)

**First publication right:**
Syntax Literate: Jurnal Ilmiah Indonesia

**This article is licensed under:**

