Article Reviews

The Role of Perceived Authenticity in Increasing Green Purchase Intention: Systematic Literature Review

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Abstract

This study explored the relationship between perceived authenticity and consumer purchase intention in green products, especially in the context of increasing awareness of sustainability among consumers. Using the Systematic Literature Review (SLR) method, this research explores the dynamics of the relationship between perceived authenticity and consumer intention for green products. Analysis of key findings reveals that perceived authenticity is not just a concept but is a key element that forms the basis of consumer trust in brands and products. The results of this study highlight the important role of perceived authenticity as the main instrument in forming positive relationships between brands, consumers and green products. The implications are particularly relevant in a marketing context, where strategies that establish and maintain product authenticity are crucial. This study provides in-depth insight into how perceived authenticity not only influences consumers' perceptions of the sustainability of green products but also directly impacts purchase intention. This study also emphasizes the importance of marketing strategies that build and maintain perceived authenticity. This strategy not only helps brands win consumer trust but also becomes a catalyst in driving change towards more sustainable and responsible consumption. Thus, this study significantly contributes to business practitioners and academics in understanding the dynamics of the green product market amidst the shift in consumer values towards sustainability.

Keywords *Perceived Authenticity, Purchase Intention, Green Products, Sustainability*

INTRODUCTION

Nowadays, awareness of the environment is increasing, and green products are becoming a more important consumer choice. Green products represent an innovation in the world of consumption, where sustainability and environmental impact are the main focus (Tiwari & Thakur, 2021). These products are designed to reduce the ecological footprint and provide environmentally friendly solutions (Kamalanon et al., 2022).

Modern society is increasingly aware of the impact of consumption activities on the environment, encouraging changes in consumer behaviour towards a preference for products that support sustainability. This shift in consumer values and purchase intention has significantly increased demand for green products (Moslehpour et al., 2023). This condition creates new opportunities and challenges for business people to understand more deeply what underlies consumers' purchasing intention for green products (Chen et al., 2022).

Purchase intention in green products reflects consumers' commitment to environmental sustainability (Tang et al., 2014). The choice to support green products is not just a wish but a real step in supporting environmental conservation efforts (Phuah et al., 2018). Consumers consciously choose sustainable products as part of their responsibility to the environment (Tezer & Bodur, 2021).

Furthermore, consumers who choose green products also provide financial and moral support for responsible and sustainability-oriented business practices. They recognize that every

purchase they make is a vote given to a business committed to being responsible for the environment and the future of the planet (Chaihanchanchai & Anantachart, 2023). In the context of green products, aspects of sustainability and environmental impact are key elements that can influence consumer perceptions of the authenticity of a product (Moslehpour et al., 2023; Sethi, 2018). Although awareness of green products is increasing, there is still a lack of clarity or deep understanding of how consumers interpret and measure the level of authenticity of green products (Loebnitz & Grunert, 2022). Consumers' perceptions or views about the extent to which a product is considered authentic or genuine in the context of the values it promotes is called the Perceived Authenticity it promotes (Briliana, 2019; Kendall et al., 2019; Loebnitz & Grunert, 2022; Mäncher et al., 2023).

Various studies have explored the relationship between perceived authenticity and consumer purchasing intention. Research has been carried out using various objects, such as intention in choosing a restaurant (Abd El-Ati & Deraz, 2018; Chen et al., 2020; Ellitan, 2021; Kim et al., 2020; Lu et al., 2015; Pham et al., 2016; Shane et al., 2023; Yang et al., 2022; Yuniawati et al., 2021), intention in selecting tourist attractions (Chen et al., 2020; Kim & Kim, 2020; Kumail et al., 2022; Kumar et al., 2023; Loureiro, 2020; Zhou et al., 2023), and purchase intention in food products (Loebnitz & Grunert, 2022; Phung et al., 2019; Sethi, 2018).

Some researchers have even conducted literature studies on the role of perceived authenticity in increasing product purchase intention in various contexts (Jenkins et al., 2020; Södergren, 2021), but none of the literature studies discuss it in the context of green products. In fact, the relationship between perceived authenticity and purchase intention in green products has started fully revealed, thus opening up opportunities for further literature studies.

This study emerged from the urgency to fill the knowledge gap regarding Perceived authenticity and its impact on the intention to purchase green products. The novelty of this study lies in explaining the relationship between the concept of perceived authenticity and the intention to purchase green products. This study provides a new contribution to the academic literature by exploring how the perceived authenticity of a product can influence consumer behaviour in the context of green products.

LITERATURE REVIEW

Perceived authenticity refers to consumers' views or beliefs (Malcolm & Hartley, 2010) regarding the extent to which a brand or product exudes integrity and consistency in the values it espouses (Briliana, 2019; Kendall et al., 2019; Loebnitz & Grunert, 2022). In a marketing context, this concept highlights the importance of trust and congruence between the brand image and the company's real actions (Yang et al., 2022).

The relationship between perceived authenticity and intention to purchase products is very close and has a significant impact on consumer purchasing decisions (Kim et al., 2020; Shane et al., 2023). Perceived authenticity creates consumer trust in a brand or product. When consumers feel that a product or brand truly represents the values it proclaims and continues to live by, this belief becomes the basis for purchasing intention (Ellitan, 2021; Sin & Choi, 2022). Consumers tend to prefer products from brands considered consistent and authentic (Abina & Ajayi, 2022; Phung et al., 2019; Sin & Choi, 2022).

Perceived authenticity theory is a concept in marketing science that highlights the importance of conformity between the values announced by a brand or product and the real actions taken by the company. The concept of authenticity is defined by Taylor (1991) as something considered genuine or real (Shoenberger & Kim, 2023). This theory emphasizes that consumer trust in a brand or product depends greatly on the conformity between what the brand promises and what the company does. When consumers feel that a product or brand truly reflects the values

it proclaims and continues to live by, they tend to have stronger trust and higher purchasing intention in that product or brand (Ren et al., 2023).

RESEARCH METHOD

This study employed a systematic literature review (SLR) method to investigate and synthesize key findings on the role of perceived authenticity in influencing purchase intention for green products. SLR is a structured and methodical approach to reviewing existing research on a particular topic and providing comprehensive evidence (Boell & Ćećez-Kecmanović, 2015).

A systematic search of academic Scopus databases from 2020-2024 related to green product purchase intention and perceived authenticity was conducted. The search strategy incorporated keywords such as "Authenticity," "Perceived Authenticity," "Purchase," and "Purchase Intention" to ensure the retrieval of relevant literature. Boolean operators (AND/OR) were employed to refine and broaden the search results where appropriate.
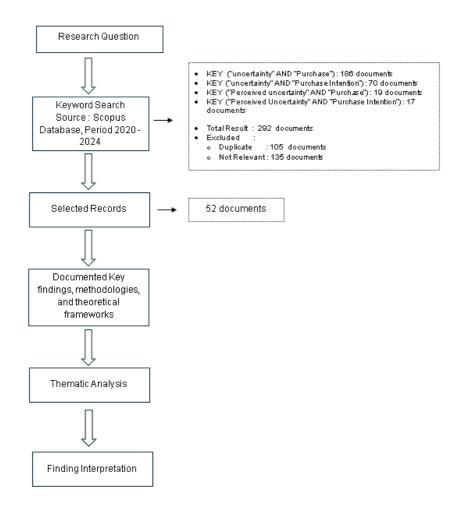

Figure 1. Systematic literature review (SLR) Method

Clear inclusion and exclusion criteria were established to maintain rigor. Articles were included if they:
1. Addressed perceived authenticity in the context of green products.
2. Investigated purchase intention or consumer behaviour.
3. Were peer-reviewed and published in English.

4. Focused on sustainability or related fields.
    Exclusion criteria were applied to filter out articles that:
1. Did not focus on consumer behaviour or purchase intention.
2. Were not peer-reviewed or non-academic sources.
3. Addressed unrelated product categories or industries.

The database search initially identified 292 articles. After removing duplicates and applying the inclusion and exclusion criteria, 52 articles remained for the final analysis. These articles were subjected to in-depth reading and evaluation to ensure they aligned directly with the research objectives (Figure 1).

Following the selection process, data were systematically extracted from the selected studies. Key findings, methodologies, and theoretical frameworks were documented. A thematic synthesis was conducted to identify recurring patterns, major themes, and the relationships between perceived authenticity and purchase intention in the context of green products. This process allowed for the integration of insights from multiple studies and provided a comprehensive overview of the research landscape in this area.

FINDINGS AND DISCUSSION

This study aimed to investigate the role of perceived authenticity in determining purchase intention for green products while also considering the interplay of brand awareness, environmental concern, and greenwashing. The results not only address the influence of perceived authenticity on consumer behaviour but also provide insights into the broader conceptual framework linking these factors.

Conceptual Framework and Research Urgency

The findings highlight a conceptual gap in understanding how perceived authenticity functions alongside brand awareness and consumer trust to shape purchasing decisions. Existing studies have focused on either perceived authenticity or green products in isolation, but few have integrated these constructs with other variables such as greenwashing, brand integrity, and sustainability commitments. This gap underscores the need for a more holistic view of how perceived authenticity intersects with other factors, further reinforcing the urgency of this research.

Synthesis of Findings: Perceived Authenticity and Green Purchase Intention

Perceived authenticity emerges as a pivotal determinant of purchase intention, particularly in the context of green products. As prior studies suggest, authenticity is not merely a marketing concept but a critical foundation for building trust between consumers, brands, and products (Pham et al., 2016; Phung et al., 2019). In the case of green products, perceived authenticity directly influences consumer perceptions of a brand's commitment to sustainability, as consumers are increasingly motivated by environmentally friendly values (Ellitan, 2021).

This study confirms that consumers are more inclined to purchase green products if they believe in the brand's genuine commitment to sustainability, rather than superficial marketing claims. The integrity of a company's environmental efforts, such as using eco-friendly materials and energy-efficient production processes, plays a significant role in establishing this trust (Nguyen et al., 2019). Perceived authenticity, therefore, serves as a key element in mitigating concerns about greenwashing and ensuring that sustainability promises are credible.

Addressing Greenwashing: The Role of Authenticity in Consumer Protection

A notable finding from the analysis is the central role of perceived authenticity in protecting

consumers from greenwashing. Greenwashing—defined as the deceptive practice of falsely marketing products as environmentally friendly—remains a prevalent issue in the sustainability landscape (Kaur et al., 2021; Olk, 2021). By positioning perceived authenticity as a benchmark, brands can avoid misleading their consumers, who increasingly demand transparency and sincerity in corporate sustainability claims (Chua et al., 2023).

Moreover, perceived authenticity enhances consumer confidence in green products by ensuring that brands' sustainability efforts are genuine. Consumers are less likely to engage with products that appear to merely exploit environmental trends for profit without genuine sustainable practices (Huang & Guo, 2021). Thus, authenticity becomes a protective measure for consumers and a distinguishing factor for brands committed to responsible business practices.

Emotional Impact and Brand Loyalty

In addition to its practical implications, perceived authenticity also fosters an emotional connection between consumers and brands. This study reveals that consumers do not view green products purely for their functional benefits; rather, they seek products that resonate with their personal values and identity (Kim & Kim, 2020; Kumar et al., 2023). Products perceived as authentic trigger strong emotional responses, resulting in higher purchase intention and brand loyalty (Kendall et al., 2019).

This emotional connection extends beyond the individual purchase decision. Authentic brands often inspire positive word-of-mouth, further strengthening their reputation within the sustainability space (Sin & Choi, 2022). The findings suggest that brands that consistently demonstrate perceived authenticity are more likely to cultivate long-term relationships with environmentally conscious consumers, who view their purchases as an extension of their commitment to sustainability.

CONCLUSIONS

Perceived authenticity plays a significant role in increasing intention to purchase green products. Consumer perceptions about the authenticity of a product, especially in the context of sustainability values and environmental impact, provide a strong basis for consumer trust in the brand and product. This is reflected in purchasing decisions, where consumers tend to be more inclined to choose products considered authentic and consistent with the values they promote.

Perceived authenticity is not only a marketing concept but also a foundation that forms a strong relationship between consumers and brands. Sustainability is the main criterion in assessing the authenticity of a green product, and the producer's credibility in fulfilling sustainability promises is a determining factor in shaping consumer perceptions.

LIMITATION & FURTHER RESEARCH

Further research can explore more deeply how certain factors, such as brand image, environmental awareness, and consumer experience, can influence perceived authenticity and consumer purchasing intention in green products. Research can broaden the scope of the sample to cover a variety of consumer segments and green products, thereby providing more comprehensive insight into the dynamics involved in forming consumer purchase intention for green products.

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