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## **FACTORS INFLUENCING GREEN ENERGY PURCHASE INTENTION FUTURE RESEARCH AGENDA**

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### **Abstract**

Green energy has attained important research attention among the academics and practitioners across the world due to its ability to reduce environmental devastation. However, the research related to green energy buying behavior in developed nations such as Australia is few and far between. Research on this topic has not been given much attention in this region to examine the relationship between consumers' attitude and purchase intention toward green energy consumption. Considering this, researchers in the present study have attempted to investigate the consumer behaviour towards green energy in the context of a developed nation; Australia. The paper shows the research gaps of green energy consumer behaviour in Australian context through a review of literature and therefore formulates seven critical research agenda that paves the way for future focused research. The study has used the theory of planned behavior (TPB) framework to understand the consumers' behavior towards green energy and further attempted to extend the model with additional three constructs (environmental concern, service quality and information). At the end, the implications and scope for further research have been discussed.

**Keywords:** Green Energy, Green Purchase Behaviour, Theory of Planned Behavior (TPB).