

Behavioural Intention In Consumer Research: A Citation Based Structured Review Of Attitude, Norm, And Motivation Frameworks

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ABSTRACT

Behavioural intention is the strength of a person's decision to perform a specific behaviour and it sits at the centre of almost every theoretical account of consumer action. Despite a large and growing body of research, the literature remains scattered across disciplines, and no single review has brought together the major frameworks that researchers use to study behavioural intention in consumer contexts, assessed them alongside each other, and documented their empirical applications across industries in a structured way. This review addresses that gap. Seven major behavioural theories are examined across three thematic groups: attitude and intention models comprising the Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB), and Temporal Self-Regulation Theory (TSRT), moral norm and values frameworks comprising the Norm Activation Model (NAM) and Value-Belief-Norm Theory (VBN), and motivation and self-regulation theories comprising Social Cognitive Theory (SCT) and Self-Determination Theory (SDT). A structured literature search was conducted across Web of Science, Scopus, Emerald, and Google Scholar, supplemented by backward and forward citation searching. The final corpus comprised 18 founding texts along with 58 peer-reviewed studies published between 2000 and 2025. For each theory, this review describes the core constructs, traces empirical applications across consumer domains, and assesses strengths and limitations. The review also identifies patterns of theoretical integration and outlines research gaps, particularly for emerging market consumers and digital consumption environments

Keywords: Behavioural Intention, Theory of Planned Behaviour, Temporal Self-Regulation Theory, Norm Activation Model, Value-Belief-Norm Theory, Social Cognitive Theory, Self-Determination Theory, Consumer Behaviour, Purchase Intention, Intention-Behaviour Gap, Sustainable Consumption, Citation Searching

INTRODUCTION:

1.1 The Central Role of Behavioural Intention in Consumer Research

Across the consumer behaviour literature, one variable appears more consistently than almost any other: behavioural intention. Whether a person intends to buy a product, adopt a new service, switch to a sustainable alternative, or return to a familiar brand, that intention is typically the most immediate measurable predecessor of action. Theoretical frameworks from social psychology, behavioural sciences, and management science have consistently placed intention at the centre of their models, arguing that it captures the motivational readiness that translates beliefs, values, and antecedent variables into actual consumer behaviour.

The theoretical foundations of behavioural intention research span more than five decades. Some frameworks,

like the Theory of Planned Behaviour, focus on deliberate, reasoned decision-making. Others, like Temporal Self-Regulation Theory, explain why intentions fail to produce the actions they predict. Frameworks such as the Norm Activation Model and Value-Belief-Norm Theory situate intentions within personal values and moral obligations, while Social Cognitive Theory and Self-Determination Theory examine how confidence, motivation quality, and social learning shape whether intentions form and persist. Together, they form an interconnected theoretical landscape that researchers are increasingly using in combination.

Narrative reviews of single theories exist for the TPB (Rozenkowska, 2023), the NAM (Steg & Vlek, 2009), and sustainable consumption frameworks more broadly (Bamberg & Möser, 2007), but none systematically covers the full scope of the behavioural intention literature across all three thematic groups addressed here. This review fills that gap.

1.2 Scope and Research Questions

This review focuses on studies where behavioural intention is a primary outcome or key theoretical construct. Seven theories are reviewed across three thematic groups: attitude and intention models (TRA, TPB, TSRT), moral norm and values frameworks (NAM, VBN), and motivation and self-regulation theories (SCT, SDT). Four research questions guide the review:

What are the core constructs and mechanisms of each framework as applied to consumer behavioural intention?

In which consumer industries have these theories been applied between 2000 and 2025?

What are the strengths and limitations of each framework?

What integration patterns exist, and what gaps deserve attention?

2. REVIEW METHODOLOGY

2.1 Search Approach

This review used a structured citation-based search approach that combined database keyword searching with backward citation searching & forward citation searching. This combination is a recognised method for

comprehensive literature retrieval in consumer behaviour reviews (Webster & Watson, 2002; Strzelecki, 2020; Vangeli et al., 2023) and is particularly well-suited to a review of theoretical frameworks. The most important studies often cite each other in traceable chains that database keyword searches alone can miss.

In the first stage, keyword searches were conducted across Web of Science, Scopus, Emerald and Google Scholar. Searches used construct-level terms rather than theory names, to capture studies that apply a theory without necessarily naming it in the title or abstract. The search strategy combined behavioural intention terms with generic theoretical and construct-level keywords to maximise retrieval across consumer research domains. Truncation symbols (*) were used to capture variations of key terms and improve database sensitivity. Searches prioritised construct-based terminology rather than specific theory names alone, as many empirical studies apply theoretical constructs without explicitly naming the originating framework in titles, abstracts, or keywords.

Foundational theoretical texts predating 2000 were identified through the citation searches described below and included regardless of publication year.

Table 1. Boolean Search Queries Used for Literature Retrieval

Search Purpose	Shortened Boolean Search Query
Broad behavioural intention search	("behavio* intention*" OR "purchase intention*" OR adoption OR participat*) AND (consumer* OR customer* OR user*) AND (theor* OR framework* OR model*)
Construct-level search	("behavio* intention*") AND (attitude* OR norm* OR trust OR motivat* OR habit* OR belief*) AND consumer*
Consumer decision-making search	("purchase intention*" OR "usage intention*") AND consumer* AND (model* OR framework*)
Digital consumer behaviour search	("behavio* intention*") AND (online OR ecommerce OR "social media") AND (trust OR usefulness OR risk*)
Sustainability / participatory behaviour search	("behavio* intention*" OR participat*) AND (sustainab* OR recycl* OR health*) AND consumer*
Conceptual/review paper search	("behavio* intention*") AND (theor* OR framework*) AND (review* OR conceptual* OR "meta-analy*")
Theory integration search	("behavio* intention*") AND ("integrated model*" OR "hybrid model*") AND consumer*
Emerging market search	("behavio* intention*") AND consumer* AND ("emerging market*" OR "developing countr*")

In the second stage, backward citation searching the reference lists of all 294 studies that passed initial full-text screening were examined. Each reference that appeared to describe an empirical application of one of the eleven theories in a consumer context and that fell within the 2000–2025 window was retrieved and assessed for inclusion. This stage identified additional eligible studies that had not been captured by the keyword search, typically because they used construct terminology that

differed from the search terms or because they were published in journals not fully indexed in the primary databases.

In the third stage, forward citation searching the eleven founding theoretical texts were identified for each theory (listed in Appendix B). These texts were entered into Google Scholar's 'Cited by' function to identify all subsequent publications that cited them. These forward-citation results were filtered to publications within the

2000–2025 window that applied the relevant theory in a consumer behavioural intention context. This stage contributed additional eligible studies & recent empirical papers.

Following the combined search, records were screened in two stages. The first stage involved title and abstract screening while the second involved full paper screening. The inclusion and exclusion criteria applied at the full-text stage are presented in Table 2.

2.2 Study Selection and Inclusion Criteria

Table 2. Inclusion and Exclusion Criteria

Criterion	Included	Excluded
Publication type	Peer-reviewed empirical studies and review articles in English	Book chapters, conference abstracts, editorials, dissertations
Time period	2000–2025 for empirical studies, foundational theoretical texts regardless of year	Empirical studies before 2000 except founding texts cited for theory origin
Outcome focus	Behavioural intention as a primary dependent or key mediating variable	Studies where behavioural intention not measured
Theory coverage	Studies testing or extending at least one of the 11 included theories in a consumer context	Studies using unrelated theories or no recognisable theoretical framework
Consumer context	Purchase, adoption, loyalty, green consumption, digital behaviour, ethical consumption	Clinical, organisational safety, non-consumer behaviour contexts with no consumer transferability
Sample	Human participants making consumption-related decisions	Non-human samples; purely expert opinion surveys with no consumer outcomes

2.3 Search Results Summary

Table 3. Summary of the Citation-Based Search Process

Search Phase	Source	Action	Found	Retained
Title/abstract screening	Three reviewers independently	Retained studies with behavioural intention as primary outcome	Multiple	30
Full-text eligibility	Three reviewers	Applied inclusion/exclusion criteria	Multiple	60
Backward citation searching	Reference lists of 60 included studies	Traced foundational studies 2000–2025	Traced 60	40 new
Forward citation searching	Google Scholar + Web of Science	Studies citing the seven founding texts	Traced 60	20 new
Final corpus	All phases combined	—	—	150

The final corpus of 150 studies covered eight consumer behaviour domains: sustainable and ethical consumption, digital commerce, food and dietary decisions, financial services, fashion and apparel, healthcare and wellness, brand loyalty and subscription services, and collaborative consumption.

2.4 Synthesis Approach

The eleven theories differ substantially in their constructs, levels of analysis, and outcome variables, a narrative

synthesis was conducted. Each theory was synthesised using a consistent structure. Each theory was synthesised covering:

the problem the theory was developed to address

its core constructs and the relationships among them

the industries and consumer contexts in which it has been empirically applied, drawing on studies between 2000–2025

an assessment of its strengths and limitations.

Common Themes and Theoretical Connections.

3. Theoretical Frameworks: Core Constructs and Empirical Applications

The seven theories are presented across three thematic groups

Attitude and intention models

Moral norm and values frameworks

Motivation and self-regulation theories.

3.1 Attitude and Intention Models

The oldest and most extensively validated family of consumer intention theories is grounded in the determinants of an individual's intention to act. Three major frameworks within this tradition have played a central role in explaining consumer intentions and behaviour.

3.1.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (Fishbein & Ajzen, 1975) proposes that behavioural intention is shaped by two antecedents: the person's attitude toward the behaviour (whether they think it is a good or bad idea based on beliefs about its consequences) and the subjective norm (what important others in their life expect them to do). These two inputs combine to form intention, which predicts behaviour.

TRA was among the first frameworks to bring a formal psychological model to consumer purchase decisions. Sheppard, Hartwick, and Warshaw (1988), in a review of 87 studies testing TRA and its extensions, including contexts that went beyond TRA's originally intended scope, reported reasonably strong results for the attitude-norm-to-intention pathway. In the included corpus, TRA has been applied primarily to food purchasing decisions and brand preference, where the assumption of volitional control is most defensible. Its main limitation is that it assumes the person has full control over their behaviour. When real-world barriers exist; limited access, high cost, entrenched habits, good intentions do not translate into action. This gap is what the Theory of Planned Behaviour was built to address

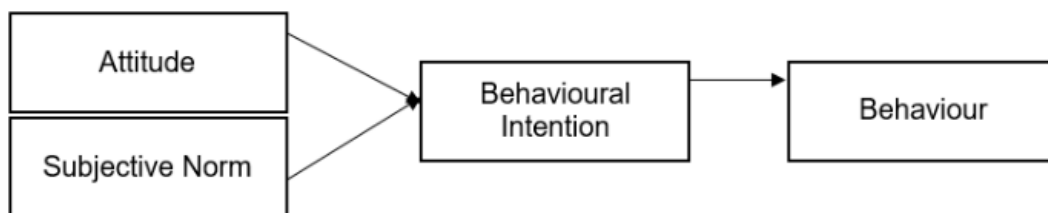


Figure 1. Construct diagram for the TRA: Theory of Reasoned Action (Fishbein & Ajzen, 1975)

3.1.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (Ajzen, 1985, 1991) extended TRA by adding perceived behavioural control (PBC) to identify how easy or difficult a person believes it is to perform the behaviour, covering both internal factors (skills, confidence) and external factors (resources, opportunities). PBC influences both intention and behaviour directly.

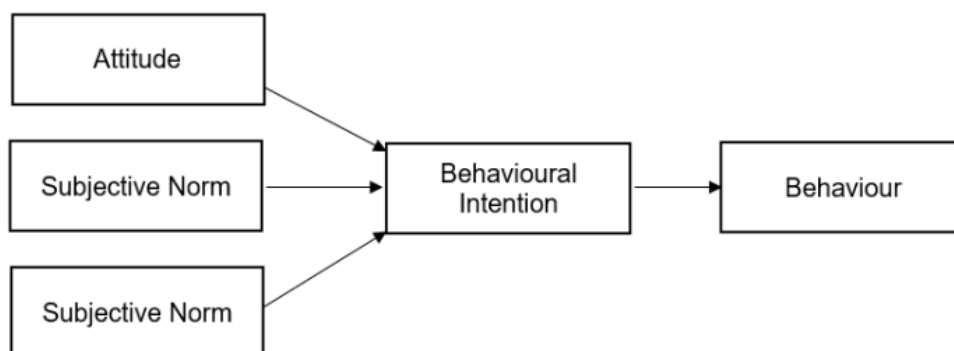


Figure 2. Construct diagram for the TPB: Theory of Planned Behaviour (Ajzen, 1985, 1991)

TPB is the most empirically validated framework in this review. Armitage and Conner (2001) found it explained 39% of variance in behaviour and 41–45% in intention across a large number of studies. Donthu and colleagues (2025) identified thousands of publications using TPB across disciplines. Rozenkowska (2023), in a review of 118 consumer-focused TPB studies, found its most

common applications to be sustainable consumption and food purchasing. In the 2000–2025 corpus, TPB has been applied to organic food purchasing (Aertsens et al., 2009), online grocery buying (Hansen et al., 2004), savings intentions (Shim et al., 2010), sustainable fashion among Generation Z (Wu & Lee, 2025), entrepreneurial intention

(Krueger et al., 2000), and Indian mobile payment adoption (Patil et al., 2020).

TPB's main strength is its versatility by including PBC, it captures both motivational and practical determinants of intention. Its key limitation is the intention-behaviour gap: even with strong intentions and high PBC, people frequently do not follow through. This gap is addressed directly by TSRT.

3.1.3 Temporal Self-Regulation Theory (TSRT)

Temporal Self-Regulation Theory (Hall & Fong, 2007) was developed specifically to explain why intentions fail to produce behaviour. The theory identifies two moderating factors. The first is behavioural pre-potency is how strongly a competing automatic or habitual response is triggered by the current situation. The second is self-regulatory capacity, the cognitive and emotional resources available to override automatic responses and act on the intention. These resources are finite and deplete with tiredness, stress, or cognitive overload. TSRT also

incorporates temporal valuation: the tendency to weight immediate rewards more heavily than future outcomes, which causes short-term impulses to override long-term intentions.

Within the literature reviewed, TSRT has been applied to food choices, financial behaviour, and impulse buying. Liddel and colleagues (2023) confirmed in a review of 21 TSRT studies that all three constructs significantly predicted behaviour. Elliston and colleagues (2017) demonstrated using real-time data collection that snacking was predicted by situational cues and self-regulation state independently of earlier intentions. Gathergood (2012) found low self-regulatory capacity predicted over-indebtedness beyond income and financial literacy. Verplanken and Sato (2011) showed depleted self-control increased unplanned retail purchases. Zhang and colleagues (2025) reported consistent support for the three constructs across 21 eating-behaviour studies. Kaur and colleagues (2024) found end-of-day depletion predicted digital impulse purchases better than morning baselines.

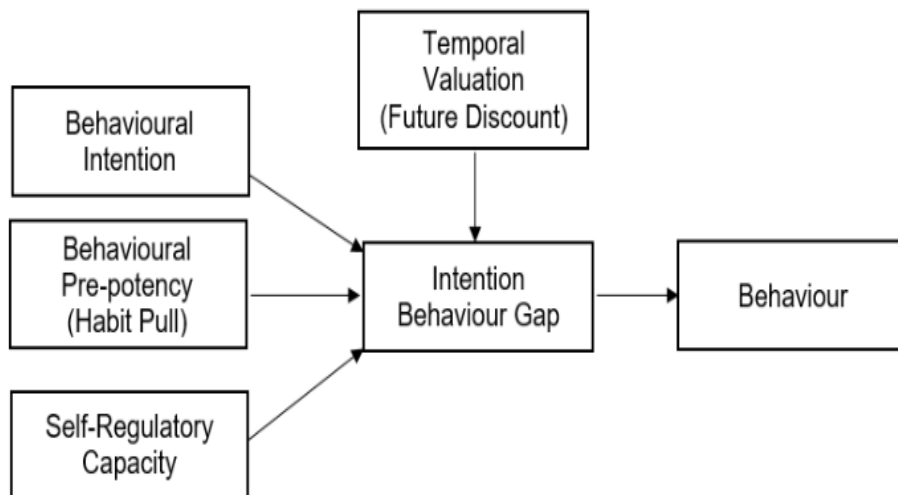


Figure 3. Construct diagram for the TSRT: Temporal Self-Regulation Theory (Hall & Fong, 2007)

TSRT's strength is that it provides a mechanistic account of the intention-behaviour gap, making it especially valuable for understanding consumer behaviour in high-temptation, low-deliberation environments. Its limitation is that self-regulatory capacity is difficult to capture in standard surveys, and its explicitly consumer-labelled empirical base is smaller than the TPB's.

3.2 Moral Norm and Values Frameworks

The second group explains consumer intention through moral obligation and personal values, rather than attitudes toward specific outcomes. These frameworks are central to research on ethical and sustainable consumption.

3.2.1 Norm Activation Model (NAM)

Schwartz (1977) proposed the Norm Activation Model to explain pro-social behaviour performed without personal gain. The theory centres on the personal norm, a felt moral obligation to act — which is activated only when two prior conditions are met: awareness of consequences (AC: recognising that inaction harms others or the environment) and ascription of responsibility (AR: feeling personally accountable for those consequences). Steg and Vlek (2009) confirmed personal norm as a robust predictor across 25 studies. De Groot and Steg (2009) found NAM constructs significantly predicted meat-reduction intentions. Joanes (2019) found personal responsibility was among the strongest predictors of sustainable fashion intention in Germany. Lewis and Mackenzie (2000) found moral obligation drove socially responsible investment intention beyond financial return

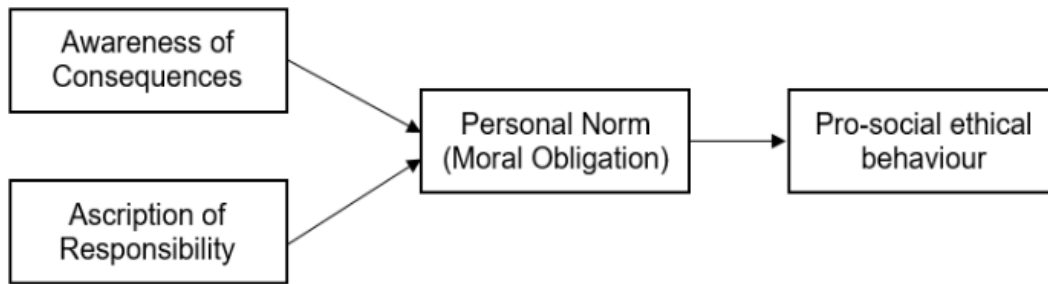


Figure 4. Construct diagram for the NAM: Norm Activation Model (Schwartz, 1977)

NAM captures the moral dimension of consumer decision-making that attitude-based models miss, the felt duty that drives fair trade purchasing, charitable giving, or dietary change. Its limitation is reduced applicability when self-interest dominates and absence of any feasibility construct, leaving it unable to account for motivated but structurally constrained consumers.

3.2.2 Value-Belief-Norm Theory (VBN)

Value-Belief-Norm Theory (Stern, Dietz, Abel, Guagnano & Kalof, 1999) extends NAM by tracing personal norms back to fundamental values. The theory proposes a sequential causal chain from biospheric and altruistic values through New Ecological Paradigm (NEP) beliefs, to awareness of consequences and ascription of

responsibility, to personal norm, and finally to pro-environmental behaviour.

VBN has been applied in green purchasing, tourism, and electric vehicle adoption. Nordlund and Garvill (2002) validated the full sequence in a Swedish household study. Han (2015) confirmed the pathway for green hotel choice. Barbarossa, De Pelsmacker, and Moons (2015) found biospheric and altruistic values stronger predictors of EV purchase intention than product features. Joergens (2006) found value-based motivation outperformed price sensitivity for ethical fashion in the UK. Kumar (2019) confirmed the VBN pathway for organic food purchasing in India, noting that the NEP construct needed cultural adaptation.

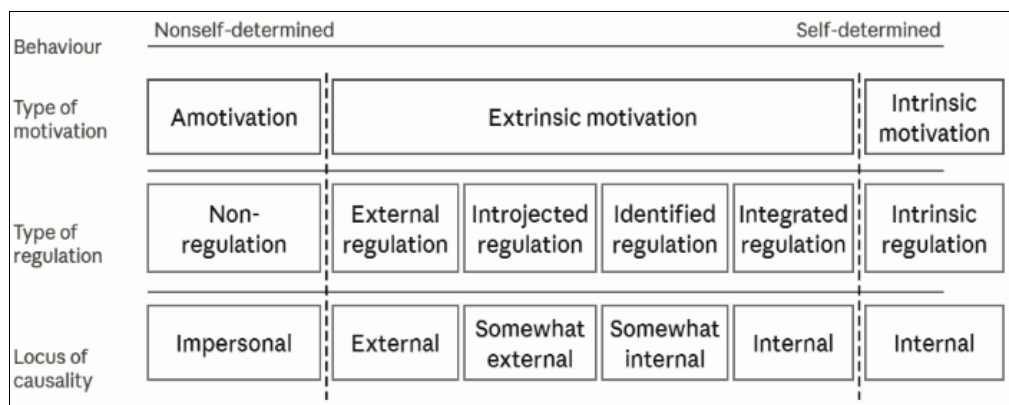


Figure 5. Construct diagram for the VBN: Value-Belief-Norm Theory (Stern et al., 1999)

VBN's strength is that it explains how core values connect through to specific consumer decisions, making it highly useful for values-based communication strategy and consumer segmentation. Its limitation is the long causal chain: predictive strength weakens at each step, making VBN more explanatory than precisely predictive.

3.3 Motivation and Self-Regulation Theories

The third group examines the nature and quality of motivation behind consumer intentions, and the processes that determine whether those intentions persist over time.

3.3.1 Social Cognitive Theory (SCT)

Social Cognitive Theory (SCT), developed by Albert Bandura (1977, 1986), explains behaviour as the result of

continuous interaction between personal thinking processes, behaviour, and the surrounding environment. Reciprocal Determinism is the core principle of the theory, meaning that people influence their environment while the environment simultaneously influences their behaviour and thinking.

One of the most important SCT concepts in consumer intention research is self-efficacy, which refers to a person's belief in their ability to successfully perform a specific behaviour. Self-efficacy is highly context-specific. For example, a consumer may feel confident using a mobile payment application but may not feel equally confident about adopting environmentally sustainable eating habits.

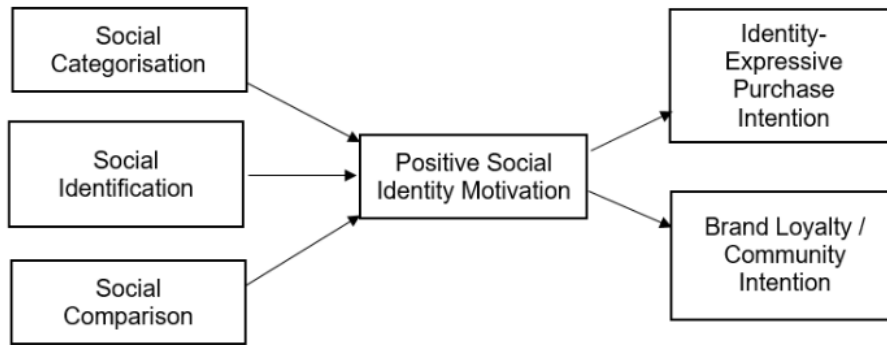


Figure 6. Construct diagram for the SCT: Social Cognitive Theory (Bandura, 1977, 1986)

SCT has been widely applied in digital adoption, health, and sustainability research. Tamilmani and colleagues (2021) found self-efficacy among the strongest predictors of mobile payment intention across 62 studies. Nuviala and colleagues (2023) found it the strongest predictor of fitness app subscription continuation. Bamberg and Möser (2007) confirmed it as a robust predictor of environmentally responsible intentions across 25 samples. Zhang and Zhang (2024) showed that observational learning through social media significantly increased consumer purchase intentions.

SCT's strength is its explanation of how confidence and peer modelling drive consumer intentions, particularly valuable for new or technically demanding behaviours and digital contexts. Its limitation is that social norms are not treated as a central variable, and the full reciprocal determinism framework is difficult to measure completely in surveys.

3.3.2 Self-Determination Theory (SDT)

Self-Determination Theory (Deci & Ryan, 1985, 2000) focuses on the quality of motivation behind consumer intentions. It proposes a continuum from external regulation (behaviour driven by rewards or pressure) through identified and integrated regulation (behaviour aligned with personal values and identity) to intrinsic motivation (behaviour performed for its own inherent interest). Three psychological needs support movement toward autonomous motivation: autonomy (feeling behaviour is self-chosen), competence (feeling capable), and relatedness (feeling connected to others). Autonomous motivation produces more stable, durable behaviour than controlled motivation.

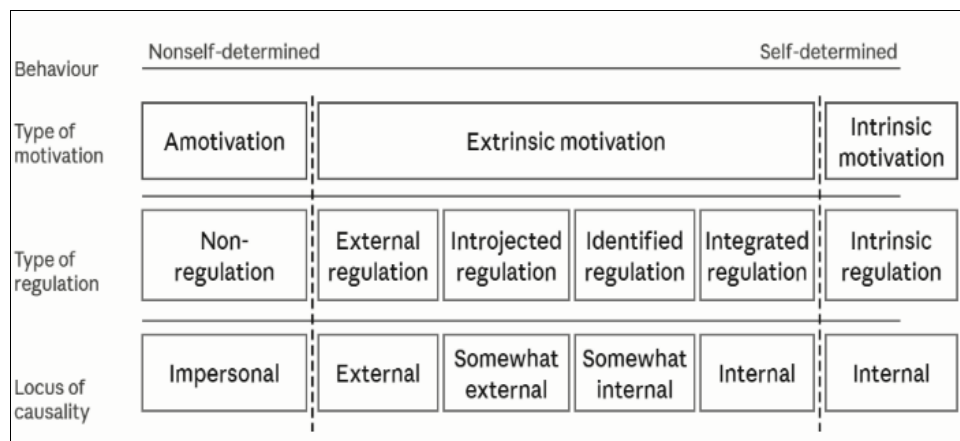


Figure 7. The Self-Determination Continuum (Deci & Ryan, 2000)

In consumer research, SDT has been applied to brand loyalty, sustainable consumption, subscriptions, and digital health. Dholakia (2006) found voluntarily formed brand relationships produced stronger loyalty intentions than promotion-driven ones. Elhoushy (2023) showed intrinsically motivated green purchase intentions were more durable over time. Ryan and colleagues (2009) found autonomously motivated exercise intentions lasted longer than compliance-based ones. Sáez-Ortuño and

colleagues (2023) found anti-food-waste app adoption intentions were strongest when design supported both intrinsic motivation and compatible external incentives.

SDT's key strength is explaining not just whether consumers intend to act but why, which predicts whether the intention will be maintained. Its limitation is that the different motivation types are difficult to separate cleanly in questionnaire-based research.

4. Comparative Summary

Table 4 summarises the seven theories reviewed across the three thematic groups. The following table summarises the eleven major theories used in behavioural intention and consumer behaviour research. Each theory approaches intention formation from a different

perspective, including attitudes, social influence, habits, values, motivation, identity, persuasion, cognition, and post-purchase processes. Together, these theories provide a comprehensive understanding of how and why consumers form intentions, make decisions, and translate those intentions into behaviour.

Table 4. Summary of the Seven Included Theories

Theory	Origin	Core Constructs	Application Domains	Strengths	Limitations
TRA	Fishbein & Ajzen, 1975	Attitude, Subjective norm, Intention	Food purchasing, financial products, brand preference	Simple and parsimonious, foundational for later models	Assumes full volitional control, no perceived control construct
TPB	Ajzen, 1985, 1991	Attitude, Subjective norm, PBC, Intention	Green purchasing, organic food, online shopping, entrepreneurship, sustainable fashion, fintech	Versatile, PBC handles real-world constraints, most validated model	Persistent intention-behaviour gap
TSRT	Hall & Fong, 2007	Intention, Behavioural prepotency, Self-regulatory capacity, Temporal valuation	Impulse buying, food choice, financial self-control, digital overconsumption	Directly explains the intention-behaviour gap, integrates habit and self-control	Hard to measure in surveys, limited consumer-specific validation
NAM	Schwartz, 1977	Awareness of consequences (AC), Ascription of responsibility (AR), Personal norm	Ethical consumption, fair trade, meat reduction, sustainable fashion, socially responsible investment	Captures moral duty, strong for ethical and pro-social decisions	Less applicable when self-interest dominates, ignores practical barriers
VBN	Stern et al., 1999	Biospheric/altruistic values, NEP beliefs, AC, AR, Personal norm	Green purchasing, EV adoption, eco-tourism, organic food, sustainable fashion	Links deep personal values to behaviour, useful for values-based communication	Long causal chain weakens prediction at each step
SCT	Bandura, 1977, 1986	Self-efficacy, Observational learning, Outcome expectations, Reciprocal determinism	Digital payment adoption, fitness apps, social media influence, sustainable consumption	Explains role of confidence and peer modelling, highly relevant for digital contexts	Social norms not central, full model difficult to measure in surveys
SDT	Deci & Ryan, 1985	Intrinsic/extrinsic motivation, Autonomy, Competence, Relatedness, Internalisation continuum	Brand loyalty, subscription services, green consumption, fitness apps	Explains whether motivation will persist, distinguishes durable from fragile intention	Motivation types difficult to separate cleanly in questionnaire research

5. Common Themes and Theoretical Connections

5.1 Combining Behavioural Theories

The most consistent pattern in the reviewed studies is that these theories perform better in combination than alone. The most common combination is TPB with NAM: adding personal norms to TPB consistently improves prediction of ethical and sustainable consumer intentions across studies on fair-trade products, organic food, electric vehicles, and sustainable fashion (Harland et al., 1999). A second common integration adds habit or past behaviour to TPB, directly connecting with TSRT's behavioural pre-potency construct. Evidence from Verplanken and Sato (2011), Elliston and colleagues (2017), and Kaur and colleagues (2024) supports the view that TPB and TSRT together provide a more complete account of consumer intention and action than either alone. SCT and SDT are increasingly combined in digital and health behaviour research to explain simultaneously how confidence and motivation quality determine adoption and sustained engagement.

5.2 Shared Limitations

Three limitations recur across most theories. First, the intention-behaviour gap: most frameworks predict intentions better than behaviour, because real-life actions are disrupted by habits, emotions, and depleted self-control. TSRT addresses this most directly. Second, cultural imbalance: most studies were conducted in Western countries and East Asia, evidence from South Asia, Africa, and Latin America is limited, and cross-cultural work shows that constructs like subjective norm carry different predictive weight in collectivist versus individualist cultures. Third, overreliance on cross-sectional self-report surveys, which cannot establish causality or track how intentions change over time, and are vulnerable to social desirability bias in ethical consumption research.

6. RESEARCH GAPS AND FUTURE DIRECTIONS

6.1 The Emerging Market Gap

One of the most important gaps identified in this review is the limited number of studies testing these eleven theories in regions such as South Asia, sub-Saharan Africa, Latin America, and the Middle East. Although these regions represent a large and rapidly growing share of global consumers, they account for less than 25% of the studies included in the review. India is represented more strongly than many other developing regions, particularly in TPB, TAM, and VBN research. However, most Indian studies rely heavily on urban, educated, and English-speaking participants, which may not fully reflect the diversity of Indian consumers. Future research should include regional-language studies, rural and semi-urban populations, and consumption contexts that are more specific to developing economies.

6.2 Longitudinal and Process Studies

A third gap is the lack of longitudinal research. Most studies in the review examine consumer intentions at only one point in time, providing only a temporary snapshot of behaviour. However, theories such as TTM, TSRT, and SDT specifically suggest that intentions and motivations

change over time. Despite this, very few studies test these theories using long-term or repeated data collection methods. Future research using longitudinal panel studies or ecological momentary assessment methods could provide stronger evidence for how consumer intentions develop, weaken, or persist over time.

6.3 Integrative Framework Development

This limitation is the lack of well-developed integrative frameworks that systematically combine important constructs from different theories into a single unified model. Most theory integration in the current literature is relatively ad hoc. For example, researchers may add personal norms or habit constructs to TPB without clearly explaining why the combined model offers a stronger theoretical explanation than the individual theories alone. Although a few studies have attempted more structured integrations, the cross-theory patterns identified in Section 5 suggest significant potential for developing more coherent and theoretically grounded integrated models in future research.

7. CONCLUSION

This review synthesised eleven major theoretical frameworks used to explain behavioural intention in consumer research such as TRA, TPB, TSRT, NAM, VBN, ELM, Prospect Theory, SCT, SDT, SIT, and CDT. Using a structured citation-based search approach, the review combined database keyword searching with backward and forward citation searching across 368 studies published between 2000 and 2025, covering eight consumer domains and more than 30 countries.

Several important conclusions emerge from the review. The Theory of Planned Behaviour remains the most widely validated and broadly applicable framework for studying consumer intentions. Evidence also suggests that combining TPB with personal norms from NAM and habit-related constructs from TSRT provides one of the strongest integrated approaches for explaining consumer behaviour. TSRT is particularly important because it directly addresses the intention-behaviour gap, while Prospect Theory and ELM are highly effective for explaining the influence of pricing, framing, and persuasive communication. SDT provides valuable insight into the long-term stability of consumer motivation, while SIT and CDT explain identity-related and post-purchase aspects of consumer behaviour that other theories often overlook.

The review also highlights several important limitations within the literature. Research remains heavily concentrated in Western countries, with relatively limited evidence from developing regions. Many studies rely on cross-sectional self-report surveys, which restrict understanding of behavioural change over time. In addition, TSRT remains underused in explicitly consumer-focused research despite its strong theoretical relevance. Finally, existing theories still provide limited explanation for consumer intentions in increasingly digital, algorithm-driven environments. Addressing these gaps represents an important direction for future behavioural intention research in consumer behaviour

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