

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).

1. Introduction

Achieving solutions to current global warming and climate change issue problems that we face today demands long-term green actions for sustainable development (Williams & Rolfe, 2017). In this regard, consumption of green energy appears to be the one of the most efficient and effective actions (Hartmann et al. 2018). This topic is important because due to energy consumption various environmental problems posing a threat to environmental sustainability, among which global warming, air pollution, and loss of biodiversity which is rooted in human behavior (Testa et al. 2016; Sangroya & Nayak, 2017; Hanimann et al. 2015). It is worth of noting that, energy supply, including electricity production, is the largest single contributor to manmade climate change (Testa et al. 2016; Williams & Rolfe, 2017; Hartmann et al. 2018). The way in which energy is produced thus serves as an important factor for sustainable development (Stirling, 2014; Hanimann et al. 2015). Sustainable development can only be achieved through the use of proactive measures in green marketing practice and the active intervention of the consumer participation to green product such as purchasing green energy. The consumption of green energy sources for electricity generation involves zero greenhouse gas emission, thereby offering a lasting solution to climate change (Kostakis & Sardianou, 2012; Mydock et al., 2018) and thus assumed to be one of the key strategic initiative for sustainable development. Although green energy consumption practice is not the only panacea to the current rising concern of global warming and greenhouse gas emissions, such consumption practice can always succeed in achieving the overall benefits for a sustainable environment (Hobman & Fredrick, 2014).

Sustainable energy transitions will be hindered without sufficient consumer support (Perlaviciute & Steg, 2014). Hence, it is essential to understand what drives consumer

acceptability of (sustainable) energy alternatives such as green energy. In marketing, academicians and researchers are interested to understand the factors affecting green energy purchase intention (GPI) as it helps to formulate suitable strategies for green energy market growth (Hobman & Fredrick, 2014; Sangroya & Nayak, 2017). Therefore, capturing and examining the various behavioural factors are essential to understanding the green energy consumer buying behaviour context. However, researchers, practitioners and academics have received little attention to issues relating to consumer behavior and consumer choice for green energy in particular. With reference to green energy, several studies have focused on a purchase intention (e.g Halder et al., 2016). Given that the relationship between intention and behavior is affected by a number of factors, there exists a strong justification for further research which assesses the relationships between attitudes, subjective norms and green energy behavior (Rowlands et al. 2002; Palandino & Pandit, 2008). This study seeks to contribute to this body of work. Therefore, this study reviews relevant literature and develops a set of research agenda to further our understanding of the reasoning behind consumers' purchase intention of green energy. The study is focused on theory construction; empirical evidence should be drawn in future research.

This study is structured in the following ways. The next section summarizes our research methodology for the study. We then discussed the research context which provides the foundation for our research aim. Next we present a brief literature background to find the research gap. In following section, we continue with the development of the theoretical framework and research agenda. This stage is divided into two sections. First we continue with the development of theoretical framework and afterwards, we develop the research agenda based on theoretical framework and the factors derived the existing literature. In final chapter, we induce theoretical and practical implications of the study. Lastly, we discussed the limitations, provide wider directions for future research and wrap up with a concluding remark.

2. Research Methodology

This study presents a review of green energy consumers research in Australian context published in academic journals from 2000 to 2018. Research articles have been identified through a systematic search procedure by selecting several keywords like “green energy in Australia”, “renewable energy Australia” “green electricity in Australia”, “green energy consumer behavior in Australia”, “purchase intention of green energy Australia” and “green energy buyer behavior in Australia”. Research articles were identified through a systematic search procedure that comprised searching key words in the title, abstract, and keywords section of several data base namely: EBSCOS, Elsevier’s Science Direct. Emerald, Springer, Taylor & Francis, Scopus and Pro Quest. Through the searching of these keywords in the aforementioned criteria resulted in 140 articles from the source of 30 journals. In the next stage, content analysis of the articles was done by “cross-checking” the abstract for whether the database has resulted in right articles for analysis. After that, we excluded 10 articles as subjected to relevance. This extensive search process comes out with only 5 articles that are found to be useful for the purpose of this study. In this selection of literature reports, working papers, master and doctoral dissertations and textbook are not included (Ngai, 2005) because both academicians and practitioners use academic journals for information (Nord and Nord, 1995).

3. Setting the Context

Several studies have looked at perceptions and identified factors that influence on consumers' green energy purchase intention from many perspectives such as knowledge, attitude explored in USA (Bang et al., 2000), cost, trust, attitude, norm in Netherland (Arkesteijin & Oerlemans , 2005), green norm, price, attitude, social norm in German (Gerpott & Mahmudova, 2010), green belief, information, green values in UK (Ozaki, 2011), attitude, norm, cost, risk in Ireland (Claudy et.al. 2013), attitude, demographic perceived consumer effectiveness in Canada (Rowland, 2003), environmental concern, belief, self-effectiveness in China (Liu et., 2013), attitude, norm , control belief in India (Halder, et al., 2016,Sangroya&Nayak, 2017). In

comparison with other countries the empirical research at the residential household level which explores factors influencing decisions in favour or against the initial adoption of green energy offers is scarce in Australia. According to Sovacool, (2014), a mere of 2% research was from Australasia – which is an extremely low number compared to other countries like North America (37%), Europe (32.2%) and even Asia (17.6%). Apart from that, the existing attitude-behaviour inconsistency of consumers regarding green energy purchases reported by Hobman & Fredrick (2014) and a lack of proper explanation thereof motivated the authors to identify the important factors affect the green energy buying behaviour consumers in Australia. In addition, it is to note that, although Australia is endowed with abundant renewable energy resources, Australia confronts some significant energy challenges in residential green energy market (Curran, 2012; Hobman & Fredrick, 2014; Williams& Rolfe, 2017).For example, the demand for green energy in Australian residential market has developed much more slowly than the demand for grey energy (Mydock et al., 2018; Hartmann et al. 2018). To date, research in Australian context has mainly examined the willingness to pay for green energy and barriers in adoption of green energy, but limited research has been conducted on the motivations behind it. Our aim in this study, therefore is to respond to these challenges and as a starting point the study identifies the potential factors influences green energy purchase intention and finally derive a set of research agenda from its theoretical component to know how consumers actually make purchase decisions and behavioural choices towards green energy.

Against the above back drop, the aim of the present study is twofold: First to explicitly summarize the existing research pattern in Australian context relevant to green energy buying behavior (GEB) and second to identify the major research gaps in the literature that paves the way to develops set of research agenda for future research. In order to achieve the aim of this research, the overarching research question is:

What are the factors that affect consumers' purchase intention related to green energy in Australia?

4. Literature Background

Although researchers in many countries have conducted numerous examinations on factors affecting green energy purchase intention such as in China (Liu et al., 2013), Switzerland (Litvine, & Wüstenhagen, 2011) and in a cross cultural analysis between India and Finland (Halder et al., 2016), the antecedents of green energy purchase intention by Australian consumers have received limited scholarly attention in marketing literature. To the best of our knowledge from Australian green energy consumer market research perspective, we find only five the empirical research conducted by Tang & Madhokar (2011) was the only study focused on factors influencing green energy purchase decision, Ivanova (2012) explored consumers' willingness to pay for green energy, Palandiono & Pandit (2012) identified green energy service quality and brand impact. An empirical research on consumers' green energy buying barriers were explored by Hobman & Fredrick (2014) reported that Australian energy consumers are not subscribed to green energy due to several barriers including financial costs, limited knowledge, awareness and availability of green electricity programmes. Turning now to the recent study by Mydock et al (2018), he explored on the impact of advertised information on consumers' green energy purchasing behavior. The findings of the study demonstrated that consumers do have a preference for a product or brand marketed as made with green energy. Most importantly, the effectiveness of an advertisement using this strategy is moderated by a consumer's temporal orientation.

Rooted in consumer behaviour theories and models, this study finds a sizeable research gap in understanding consumer's green energy purchase intention (GPI) in Australian context. Based on the literature support, it is evident that the underlying mechanisms in the context of consumers' green energy purchase intention and their actual buying behaviour in Australian context are still vague and constitutes a challenges to its marketers to expand their green energy market. Therefore, it is hard to interpret the dynamic and complex nature of Australian consumer' green energy buying behavior (Paladino & Pandit, 2012; Hobman & Frederiks,

2014). To our knowledge, most of the studies in Australia are limited to willingness to pay for green energy, barriers in adoption of green energy and green energy brand effect. Although there have been few in-depth researches concerning the influence of individual consumer's choice and behavior relevant to green energy, none of these studies in Australia addressed the antecedents of green energy purchase intention (GPI) such as consumers' attitude, norms, perceptions, behavioural control, preferences toward green energy, the integrated relationship among them and their effects on GPI. Therefore, our research is designed to - (i) identify the factors underlying the GPI of Australian residents, and how those factors affect these behaviors and (ii) provide theoretical exploration to find out the essential factors determining those behaviors. In particular, bearing in mind that a better understanding of GPI has the potential to optimize the policy making, we want to enhance our ability to exert a robust and creative influence on marketers' strategy and to provide examples and references for the development of sustainable consumption.

5. Theoretical Framework

The current research draws on the widely used socio psychological behavioural intention theory Ajzen's (1991) Theory of Planned Behavior (TPB). The central dependent variable of TPB is consumer intention, which is an indication of a person's readiness to behave in a certain way (Ajzen, 1991). The framework of TPB mapped in Fig. 1. In TPB model, the intention to act is primarily determined by three psychological constructs: (a) beliefs about the likely consequences of the behaviour (attitude), (b) beliefs about the expectation of others (subjective norm), and (c) beliefs about internal and external barriers that may hinder the behaviour to be performed (perceived behavioural control). In green energy context, the predictors of consumers' intentions to purchase green energy through the lens of TPB are as follows: consumers' overall evaluations of the provision of green energy purchase to residential household consumers' (attitudes); beliefs about whether significant others think they should purchase green energy (subjective norms) and the extent to which consumers believe that their provision of green energy purchase is easy or difficult to control (perceived behavioral control).

The current study draws on TPB because it offers a clearly defined structure/model that allows the investigation on the antecedents of green purchase behaviour and their effects on purchase intention (Yadav & Pathak, 2017; Wijayaratne et al. 2018). In green energy context, the comprehensive researches have examined the influence of personal determinants which contribute to gain a better understanding of green energy purchase intention (GPI) and to formulate policy recommendations for simulating GPI in many countries such as in China (Liu et al., 2012), Switzerland (Litvine, & Wüstenhagen, 2011), Sweden (Hanimann et al. 2015) and in Finland (Halder et al., 2016). However, in our knowledge, such systematic researches have not been conducted in Australia using any social psychological model. Therefore, the present research has used the Theory of Planned Behavior (TPB) as its theoretical framework.

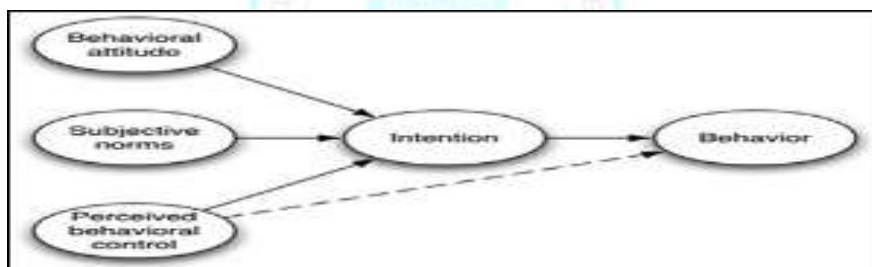
6. Inclusion of Additional Constructs in the TPB

In recent times, an increasing evident has been noticed in the psychological literature to include additional constructs in the TPB (Forouzani, 2015; Yadav & Pathak, 2016a, 2016b, 2017; Wijayaratne et al. 2018) in various domains to improve the predictive power of the TPB framework. Further, it was also suggested that TPB framework can be deepened and broadened by adding new constructs or altering the path of the variables in it (Ajzen, 1991; 2002). On the basis of supporting evidence from the literature, the study attempts to include three additional constructs in TPB in the case of intangible green energy services (i.e. environmental concern, perceived information and perceived service quality) in TPB as antecedents of green energy purchase intention (GPI). Earlier studies (e.g. Palandino & Pandit, 2012; Ozaki, 2011, Arkesteijin and Oerlemans, 2005) have discussed role of environmental concern, information and service quality related to green energy. However, none of these studies have investigated the integrated relationship among them, their effects on GPI under the lens of a behavioural theory TPB. Investigating consumers' green energy buying behavior

is relatively new in research and as such, definitive results and conclusion are lacking regarding the role of environmental concern, perceived information and service quality on purchase decision.

In the framework construction, the authors include two latent dimensions of the “attitude” construct, namely “environmental concern” and “perceived information”. Prior research suggested that environmental concern and availability of information can make a difference to consumers’ attitude to purchase green energy (Ozaki, 2011; Palandino, 2012). Therefore, decomposing the attitude into environmental concern and perceived information seems relevant to this study. In this study, the authors also included one latent dimensions of the perceived behavioral control, namely “service quality”. Several studies (Ozaki, 2011; Hobman & Fredrick, 2014) claimed that the relationship between a consumer’s attitude and intention is inconsistent because purchase intention for green energy may be influenced by external factors such as price, cost which is common in literature. However, this study identifies service quality as a significant latent dimensions of the perceived behavioral control. The dimensions of perceived service quality in this study referred to as service process quality (functional service quality). This study proposes the notion of “*perceived service quality*” and refers to Palandino & Pandit (2012) and to define it as “a list of attributes that an energy provider must have in order for them to consider purchasing their green energy from them (in order of importance): customer service, exposing green information, energy reliability/performance, educating customers for their contribution and genuine environmental benefits, capacity to guarantee reliability, green energy tip, awarding customers for green participation etc.”. In green energy context, although price perception can hinder the adoption of green energy, service quality of energy providers can make individual perceived ease or convinced to adopt green energy. Therefore, the authors suggested that service quality could be included as potential factor in the framework.

Figure 1: The Theory Planned Behaviour (TPB)



Source: Ajzen (1991)

7. Building the Blocks For Research Agenda

Based on the outcome of this review, avenues for future research should be on the basis of following guidelines.

The Relationship Between Attitude and Purchase Intention of Green Energy

In the TPB framework, attitude is referred to as one of the determinants of behavioral intention. Attitude toward behavior refers to personal evaluations being favorable or unfavorable to perform the behavior. According to Ajzen (1986), an individual is more likely to undertake a certain behavior if he/she has a positive attitude toward undertaking the behavior. In the green energy context, attitude is defined as “consumers’ overall evaluations of the provision of green energy purchase to residential household consumers”. In line with this, it is argued that consumers with more positive attitude toward green energy are more likely to purchase green energy. The influence of attitudes on behavioral intentions regarding green energy purchase is also evidenced in some studies (e.g. Litvine, & Wüstenhagen, 2011; Halder et al, 2016). However, no studies examined the effect of behavioral intention in the attitude-behavior relationship for green energy consumer behavior in Australian context. This review of the literature led to the following proposition in this study:

Proposition 1: Consumers' attitudes toward the green energy have a significantly positive influence on green energy purchase intention.

The Relationship Between Subjective Norm and Green Energy Purchase Intention

'Subjective norm' refers to the individual's assessment of others' preferences and support for a behaviour (Werner, 2004; Taufique & Vaithianathan, 2018). These 'others' may include family members, friends, peers, or any other reference groups. In the green energy context, subjective norm is defined "beliefs about whether significant others think they should purchase green energy". Subjective norm has a significant effect on behavioral intention in the context of behavior related to green energy (Liu et al., 2013), and a strong relationship between subjective norm and intention has been shown in research on green energy consumer behavior (Litvine, & Wüstenhagen, 2011; Halder et al., 2013, 2016). This notion also proved to be valid in a further study on consumers' green purchase behavior (e.g. Kalafatis et al., 1999; Chan & Lau, 2002; Yadav, 2016). Thus, the following proposition is proposed here:

Proposition 2: Subjective norm (social compatibility) has a significantly positive influence on green energy purchase intention

The Relationship Between Behavioral Control and Behavioral Intention Towards Green Energy

Although numerous studies have shown that a person may have a favorable attitude toward a certain behavior, he/she might not have the intention to accomplish the behavior when perceiving difficulties to do so (Chen, 2007; Kim & Chung, 2011). Perceived behavioral control (PBC) is 'an individual perceived ease or difficulty of performing the particular behavior' (Yadav, 2015). Ajzen (1991) defined perceived behavioral control (PBC) as the perceptions of an individual's perceived ease or difficulty when performing an intended behavior. If consumers perceive that they cannot afford green energy at a higher price, they may choose not to purchase green energy even though they have positive attitudes. Furthermore, empirical evidence suggested that an individual's degree of control on their ability to perform the behavior significantly influences their behavior (Bandura et al., 1986, Taufique & Vaithianathan, 2018). Studies on green energy consumer behavior in collective society (e.g., Halder et al., 2013, 2016 in Finland; Litvine, & Wüstenhagen, 2011 in Switzerland) have also confirmed the positive influence of PBC on behavioral intention and/or actual behavior. The influence of PBC on behavioral intentions regarding green energy consumer behavior is also evidenced in studies in Australian context. For example, two studies from Australia (Tang & Madhokar, 2011; Hobman & Fredrick, 2014) identified price, cost as significant barrier in green energy purchase. However, neither of these studies examined the moderating effect of PBC in the intention and actual -behavior relationship. Thus, from the above discussion the following research proposition emerges:

Proposition 3: Behavioral control has a positive and significant relationship with behavioral intention in adoption of green energy

The Relationship Between Environmental Concern and Green Energy Purchase Intention

Environmental concern indicates 'the degree to which people are aware of problems regarding the environment and support efforts to solve them or indicate the willingness to contribute personally to their solution' (Dunlap & Jones, 2002; Yadav & Pathak, 2016a). To better understand the receptiveness of green movement in a nation, examining the consumer view about issues related to the environment and how these views are reflected in their green purchase can be a good starting point (Chan and Lau, 2000; Yadav & Pathak, 2016). Research on green energy shows, those who consume green energy were more concerned about the environment as compared to the general population (Hartmann & Ibáñez, 2012). Mounting environmental concerns are prompting many consumers to consider green energy in their homes (Palandino & Pandit, 2008). Increased concern about the environment is responsible

for the increased consumption of green energy. In current study, environmental concern (EC) is a component of attitude and therefore a direct influence of EC on purchase intention must better explain intention for green energy. However, this direct link between EC and green energy purchase intention is overlooked in scientific research.

Proposition 4: Environmental concern is positively related to green energy purchase intention.

The Relationship Between Perceived Information and Green Energy Purchase Intention

Lack of information, awareness and/or understanding of green energy is a common barrier for failing to purchase green energy. Salmela and Varho (2006) argue that consumers need a certain amount of information about the environmental impact of different energy products. The intangibility attributes and higher premium is one of the main barrier in adoption of green energy (Palandino & Pandit, 2012). However, exposure to information about energy services may increase intention to pay a price premium for green energy. In the current study context, although a large proportion of the Australian consumer's express concern for the environment and support various 'green' initiatives, attitude-consistent behaviour is rarely observed (Hobman & Fredrick, 2014). Within this context, extensive information that is typically provided may be necessary to guide consumers' decision making toward green energy. In line with this view, Palandino & Pandit, 2012 study in Australia affirmed that exposure of information relevant to green energy consumption benefits is one of the strongest predictors influencing consumers to adopt green energy. However, while we are aware of research examining attitudes and behaviours towards the intangible green energy (e.g., Halder et al., 2016), similarly, perceived information and its effects are scant in a contemporary green energy marketing context. In the current study, perceived information (PI) is a component of attitude and therefore a direct influence of PI on purchase intention must better explain intention for green energy. However, this direct link between perceived information and green energy purchase intention is scant in academic research. Therefore, from the above discussion we suggest the following proposition:

Proposition 5: Perceived information relevant to green energy positively influences the consumer's intention to buy green energy.

The Relationship Between Service Quality and Green Energy Purchase Intention

Research evaluating the role of green energy retailer service quality and their characteristics is limited in marketing literature. Service quality is considered to be a crucial factor in increasing customers' green energy purchase intention in the liberalized energy market while cost of green energy is a potential barrier. As consumers pay a higher premium for green energy, consumers may look for certain service attributes as important to them such as performance/quality, reliability, price (Palandino & Pandit, 2012; Ibáñez et al., 2006). In addition, since the intangibility of green energy is an important barrier for marketers to overcome, several authors suggest that the energy retailers should exploit every interaction with their customers to improve the consumers' perceptions towards green energy, thus motivate the intention to purchase green energy. In current study, perceived service quality (PSQ) is a component of perceived behavioural control and therefore a direct influence of PSQ on purchase intention must better explain intention for green energy. However, this direct link between PSQ and green energy purchase intention is scant in academic research. These arguments support the following proposition:

Proposition 6: Service quality of energy providers significantly influences consumer's intention to purchase green energy.

The Relationship Between Behavioral Intention and Actual Behavior Towards Green Energy

In marketing literature, “behavioral intention, in general, is specifically a substitute indicator for actual behavior (Kim et al., 2013, p-206; Ajzen, 1991). Previous research suggests that, empirically, there is positive relationship between specific behavioral intention and actual behavior/behaviour (Billari & Phillipov, 2009; Wu and Chen, 2014; Fishbein & Ajzen, 1975; Westaby, 2005). In the era of green energy adoption behavioral research, several research (e.g. Hanimann et al. 2014; Halder et al., 2016) has proven that TPB offers a useful framework in order to understand the factors determining intention to buy and the actual purchasing behavior for green energy where intention is a strong predictor for behavior. Towards this direction, we propose the following proposition:

Proposition 7: Behavioral intention has a positive and significant relationship with behavior in adoption of green energy.

8. Implications and Future Research Direction

Implications For Researchers

To our knowledge, this research is the first that undertakes an extensive and systematic review of the literature, resulting to the identification and documentation of socio psychological cognitive factors: environmental concern, perceived information and service quality relevant to green energy consumer behaviour literature. Although past studies have suggested that attitude, norm affect green energy customer behavior and decisions (Litvine, & Wüstenhagen, 2011; Halder et al., 2016; Hanimann et al. 2015), there is still no empirical work exploring whether environmental concern, service quality and information can affect consumers’ green energy purchase intention. Therefore, the study contributes to the literature by developing a set of research agenda that can be empirically explored in future research endeavors. The authors believe that this study is a more integrated and comprehensive approach for a deeper analysis under the lens of TPB framework which may help in shedding empirical lights on effective marketing approaches for green energy services and thus provides additional insights over those provided by previous research, especially in Australian context.

Implications For Practitioners

In terms of practical implication, this study postulates several psychological cognitive factors under lens of a theoretical framework relevance to marketers and enables them to assess the factors that specifically attract consumer’s intention to purchase green energy. Understanding factors that encourage green energy purchase intention (GPI) could be one of the major strategy in segmenting the energy market to the appropriate target market by tailoring towards consumer needs with the effective marketing strategies.

9. Limitation of The Study

As with any research agendas, our proposed agenda also has its limitation. Since our research agenda is based on a theoretical framework TPB, the question can be raised for future research concerning whether other factors need to be introduced into the framework. In this study, we have given an overview of the most relevant factors in this context but future research may offer additional factors for a comprehensive researches which contribute to gain a better understanding of green energy consumer behaviour and to formulate policy recommendations for simulating green energy purchase.

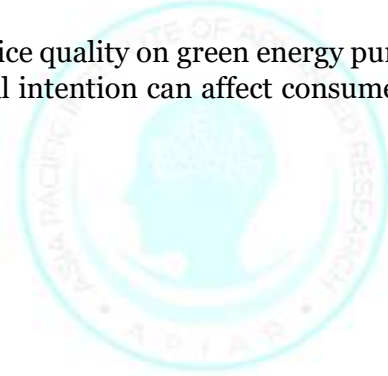
10. Potential Methods and Future Directions

In an attempt to investigate consumer behavior relevant to green energy, future research would verify the hypotheses by means of a questionnaire survey method and providing cross-sectional data from a nationwide online survey in Australia. Structural equation method will be used for data analysis. Confirmatory factor analysis will assess the effects and correlations in the structural model.

11. Discussion and Conclusion

The aim of this study was to lay out a possible set of research agenda for future empirical research in Australian context. In this study, the authors adapted a psychological model TPB which could help shedding lights on consumer's expectation and analyze major forces can shape consumers' purchase intention towards green energy. Research on this topic has not given much attention in this region (i.e., Australia) to examine the relationship between consumers' attitude and purchase intention toward green energy consumption. To bridge the knowledge gap, this study introduces several factors that can influence the relationship between consumers' attitude and purchase intention of the intangible green energy services. Moreover, the present study is the first to the best of our knowledge that initiated to investigate the role of environmental concern, perceived information and service quality as the antecedent of consumers' purchase intention for green energy via a socio psychological model TPB towards green energy in in the context of a developed nation- Australia. Thus, the present study has endeavoured to highlight convergent research in green energy consumer behaviour and illustrates opportunities; major challenges for empirical future research direction constructing seven research agenda. In brief they are follows:

- The effect of attitude on purchase intention of green energy
- The impact of subjective norm on green energy purchase intention
- The role of perceived behavioral control on green energy purchase intention
- The relationship between environmental concern and green energy purchase intention
- The dimensions of perceived information that can induce green energy purchase intention
- The perception of service quality on green energy purchase intention
- The extent behavioural intention can affect consumer's actual behaviour in adoption of green energy



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