

IMPLEMENTATION THEORY OF PLANNED BEHAVIOR ON THE PURCHASE DECISION ONLINE AND OFFLINE

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Abstract

Many things influence consumer purchasing decisions, both internal and external factors, especially with the shift in several purchasing methods in the digitalization era. Theory of planned behavior analyzing important components that have a direct impact on consumer decisions, namely attitude, subjective norms, and perceived behavioral control. Through this literature, usage will be explained theory of planned behavior on purchase offline and online, as well as its development through analysis of several academic journals. Use Systematic Literature Review (SLR) and Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), this research synthesizes scientific evidence and answers the objectives of the research. The time period chosen for this international standard journal is 2019-2022. Found 47 eligible journals according to the selected keywords. Next, process screening with theories and concepts carried out, so that the detailed analysis reviewed focuses on the 30 selected academic journals. The research results stated that the components Perceived Behavior Control on Theory of Planned Behavior, has the most influence on purchasing decisions. Apart from that, socio-demographic characteristics can also be added as supporting variables that can influence consumer purchasing behavior.

Keywords: Theory of Planned Behavior, Consumer, Sales, Decision-Making

Abstrak

Banyak hal yang mempengaruhi keputusan pembelian konsumen, baik faktor internal maupun eksternal, terutama dengan adanya pergeseran beberapa metode pembelian di era digitalisasi. Teori perilaku terencana menganalisis komponen penting yang berdampak langsung terhadap keputusan konsumen, yaitu sikap, norma subjektif, dan kontrol perilaku yang dirasakan. Melalui literatur ini akan dijelaskan penggunaan teori perilaku terencana pada pembelian offline dan online, serta perkembangannya melalui analisis beberapa jurnal akademik. Menggunakan Systematic Literature Review (SLR) dan Preferred Reporting Items for Systematic Review and Meta-Analyses (PRISMA), penelitian ini mensintesis bukti-bukti ilmiah dan menjawab tujuan penelitian. Periode waktu yang dipilih untuk jurnal berstandar internasional ini adalah 2019-2022. Ditemukan 47 jurnal yang memenuhi syarat sesuai dengan kata kunci yang dipilih. Selanjutnya dilakukan proses screening dengan teori dan konsep yang dilakukan, sehingga analisis detail yang diulas terfokus pada 30 jurnal akademik terpilih. Hasil penelitian menyatakan bahwa komponen Perceived Behavior Control pada Theory of Planned Behavior, mempunyai pengaruh paling besar terhadap keputusan pembelian. Selain itu,

karakteristik sosio-demografi juga dapat ditambahkan sebagai variabel pendukung yang dapat mempengaruhi perilaku pembelian konsumen.

Kata Kunci: Teori Perilaku Terencana, Konsumen, Penjualan, Pengambilan Keputusan



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INTRODUCTION

Predicting consumer purchasing behavior is one of the main tasks of marketing. By making correct predictions, marketers can develop strategies to compete in the market.¹ Psychology and behavior regarding consumers is one of the most interesting areas to research,² and the theory that is widely used in analyzing consumer behavior is Theory of Planned Behavior developed by Icek Ajzen. This theory enhances the predictive power of Theory of Reasoned Action, by adding variables perceived behavioral control.³ The main focus of Theory of Planned Behavior this is the same as Theory of Reasoned Action namely the individual's intention to carry out certain behavior.⁴ Intention is considered to be able to see the motivational factors that influence behavior and is an indication of how hard people are willing to try to carry out a behavior.⁵ Therefore, Theory of Planned Behavior can provide a comprehensive picture as a theoretical framework in building interactions between attitudes, subjective norms, and perceived behavioral control of consumers.⁶

With rapid growth in communications, technology and higher internet penetration, extensive use of e-services has become inevitable.⁷ This also has an impact on business development which has changed dramatically in the last two decades due to technological developments and digitalization.⁸ Several factors that can influence consumer choices include channels online and offline. As a result, it becomes important to measure and evaluate consumers'

¹ Sri Rahmi et al., "Perceived Risk and Its Role in the Influence of Brand Awareness on Purchase Intention: Study of Shopee Users," *Jurnal Siasat Bisnis*, 2022, 97–109, <https://doi.org/https://doi.org/10.20885/jsb.vol26.iss1.art7>.

² Elif Ulker-Demirel and Gulsel Ciftci, "A Systematic Literature Review of the Theory of Planned Behavior in Tourism, Leisure and Hospitality Management Research," *Journal of Hospitality and Tourism Management* 43 (2020): 209–19, <https://doi.org/https://doi.org/10.1016/j.jhtm.2020.04.003>.

³ Icek Ajzen and Martin Fishbein, "The Influence of Attitudes on Behavior," *The Handbook of Attitudes* 173, no. 221 (2005): 31.

⁴ Icek Ajzen, "From Intentions to Actions: A Theory of Planned Behavior," in *Action Control: From Cognition to Behavior* (Springer, 1985), 11–39, https://doi.org/https://doi.org/10.1007/978-3-642-69746-3_2.

⁵ Icek Ajzen, "Perceived Behavioral Control, Self-efficacy, Locus of Control, and the Theory of Planned Behavior 1," *Journal of Applied Social Psychology* 32, no. 4 (2002): 665–83.

⁶ Ulker-Demirel and Ciftci, "A Systematic Literature Review of the Theory of Planned Behavior in Tourism, Leisure and Hospitality Management Research."

⁷ Mohd Azhar et al., "Demystifying the Effect of Social Media EWOM on Revisit Intention Post-COVID-19: An Extension of Theory of Planned Behavior," *Future Business Journal* 8, no. 1 (2022): 1–16, <https://doi.org/https://doi.org/10.1109/ACCESS.2022.3190637>.

⁸ Yael Perlman, "Pricing Decisions of Online and Offline Retailers, Each Offering a Competing Benefit," *Operations Research Perspectives* 9 (2022): 100231, <https://doi.org/https://doi.org/10.3390/su14105963>.

perceived intentions and attitudes so that they influence their purchase intentions whether buying directly online or offline. The context word of mouth can directly shape and change consumer attitudes in terms of purchasing decisions.⁹ However, the emergence of digital media has shifted the initiative on how to access and disseminate information from companies to consumers so that consumers can share information about anything through platform online which has a strong influence on purchasing decisions. The results found that consumer purchase intention is a subjective norm that is stimulated by external factors and becomes a determining factor in the consumer purchasing decision process.¹⁰

Theory of Planned Behavior which was initiated before the internet era, does not rule out the possibility of emerging through new habits regarding online purchasing online which encourages active online communication interaction and participation. However, currently there are still many consumers who make transactions or purchases conventionally.¹¹ uses Theory of Planned Behavior to build a structural equation model, which confirms that consumers' subjective norms and perceived behavioral control are positively related to purchase intentions. Other studies have adopted Theory of Planned Behavior as a theoretical framework for viewing attitude, subjective norms, and perceived behavioral control which has an influence on purchase intentions and subsequent consumption behavior,¹² purchasing behavior online,¹³ and later.¹⁴ Theory of Planned Behavior can be used to determine consumers' purchase intentions towards a product or service, as well as the reasons why they prefer one brand over another.¹⁵

Remembering how Theory of Planned Behavior adapting to conditions with digitalization and changes in consumer attitudes, this article aims to find out the application Theory of Planned Behavior and identify applications of basic concepts Theory of Planned Behavior on research

⁹ Xiaolie Qi and Swee Kuik, "Effect of Word-of-Mouth Communication and Consumers' Purchase Decisions for Remanufactured Products: An Exploratory Study," *Sustainability* 14, no. 10 (2022): 5963, <https://doi.org/https://doi.org/10.3390/su14105963>.

¹⁰ Qi and Kuik.

¹¹ Sheetal Jain, "Assessing the Moderating Effect of Subjective Norm on Luxury Purchase Intention: A Study of Gen Y Consumers in India," *International Journal of Retail & Distribution Management* 48, no. 5 (2020): 517–36, <https://doi.org/https://doi.org/10.1108/IJRDM-02-2019-0042>.

¹² Thamaraiselvan Natarajan, Jayadevan GR, and Jegan Jayapal, "Consumption of Branded Functional Beverages Post-COVID Pandemic: An Empirical Investigation in a Developing Economy Using Behavioral Change Models," *Journal of Food Products Marketing* 28, no. 3 (2022): 132–51, <https://doi.org/https://doi.org/10.1080/10454446.2022.2058900>.

¹³ Affifa Sardar, Sobia Murtaza, and Ahmed Saeed Minhas, "Investigating Antecedents of Online Shopping Behavior of Young Pakistani Consumers through Mediating Role of Online Purchase Intentions," *GMJACS* 10, no. 1 (2020): 11.

¹⁴ Jinkyung Jenny Kim, Insin Kim, and Jinsoo Hwang, "A Change of Perceived Innovativeness for Contactless Food Delivery Services Using Drones after the Outbreak of COVID-19," *International Journal of Hospitality Management* 93 (2021): 102758, <https://doi.org/https://doi.org/10.1016/j.ijhm.2020.102758>.

¹⁵ Tuğba Yeğin and Muhammad Ikram, "Analysis of Consumers' Electric Vehicle Purchase Intentions: An Expansion of the Theory of Planned Behavior," *Sustainability* 14, no. 19 (2022): 12091, <https://doi.org/https://doi.org/10.3390/su141912091>.

related to consumers and purchasing decisions across channels online and offline using method systematic literature review (SLR). Theory of Planned Behavior and the constructs can be structured to suit any research field, so they can be adapted and even expanded with behavioral constructs to obtain different meanings based on the research topic. Therefore, this research focuses on studying consumer intentions and decision making across channels online or offline. This research discusses these two topics through the following research questions: (a) what are the forms of application Theory of Planned Behavior on consumer purchasing intentions and decisions? (b) what are the basic concepts Theory of Planned Behavior (attitude, subjective norms, and perceived behavioral control) which is implemented in the development of consumer purchasing intentions and decisions online and offline?

RESEARCH METHODS

This research uses Systematic Literature Review (SLR) as an approach that highlights the process of searching, analyzing and synthesizing previous research. SLR is by definition a systematic and comprehensive method with the aim of identifying, evaluating and synthesizing the content of other scientific works.¹⁶ The strategy of searching for diverse sources of scientific work in SLR is useful for drawing boundaries and minimizing bias with certain research criteria.¹⁷ This can also help provide more reliable findings in the study of a theory in a particular field and context. Thus, the SLR method was adopted in this study to see the extent theory of planned behavior (TPB) is implemented in studies related to consumer purchasing decisions in the contemporary era with the help of literature review guidelines.

In applying the SLR method, this research uses Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) as a guide or guidelines to help identify journals that meet the criteria and then measure them. PRISMA is a standard established for conducting systematic literature reviews and directing researchers in obtaining and evaluating relevant scientific findings. These guideline stages include identification, elimination, review and inclusion of the report in the relevant scope of discussion. With these four stages, this guideline can be useful for guiding research flow. The application of SLR and PRISMA in this research is useful for knowing the novelty of the TPB and its relationship to purchasing decisions both online or offline in the contemporary era.

¹⁶ Chitu Okoli, "A Guide to Conducting a Standalone Systematic Literature Review," *Communications of the Association for Information Systems* 37 (2015).

¹⁷ Catherine Pickering and Jason Byrne, "The Benefits of Publishing Systematic Quantitative Literature Reviews for PhD Candidates and Other Early-Career Researchers," *Higher Education Research & Development* 33, no. 3 (2014): 534–48, <https://doi.org/https://doi.org/10.1080/07294360.2013.841651>.

RESULTS AND DISCUSSION

A. Category of Concept Use

Based on 30 selected journals, 23 journals or 77% of journals explain the concept Attitude, Subjective Norms, Perceived Behavioral Control used in analysis decision-making and purchase intention. There are 6 journals or 20% that only apply one concept, namely Perceived Behavioral Control and there is 1 journal or 3% that discusses concepts Subjective Norms, and Perceived Behavioral Control in analyzing decision-making and purchase intention.

B. Channel Category

The results of the review showed that there were 8 journals or 27% that researched it Theory of Planned Behavior in deciding to purchase in the channel offline, and there are 22 other journals or 73% focused on research Theory of Planned Behavior in deciding to purchase in the channel online.

C. Journal Publication Year Category

In this category it can be seen that in 2022, research with discussions about Theory of Planned Behavior on purchasing intentions and decisions has the highest trend compared to other years, namely 14 journals or 47% of the total selected journals. If sorted based on the highest trend, then there are 10 journals or 33% of journals published in 2020, followed by 5 journals or 17% of journals in 2021 and 1 journal or 3% of journals in 2019 with a discussion of Theory of Planned Behavior on purchasing intentions and decisions.

D. Research Country Location Category

In this category, of the 30 selected journals, the research location is related to the discussion Theory of Planned Behavior on purchasing intentions and decisions, if sorted, most of them are carried out on the Asian continent, namely 24 journals or 80%. Furthermore, research was conducted on the European continent, namely 3 journals or 10% of journals, carried out on the American continent, namely 2 journals or 7% of journals, and research conducted on the African continent, namely 1 journal or 3% of the total selected journals.

E. Science Discipline Category

Referring to searches carried out on 30 selected journals, it can be seen that there is 1 journal regarding administrative science, 1 journal on aqua culture, 3 journals about economics and business, 2 journals about the environment, 2 journals about hospitality, 1 journal about criminology, 5 journals about management, 7 journals about marketing, 3 journals about

multidisciplinary, 1 journal about product development, 1 journal on psychology, 1 journal on retail and 2 journals on sustainability.

F. Research Method Category

In this category, journal articles are grouped based on the research methods used. Of the 30 journal articles, 29 journals or 97% of journals were analyzed using quantitative research methods, and 1 journal or 3% of journals were analyzed using quantitative and qualitative methods. This research, which was carried out using quantitative methods, was carried out using both survey data collection methods online or offline.

G. Components that Influence Purchasing Decisions

Journal articles are grouped by online and offline. In a journal with a purchasing context online, there are 15 journals (27%) that show influence attitude on purchasing decisions, 15 journals (27%) showed an influence subjective norm on purchasing decisions, and 18 journals (46%) showed an influence perceived behavioral control to the purchase decision. On the journal with the purchase context offline, there are 5 journals (33%) that show influence attitude on purchasing decisions, 3 journals (20%) showed an influence subjective norm on purchasing decisions, and 7 journals (47%) showed an influence perceived behavioral control to the purchase decision.

Table 1. List of Recapitulation of Research Results

No	Key Concept	Results
1	Attitude, Subjective Norms, Perceived Behavioral Control	Findings illustrate that shopping attitudes are predicted by subjective norms, ease of use, and usefulness. In contrast, behavioral intentions were predicted by subjective norms, attitudes, ease of use, usefulness, fear of COVID-19, and social distance.
2	Attitude, Subjective Norms, Perceived Behavioral Control	The results of attitudes, subjective norms, and price perceptions are not significant predictors of intention to buy organic fish.
3	Attitude, Subjective Norms, Perceived Behavioral Control	Research shows clearly how attitudes, subjective norms, and perceived behavioral control are deep <i>Theory of Planned Behavior</i> has a positive influence on purchase intention.
4	Attitude, Subjective Norms, Perceived Behavioral Control	Attitude (ATT), subjective norm (SN), and perceived behavioral control (PBC), have a significant and positive effect on tourists' return visit intentions post-COVID-19.
5	Attitude, Subjective Norms, Perceived Behavioral Control	The findings show that all variables, except subjective norms, have a positive influence on purchase intention.
6	Attitude, Subjective Norms, Perceived Behavioral Control	SEM results show that the construct <i>Attitude, Perceived Behavioral Control EC</i> , and GT is positively correlated with purchase intention.

7	Attitude, Subjective Norms, Perceived Behavioral Control	The results of the research are that subjective norms and structural guarantees in social factors have a positive impact on consumers' sustainable use intentions.
8	Attitude, Subjective Norms, Perceived Behavioral Control	The research results show that <i>Attitude, Attribute Conflict, Self-Efficacy, dan Emotional Ambivalence</i> is the main significant factor influencing SCA. In the midst of a pandemic, consumers continue to value the ease of use, convenience and security of applications <i>mobile online shopping</i> which are owned.
9	Subjective Norms, Perceived Behavioral Control	This study reveals that perceived behavioral control and subjective norms are significant predictors of purchase intention and subsequent consumption behavior in the post-pandemic period.
10	Attitude, Subjective Norms, Perceived Behavioral Control	The study reveals those attitudes, normative influences and perceived website quality influence purchasing behavior <i>online</i> .
11	Attitude, Subjective Norms, Perceived Behavioral Control	The results of data analysis show that attitudes, subjective norms, and perceived behavioral control have a positive effect on behavioral intentions.
12	Attitude, Subjective Norms, Perceived Behavioral Control	Although the influence of factors on purchasing decisions varies in the two contexts, the results indicate that subjective norms have an indispensable role in driving revisit intentions to Airbnb and hotel accommodations.
13	Attitude, Subjective Norms, Perceived Behavioral Control	It was determined that only perceived behavioral control had a significant influence on behavioral intention, which is the dependent variable of <i>Theory of planned behavior</i> (TPB) were decomposed, and subjective attitudes and norms were found to have a significant influence on behavioral desires and intentions.
14	Attitude, Subjective Norms, Perceived Behavioral Control	Perceptions of the external environment mainly influence teenagers' car purchase intentions through internal psychological factors, namely attitudes, subjective norms, perceived behavioral control.
15	Perceived Behavior Control	Six factors influence purchase intention <i>online</i> consumers through the application <i>cashback</i> and gifts namely Perceived Usefulness, Social Influence Perceived Comfort, Price Value, Trust, and Perceived Enjoyment.
16	Attitude, Subjective Norms, Perceived Behavioral Control	Attitudes, subjective norms, and perceived behavioral control explained 39% of the variance in behavioral intentions. Attitudes had the strongest effect on behavioral intentions, followed by perceived behavioral control and subjective norms.
17	Perceived Behavior Control	Perceived behavioral control is positively related to shopping <i>online</i> continuation intentions, but subjective norms do not.
18	Perceived Behavior Control	The research results show that attitude, perceived behavioral control and price consciousness have a positive effect on behavioral intention.
19	Perceived Behavior Control	The results showed that attitudes (AT), subjective norms (SN), and perceptions behavior control (PBC) against purchases by online significant and positive effect on consumer purchase intentions.

20	Perceived Behavior Control	It was found that awareness of consequences plays an important role in the relationship between perceived behavioral control and behavioral intention.
21	Attitude, Subjective Norms, Perceived Behavioral Control	Empirical results show that attitudes (ATT), subjective norms (SN) and beliefs have a significant and positive effect on behavioral intentions, while perceived behavioral control (PBC) is not significant.
22	Attitude, Subjective Norms, Perceived Behavioral Control	Findings indicate that EC positively mediates the relationship between young consumers' attitudes and purchase intentions for organic food. More importantly, the relationship between all attitudinal variables (AT), subjective norms (SN), and perceptions behavior control (PBC) and purchase intention by young consumers is positively moderated by environmental awareness.
23	Attitude, Subjective Norms, Perceived Behavioral Control	The research results show that the intention construct is positively influenced by the attitude construct and PBC. Observations show no statistical significance between subjective norms and intentions when considering control variables.
24	Attitude, Subjective Norms, Perceived Behavioral Control	The research results show that Cyber Crime Perception, Trust in Internet Medium, Subjective Norm dan Perceived Behavioral Control all of which have an impact on Attitudes towards Consumer Use Behavior and Purchase Intentions E-Commerce. There is also a positive relationship between Attitude Towards Behavior with Consumer Purchase Intentions to Use E-Commerce.
25	Attitude, Subjective Norms, Perceived Behavioral Control	This study examines the significant positive impact of TPB predictors (subjective norms, attitudes, and perceived behavioral control) in determining purchase intention online consumer.
26	Perceived Behavior Control	It was found that perceived benefits, perceived risks, and online persuasion influence consumer attitudes and purchase intentions.
27	Attitude, Subjective Norms, Perceived Behavioral Control	The research results show that consumer risk perceptions have a negative influence on attitudes and intentions to purchase counterfeit products. In addition, attitudes towards purchasing counterfeit products, perceived behavioral control and subjective norms have a positive impact on purchase intention.
28	Attitude, Subjective Norms, Perceived Behavioral Control	Based on survey data from 451 consumers, this research found that perceived behavioral control has a significant and positive effect on consumers' intention to buy furniture, while attitudes and subjective norms do not have a significant effect on purchase intention.
29	Attitude, Subjective Norms, Perceived Behavioral Control	Website trust and attitudes E-shopping plays an important role in building intent E-shopping and actual behavior. Both are significant predictors of behavior mediated by e-shopping intentions. However, intention E-shopping does not mediate between subjective norms and behavior E-shopping, when working adults decide to buy clothes online.

30	Attitude, Subjective Norms, Perceived Behavioral Control	The findings of this study reveal that subjective norms and perceived behavioral control are positively related to luxury goods purchase intentions. Furthermore, subjective norms were found to moderate the relationship between attitude and purchase intention of luxury goods.
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Based on the results of research data analysis, there are 13 out of 30 articles that show that the three components in Theory of Planned Behavior (TPB) Attitude (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) simultaneously has a significant effect on consumer purchasing decision intentions and behavior both simultaneously online or offline. By combining a human perspective that is not a will (non-volitional), will (volitional), and consumers' actual control, TPB explores consumer purchasing decision intentions and behavior in individuals, organizations and society.¹⁸ Then, if we look at each component, the results of the research analysis show that PBC has the most influence on consumer purchasing decision intentions and behavior, namely 25 articles, followed by AT with 20 articles, and finally SN with 19 articles. This is in line with Ajzen where PBC or Perceived Behavioral Control is the most important predictive component for explaining human behavior that is not only based on individual will.¹⁹ PBC is specifically the perception of a person's ease or difficulty in carrying out an action, and is also considered a reflection of previous experiences and anticipated obstacle.²⁰ In addition, this research identified the addition of variables to the model to significantly improve TPB performance. This was done in order to achieve better and more accurate suitability of the TPB.²¹ The addition of various variables, such as situational variables and those related to consumer psychology, destination image and e-WOM (rating, reviews, safe place), individual concerns about a social problem in various fields,

¹⁸ Azhar et al., "Demystifying the Effect of Social Media EWOM on Revisit Intention Post-COVID-19: An Extension of Theory of Planned Behavior."

¹⁹ Ajzen, "From Intentions to Actions: A Theory of Planned Behavior."

²⁰ Icek Ajzen, "Understanding Attitudes and Predicting Social Behavior," *Englewood Cliffs*, 1980.

²¹ Richard Apau and Felix Nti Koranteng, "Impact of Cybercrime and Trust on the Use of E-Commerce Technologies: An Application of the Theory of Planned Behavior.," *International Journal of Cyber Criminology* 13, no. 2 (2019), <https://doi.org/https://doi.org/10.5281/zenodo.3697886>.

individual perception and level of trust.^{22,23,24,25,26,27,28} In addition to using TPB as an analytical tool to better understand consumer purchasing behavior, several studies also suggest looking at socio-demographic characteristics that can influence consumer purchasing habits and frequency.^{29,30} The presence of digital media now means that research related to TPB no longer only discusses consumer topics in conventional markets, but also extends to the digital side.

Overall, from the research results it appears that there is no striking difference between the discussion of the TPB and the context of consumer purchasing behavior and intentions online and offline. Perceived Behavioral Control (PBC) is still the component that has the most influence on consumer behavior and purchasing intentions both at platform online or offline. PBC refers to the influence of pressures and facilitators around individuals when they decide on certain behaviors.³¹ Controlling a person's beliefs determines whether they need something or not. Rating, reviews online, referrals, and recommendations from forums and communities online has played an important role in terms of control of trust in platform digital. Thus, information obtained through digital media can increase consumer trust and consumers are more confident in their purchasing capacity.³² Even though PBC is the most important predictor in shaping consumer intentions and behavior, according to Ajzen it still requires certain elements, such as time, financial power, skills,

²² Yeğin and Ikram, "Analysis of Consumers' Electric Vehicle Purchase Intentions: An Expansion of the Theory of Planned Behavior."

²³ Kim, Kim, and Hwang, "A Change of Perceived Innovativeness for Contactless Food Delivery Services Using Drones after the Outbreak of COVID-19."

²⁴ Yihui Huang et al., "The Car-Purchasing Intention of the Youth in the Context of Online Car-Hailing: The Extended Theory of Planned Behavior," *Journal of Advanced Transportation* 2022 (2022), <https://doi.org/https://doi.org/10.1155/2022/5300088>.

²⁵ Juanjuan Wu and Sanga Song, "Older Adults' Online Shopping Continuance Intentions: Applying the Technology Acceptance Model and the Theory of Planned Behavior," *International Journal of Human-Computer Interaction* 37, no. 10 (2021): 938-48, <https://doi.org/https://doi.org/10.1080/10447318.2020.1861419>.

²⁶ Meiwen Guo et al., "Determinants of Intention to Purchase Bottled Water Based on Business Online Strategy in China: The Role of Perceived Risk in the Theory of Planned Behavior," *International Journal of Environmental Research and Public Health* 18, no. 20 (2021): 10729, <https://doi.org/https://doi.org/10.3390/ijerph182010729>.

²⁷ Azhar et al., "Demystifying the Effect of Social Media EWOM on Revisit Intention Post-COVID-19: An Extension of Theory of Planned Behavior."

²⁸ Apau and Koranteng, "Impact of Cybercrime and Trust on the Use of E-Commerce Technologies: An Application of the Theory of Planned Behavior."

²⁹ Mausam Budhathoki et al., "Intention to Buy Organic Fish among Danish Consumers: Application of the Segmentation Approach and the Theory of Planned Behaviour," *Aquaculture* 549 (2022): 737798, <https://doi.org/https://doi.org/10.1016/j.aquaculture.2021.737798>.

³⁰ Sara Sousa et al., "Analysing the Influence of Companies' Green Communication in College Students' Green Purchase Behaviour: An Application of the Extended Theory of Planned Behaviour Model," *Administrative Sciences* 12, no. 3 (2022): 80, <https://doi.org/https://doi.org/10.3390/admsci12030080>.

³¹ Yeğin and Ikram, "Analysis of Consumers' Electric Vehicle Purchase Intentions: An Expansion of the Theory of Planned Behavior."

³² Sousa et al., "Analysing the Influence of Companies' Green Communication in College Students' Green Purchase Behaviour: An Application of the Extended Theory of Planned Behaviour Model."

or the help of other people.³³ In articles with weak PBC values, this is generally caused by the consumer's own resources. In Wu and Song's research, elderly people who lack social connections think that they do not have enough resources to make purchases online. online (Perceived Behavioral Control) and feel more pressure to conform to this view (Subjective Norms). Other research also shows that socio-demographic conditions in developing countries have an insignificant influence on the value of PBC on consumer digital purchasing intentions and behavior. The population of developing countries is generally less tech savvy and lack of knowledge and abilities related to information and communication technology, this could be the reason PBC becomes insignificant.^{34,35}

CONCLUSION

Systematic Literature Review (SLR) has collected several journal articles on Theory of Planned Behavior and application of concepts Attitude, Subjective Norms, and Perceived Behavioral Control (PBC) which has a good relationship with the analysis of consumer purchasing decision intentions and behavior online or offline. This research reviews previous research and from this research it is concluded that in the development of communication technology in the digital era, Theory of Planned Behavior is still very relevant to use as a conceptual reference in researching and analyzing consumer purchasing decision intentions and behavior both in terms of online or offline. Technological developments that are becoming increasingly sophisticated are currently having an impact and influence on consumer attitudes and purchasing decisions.

Not only that, the main concept Theory of Planned Behavior that is Attitude, Subjective Norms, and Perceived Behavioral Control is the basis for forming a predictive component that is important for explaining human behavior that is not only based on the individual's own will. Overall, from the research results it appears that there is no striking difference between the discussion of the TPB and the context of consumer purchasing behavior and intentions online or offline. Perceived Behavioral Control (PBC) is still the component that has the most influence on consumer behavior and purchasing intentions both at platform online or offline. Theory of Planned Behavior plays an important role in identifying engagement and determining consumer purchase intentions towards a product or service, as well as the reasons why they prefer one brand over another.

³³ Ajzen, "From Intentions to Actions: A Theory of Planned Behavior."

³⁴ Azhar et al., "Demystifying the Effect of Social Media EWOM on Revisit Intention Post-COVID-19: An Extension of Theory of Planned Behavior."

³⁵ Apau and Koranteng, "Impact of Cybercrime and Trust on the Use of E-Commerce Technologies: An Application of the Theory of Planned Behavior."

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