SLR Review of the Identification and Dynamics of Push, Pull, and Mooring Factors in Switching Intentions for the Adoption of Sustainable Products

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Abstract *- This study aims to explore the dynamics of switching intention in the adoption of sustainable products through an analysis of push, pull, and mooring factors. A bibliometric approach and Systematic Literature Review (SLR) analysis were used to identify and synthesize previous findings, with a focus on literature related to consumer behavior and sustainability. The results of the study indicate that switching intention is influenced by the complex interaction between various interrelated factors. Push factors such as dissatisfaction with conventional products and increasing environmental awareness are the main catalysts in driving consumer switching. On the other hand, pull factors such as innovation, green brand image, and functional benefits contribute to enhancing the appeal of sustainable products. However, mooring factors such as brand loyalty, perceived high prices, and limited access remain major challenges in this transition process. This study also reveals gaps in the literature, such as the lack of integration between the three factors and the limited scope of studies in local and regional contexts. Thus, this study contributes to enriching the literature on sustainable consumer behavior and offers practical implications for developing more effective marketing strategies.*

Keywords: *Switching Intention, Sustainable Products, Push Factors, Pull Factors, Mooring Factors*

I. INTRODUCTION

In recent years, environmental and sustainability issues have become a major concern in various sectors, especially those related to consumer patterns. Consumers are showing increasing interest in more environmentally friendly products as part of efforts to reduce negative impacts on the earth. This shift reflects a change in collective awareness triggered by various factors, such as the climate crisis, increasing pollution, and increasingly evident environmental degradation[1]. Studies indicate that environmental factors play a significant role in motivating consumers to consider switching to green products, whether driven by personal motivation or external influences such as government regulations and public awareness campaigns [2].

However, despite the tendency to support sustainability, the transition from conventional products to sustainable products does not always run smoothly. The phenomenon of switching intention, which refers to consumers' intention to switch from the products or brands they typically use, is a key aspect in understanding the dynamics of this change [3]. In the context of sustainability, switching intention is not only triggered by dissatisfaction with old products, but also by the appeal offered by new products that are more environmentally friendly and innovative [4]. Consumers are beginning to seek out products that align with sustainability values, such as biodegradable packaging, organic products, and energy-efficient devices [5].

Recent studies show that consumers' decisions to switch to environmentally friendly products are influenced by various interacting factors. Push factors such as dissatisfaction with the environmental impact of old products are the main reasons consumers consider switching [6]. On the other hand, pull factors such as innovation, improved quality, and green brand image make new products increasingly appealing [7]. However, this switch is often hindered by mooring factors, such as loyalty to the old brand, perceptions of high switching costs, and uncertainty regarding the performance of green products [8].

Although switching intention shows great potential for promoting sustainable consumption, there is a significant gap between intention and actual behavior. Many consumers express a desire to switch to green products, but do not translate this into concrete action [9]. This phenomenon is known as the intention-behavior gap. Psychological, social, and economic factors play a major role in creating this gap. Lack of trust in sustainability claims, lack of knowledge about the benefits of environmentally friendly products, and the perception that green products are more expensive than conventional products are the main barriers [10]. Additionally, consumers who feel comfortable and accustomed to old products are often reluctant to take the risk of trying new ones [11].

Other studies also highlight the role of eco-labels in accelerating switching intention. Consumers who have more knowledge about certification and green labels tend to be more confident in switching to sustainable products [5].

Conversely, a lack of understanding about the meaning of these labels can lead to uncertainty and slow down the adoption process [12]. Therefore, educating consumers about the benefits of green products and transparency in the production process are key elements in strengthening switching intentions [3].

In addition, the aspects of risk perception and brand loyalty are also important factors in deterring switching intentions. Consumers who have been using a brand for a long time tend to be reluctant to switch even though they are aware that there are more environmentally friendly alternatives [4]. This loyalty is not only built through product quality but also through the emotional connection formed between consumers and the brand [6]. In such situations, marketing campaigns that highlight the long- term benefits of green products, both from an environmental and economic perspective, can help break this loyalty [7].

Although there is a considerable amount of literature on green product purchasing behavior, research specifically addressing switching intention in the context of sustainability remains limited. Most studies focus on purchase intention, or consumers' intention to buy green products, without deeply exploring the transition process from old products to new ones [8]. However, understanding the factors that drive and hinder switching intention can provide companies with more comprehensive insights for designing more effective and sustainable marketing strategies [2].

This study stems from questions regarding the factors that influence consumers' switching intentions in adopting environmentally friendly products. Therefore, several questions are asked, as follows:

- RQ1: What are the push factors that encourage consumers to abandon conventional products and switch to sustainable products?
- RQ2: What are the pull factors that increase the appeal of sustainable products and motivate consumers to adopt them?
- RQ3: What are the mooring factors that slow down or hinder consumers in the transition to sustainable products?
- RQ4: How do the push, pull, and mooring factors interact in the process of switching intention toward sustainable products?
- RQ5: Is there a gap in previous research related to switching intention in the adoption of sustainable products?

This study aims to explore the dynamics of switching intention in the adoption of sustainable products, highlighting the push, pull, and mooring factors that influence consumer decisions. Using a systematic literature review (SLR) approach, this study will identify trends and patterns from previous studies and uncover research gaps that have not been widely explored. This study is expected to provide deeper insights into consumer behavior in switching to environmentally friendly products, while offering practical recommendations for companies in developing effective and sustainable marketing strategies [13].

In addition to providing practical contributions to the business world, this research also has relevance in promoting the transition to a green economy and more responsible consumption patterns. Consumer shifts toward environmentally friendly products have the potential to reduce the global carbon footprint and enhance the competitiveness of companies that prioritize innovation and sustainability principles [5], [10]. Companies that successfully overcome various barriers in switching intentions and leverage sustainability trends have a significant opportunity to become market leaders in an industry increasingly focused on environmental and social issues.

The results of this study are also expected to contribute to the development of public policies that support the adoption of sustainable products. Regulations that encourage the use of green products, public education campaigns, and the provision of incentives and subsidies for environmentally friendly products are important steps in accelerating changes in consumer behavior [8], [12]. Through strong collaboration between academia, the private sector, and the government, it is hoped that a greener and more sustainable consumption ecosystem will be created, ultimately having a positive impact on the environment and society as a whole [3], [9].

II. LIERATURE REVIEW

A. Switching Intention and Sustainable Consumption

Switching intention is a concept that has gained increasing attention in consumer behavior literature, particularly in the context of sustainability and the adoption of environmentally friendly products. Switching intention refers to consumers' intention to switch from one product or brand to another that is considered more suitable for their needs and values [6]. In the context of sustainability, switching intention describes consumers' transition from conventional products that have a negative impact on the environment to sustainable products that offer environmentally friendly solutions [2]. Unlike

purchase intention, which focuses on the intention to purchase a new product, switching intention emphasizes the decision to abandon an old product, making it a crucial component in analyzing the transition toward greener consumption. Recent studies indicate that switching intention plays a significant role in accelerating changes in consumption patterns, particularly in sectors with high environmental impacts such as the textile, energy, and automotive industries [5].

Global trends show a significant increase in sustainable consumption, driven by public awareness of the environmental crisis and collective efforts toward a green economy. Consumers are increasingly interested in products

with added value, such as biodegradable packaging, electric vehicles, and products with green certification [10]. Studies reveal that younger generations, particularly millennials and Gen Z, are the most responsive to this trend due to their higher levels of environmental awareness [7]. The shift toward green products is not only seen as a form of social responsibility but also as an expression of identity and lifestyle. However, despite the growing trend toward green consumption, many consumers still face barriers in realizing their intentions to switch to sustainable products, indicating a gap that needs to be bridged.

In addition to personal awareness, policies and regulations also play an important role in encouraging consumer switching intentions. Governments in various countries have begun implementing policies that encourage the adoption of sustainable products, such as carbon taxes, subsidies for electric vehicles, and public campaigns related to sustainability [12]. These policies not only enhance the appeal of environmentally friendly products but also create pressure for companies to innovate and adapt to the growing consumer demand for environmentally conscious products. As a result, switching intention has become an important indicator in measuring the effectiveness of sustainability initiatives and the transition toward a greener economy.

B. Theoretical Models in Switching Intention

In understanding switching intention, various theoretical models have been developed to analyze the factors that drive and inhibit consumer decisions to switch to sustainable products. One of the most widely used models is the Push-Pull-Mooring (PPM) Framework, which offers a comprehensive framework for exploring the dynamics of switching intention [4], [14]. This model explains that switching intention is the result of the interaction of three main factors: push factors, pull factors, and mooring factors. Push factors refer to consumer dissatisfaction with the old product, such as negative environmental impacts or declining quality. Pull factors, on the other hand, reflect the appeal of the new product, such as environmentally friendly innovations or a green brand image. Mooring factors are barriers that prevent consumers from switching to the new product, including brand loyalty and perceived risks associated with the new product [9].

In addition to PPM, the Theory of Planned Behavior (TPB) is also one of the approaches frequently used in researching switching intentions in the context of sustainability [15]. TPB highlights the role of attitudes, subjective norms, and perceived behavioral control in influencing consumers' intentions to switch to green products [8]. In this context, positive attitudes toward sustainability, social pressure from the community or family, and the belief that the transition to environmentally friendly products can be fully controlled contribute to an increase in switching intention. Research shows that when

consumers have positive attitudes toward green products and feel that the transition aligns with their social values, their likelihood of switching is higher [12].

Although both models offer deep insights, the main challenge in understanding switching intention is the complexity of the interaction between external and internal factors that influence consumers. In some cases, even though the push and pull factors are strong, mooring factors such as loyalty to the old product or high switching costs remain difficult obstacles to overcome [4]. Therefore, the integration of PPM and TPB is often used in research to provide a more comprehensive understanding of the dynamics of switching intention. By comprehensively understanding these factors, companies can design more effective strategies to encourage consumer switching to green products and accelerate the adoption of sustainability across various sectors.

C. Determinants of Switching Intention in the Adoption of Sustainable Products

Switching intention in the adoption of sustainable products is influenced by various external and internal determinants. External factors, which include push and pull factors, are often the main drivers for consumers to switch from conventional products to environmentally friendly products. Push factors arise from dissatisfaction with old products, such as negative environmental impacts, ethical issues in the supply chain, and incompatibility with sustainability values that consumers are beginning to embrace [6]. For example, increasing awareness of plastic pollution is driving consumers to switch to products with more environmentally friendly or reusable packaging [10]. In addition, government policies and environmental regulations also play an important role as external drivers that guide consumers to choose sustainable products [2].

On the other hand, pull factors are related to the appeal of new products that offer innovation, green image, and added value. Consumers are attracted to sustainable products because of their superior quality, health benefits, and positive contribution to the environment [5]. Products with eco-labels, green certifications, and transparency in the production process tend to be more appealing to environmentally conscious consumers [7]. Additionally, social trends such as the use of environmentally friendly products among public figures and communities also contribute to increasing the appeal of green products [8]. However, this appeal may not be sufficient to drive consumer switching if it is not accompanied by the removal of barriers that could hinder switching intentions.

Internal factors, or mooring factors, are often the biggest challenge in driving switching intention. Loyalty to the old brand, perceived risk, and uncertainty about the performance of the new product are the main obstacles in the switching process [4]. Consumers who have been using a particular brand or product for a long time tend to have a strong emotional connection, so even if there are more environmentally friendly alternatives, they are likely to stick with the old product [9]. Additionally, the perception that green products are more expensive and less readily available

adds to the barriers in the switching process [11]. Therefore, addressing mooring factors is an important step in accelerating consumer transition to sustainable products.

D. Strategies to Encourage Switching Intention to Green Products

To increase switching intention to sustainable products, companies need to design strategies that not only strengthen pull factors but also actively reduce mooring factors that hinder consumer switching. One approach that has proven effective is through product innovation and supply chain transparency.

Consumers tend to trust products that offer tangible benefits, have recognized sustainability certifications, and demonstrate transparency in production processes [2]. Innovations such as eco- friendly packaging, recycled materials, and energy-efficient products serve as strong incentives in driving switching intention [5]. Additionally, companies that actively promote green initiatives through educational and transparent marketing campaigns have a greater chance of winning consumer trust [10], [16].

In addition to product innovation, green brand image plays an important role in attracting consumers to switch to environmentally friendly products. Companies that build an image as leaders in sustainable business practices tend to be more successful in attracting consumers who are highly environmentally conscious [7]. This strategy can be strengthened through collaboration with local communities, the use of testimonials from consumers who have switched to green products, and participation in social programs focused on environmental conservation [8]. By establishing an image as a brand that cares about global issues, companies not only attract new consumers but also enhance the loyalty of existing consumers.

On the other hand, public policy and government incentives also play a crucial role in encouraging widespread switching intentions. The government can provide incentives in the form of subsidies for green products, additional taxes on conventional products that are not environmentally friendly, and public education campaigns emphasizing the long-term benefits of sustainable products [12]. These campaigns should be accompanied by educational programs that reduce perceived risks and enhance consumers' understanding of the added value offered by environmentally friendly products [9]. By combining strategies focused on enhancing the appeal of green products and reducing switching barriers, consumer transition to sustainable products can be accelerated, contributing to global efforts to create a greener and more sustainable economy.

III. METHODOLOGY

This study uses a Systematic Literature Review (SLR) approach to explore the factors that influence switching intention in the adoption of sustainable products. SLR was chosen because it provides a comprehensive and structured overview of published empirical findings and helps identify research gaps that have not yet been filled. This method allows for the analysis of various studies with similar focuses, enabling previous research findings to be consolidated into a more in-depth and relevant synthesis [17]. In the context of consumer behavior toward green products, SLR is an effective method for tracing the contributions of driving, pulling, and inhibiting factors in consumers' decisions to switch from conventional products to more environmentally friendly products [18].

Data collection was conducted by searching articles in the Scopus database on December 30, 2024, with a publication range of the last ten years to maintain relevance with current trends. The selected articles were empirical research results in peer-reviewed journals discussing switching intention, green consumer behavior, and sustainable product adoption. The inclusion criteria included articles that highlighted aspects of consumer behavior in the context of sustainability. Meanwhile, articles in the form of book chapters, editorials, or those that only focus on technology without a direct connection to consumer behavior were excluded from the analysis. Articles published before 2014 were not included, except for those with significant seminal contributions to the field. After the screening

process, 40 articles were selected for further analysis, while 3 articles were excluded for failing to meet relevance and methodological criteria, such as focusing on renewable energy policies or being book chapters irrelevant to the study's focus.

To support data analysis, this study used VOSviewer and Biblioshiny (R-based) software. VOSviewer was used to visualize the relationships between keywords, collaboration networks between authors, and emerging research trends in studies related to switching intention and sustainable consumption [19]. This visualization helps identify the main clusters dominating the research and enables in-depth bibliometric analysis. On the other hand, Biblioshiny is used to perform descriptive bibliometric analysis, such as publication distribution per year, author productivity, and journal sources [20]. The combination of these two tools provides more structured results in understanding publication patterns and the evolution of related research topics.

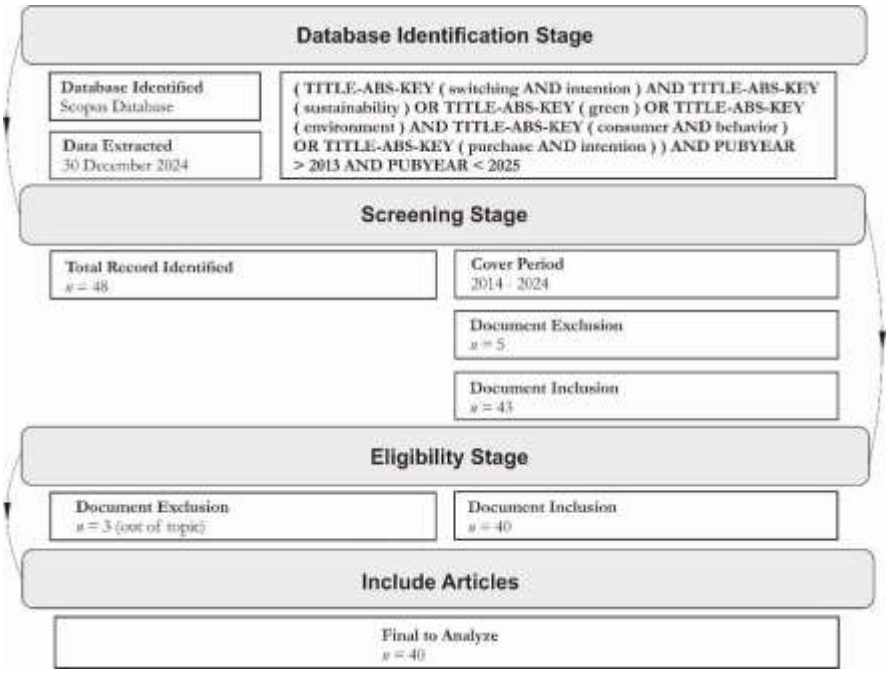


Figure 1. Research Protocol

Articles that passed the screening process were analyzed using a thematic analysis approach to identify the main themes that emerged in previous studies. The focus of the analysis included push factors such as dissatisfaction with conventional products and increasing environmental awareness, as well as pull factors such as product innovation and green brand image that encourage consumers to switch to sustainable products. Additionally, moorings such as loyalty to established brands and perceptions of risk associated with new products were analyzed to understand the challenges consumers face in the switching intention process. The results of this analysis provide deep insights into the dynamics of switching intention and serve as a foundation for further research, while also offering policy recommendations to accelerate the adoption of sustainable products across various sectors.

IV. RESULT AND DISCUSSION

A. Publication Trends and Key Players

The results of the bibliometric analysis (Table 1) show an upward trend in the number of publications related to the analyzed topic in recent years, with a significant surge occurring in 2022 and peaking in 2023 with 10 articles published. Although the number of publications decreased slightly in 2024 (7 articles), this may be due to the current year not yet being completed, leaving room for additional articles. In terms of citations, articles published in 2017 had the greatest impact, with an average of 160 citations per article and 17.78 citations per year, indicating that research conducted in that year had a significant influence and may serve as a seminal reference in this field. Articles from 2014 and 2018 also show a fairly significant influence with high average citations per article, 69 and 38.5 respectively, confirming that older publications have more time to accumulate citations (citable years). Conversely, articles from 2023 and 2024 have lower citation rates (6.20 and 1.14 citations per article), reflecting the shorter time since publication and indicating that new articles are still in the process of building their influence. Overall, this trend indicates that this topic is gaining increasing attention within the academic community, with research contributions growing year by year. New publications have the potential to continue receiving citations over time, while older articles continue to exert significant influence in shaping the theoretical and practical framework of this field.

Year	Articles	MeanTCperArt	MeanTCperYear	CitableYears
2014	1	69.00	5.75	12
2015	0	0.00	0.00	11
2016	3	29.67	2.97	10
2017	2	160.00	17.78	9
2018	2	38.50	4.81	8
2019	1	0.00	0.00	7

2020	6	17.50	2.92	6
2021	2	13.00	2.60	5
2022	9	13.89	3.47	4
2023	10	6.20	2.07	3
2024	7	1.14	0.57	2

Table 1. Publication Trends

The bibliometric results (Tables 2 and 3) show an even distribution of research contributions among several authors, with two articles each, such as Abdulghani A., Ahmad M.H., Mahmud F., Moshood T.D., and Nawanir G., with a fractionalized value of 0.33 reflecting equal collaboration [10], [16]. Y. Wang et al. (2024) have the highest contribution (0.58), indicating a more dominant role in publications [21]. In terms of journals, the Asia Pacific Journal of Marketing and Logistics, Business Strategy and the Environment, Journal of Retailing and Consumer Services, and Sustainability each published 3 articles, indicating a strong focus on sustainability and business strategy [22]. Multidisciplinary journals such as Frontiers in Psychology also contributed, while conferences like IEEE GCCE demonstrated cross-disciplinary interest [23]. These findings confirm that research related to switching intention and sustainable consumption involves broad collaboration and a multidisciplinary approach, demonstrating integration between the disciplines of marketing, environmental management, and consumer behavior [24].

Authors	**Articles**	**Articles Fractionalized**
Abdulghani A.	2	0.33
Ahmad M.H.	2	0.33
Mahmud F.	2	0.33
Francisco J. Martínez-López	2	0.50
Mohamad F.	2	0.33
Moshood T.D.	2	0.33
Nawanir G.	2	0.33
Wang Y.	2	0.58
Abdelwahab D.	1	0.33
Ahmed J.	1	0.25

Table 2. Most Relevant Author

Sources	**Articles**
Asia Pacific Journal of Marketing and Logistics	3
Business Strategy and the Environment	3
Journal of Retailing and Consumer Services	3
Sustainability	3
Frontiers in Psychology	2
Quality and Quantity	2
IEEE Global Conference on Consumer Electronics (GCCE)	1
ACM International Conference Proceeding Series	1
AIP Conference Proceedings	1
Australasian Journal of Environmental Management	1

Table 3. Most Relevan Source

This Three-Field Plot visualization (Figure 2) shows the strong relationship between the main references, authors, and keywords in research on switching intention and consumer behavior toward sustainable products. Seminal references such as Ajzen's (1991) work on the Theory of Planned Behavior (TPB) and Bagozzi & Yi's (1988) study on structural equation modeling (SEM) serve as the dominant theoretical foundation, reflecting the planned behavior approach frequently employed by authors such as Moshood T.D., Abdulghani A., Ahmad M.H., and Nawanir G.. The primary focus of this research revolves around issues of switching intention, environmental concern, and biodegradable

plastics, highlighting the growing attention toward green consumption and perceived value [24]. The strong association between authors and keywords indicates that many studies highlight environmental factors and pro-environmental behavior as drivers of consumer transition to environmentally friendly products [21]. Based on the robust methodology of Neuman (2000) and Hair et al. (2010), this study also underscores the importance of quantitative and multidisciplinary approaches in understanding consumer behavior dynamics within the sustainability context.

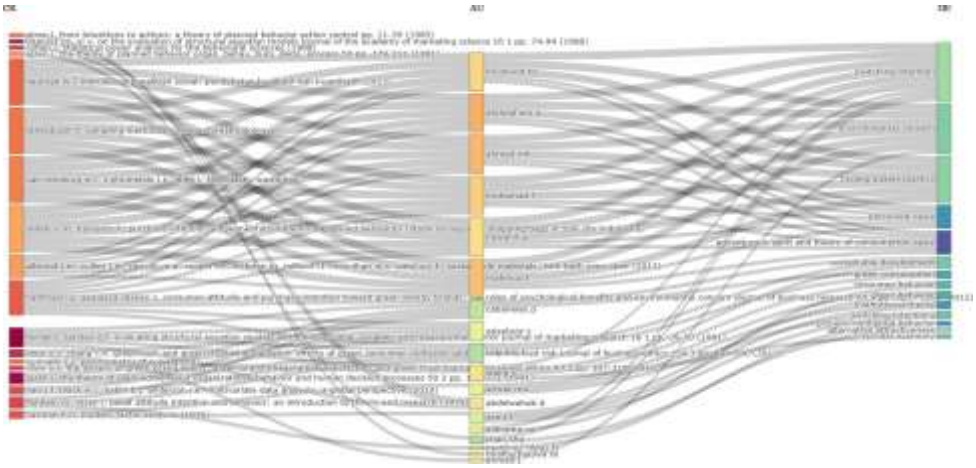
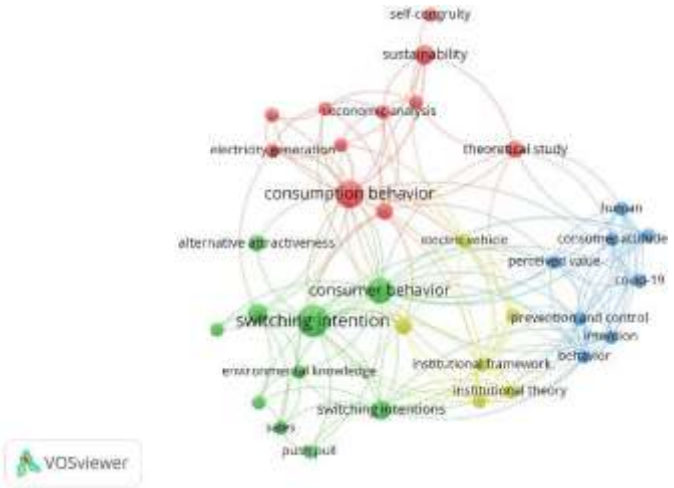


Figure 2. Three-Field Plot

B. Keyword Mapping

The first image (a) shows a network visualization that maps the relationships between keywords in the literature related to switching intention and sustainable consumer behavior. Different colors represent interconnected clusters, such as the green cluster centered on switching intention, biodegradable plastics, and the circular economy, while the red cluster relates to sustainability and consumption behavior. These connections indicate that the topic of switching intention is frequently studied within the context of the circular economy and environmentally friendly behavior [10], [16]. The strong connections between nodes show the strong collaboration between concepts, indicating that this research combines multidisciplinary approaches, such as the relationship between perceived value and consumer attitude [1]. This visualization supports previous findings showing that the factors driving consumers' transition to environmentally friendly products involve psychological and economic aspects [24].

The second image (b) is an overlay visualization showing the temporal development of these topics. Yellow indicates newer keywords (2023), such as self-congruity and sustainability, while blue and green indicate older terms (2019–2020), such as circular economy and green consumption. This indicates that the focus of research has shifted from classic topics on consumer behavior to more contemporary topics such as sustainability and perceived value [22], [25]. The third image (c) is a density visualization showing the concentration of research, with bright yellow areas indicating the most studied topics, such as switching intention and consumer behavior. Less bright areas, such as electric vehicles and institutional frameworks, indicate topics that are still in the early stages of exploration [26]. The combination of these three visualizations provides a holistic view of the evolution and focus of research in the field of switching intention and sustainable consumption, confirming the importance of integrating consumer behavior and sustainable innovation [15], [27].



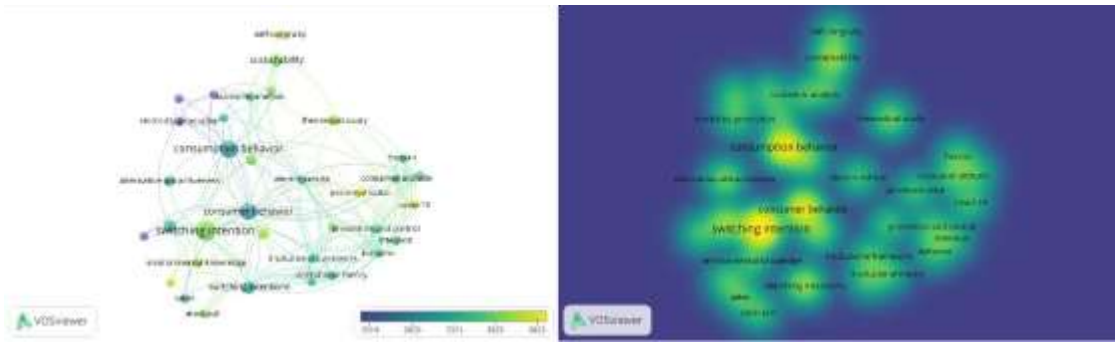


Figure 3. Visual Network (top), Overlay (bottom left) and Density (bottom right)

Figure 4 is a visualization of the co-citation network showing the interrelationships between references that are frequently cited together in research related to switching intention and consumer behavior toward sustainable products. Clusters of different colors indicate groups of references with strong connections within a specific theme. The red cluster, which includes seminal references such as Fornell & Larcker (1981) on the evaluation of structural equation modeling (SEM) and Ajzen (1991) on the Theory of Planned Behavior (TPB), dominates, indicating that these methodological and theoretical foundations form the basis for many studies. The green cluster, led by Van Rensburg et al. (2013) and Arifani et al. (2017), highlights research related to consumer behavior and sustainability. The blue cluster, involving Anderson & Gerbing (1988) and Bansal et al. (2005), focuses on customer loyalty theory and decisions to stay or switch (switching behavior). Bansal et al. (2005) is one of the key references contributing to the development of the Push-Pull-Mooring (PPM) theory in the context of consumer behavior shift, explaining the driving, pulling, and blocking factors in consumers' decisions to switch. The strong connection between Bansal's reference and related literature on switching intention indicates that this theory is increasingly relevant in understanding consumer switching to sustainable products, particularly in the context of the circular economy and pro-environmental behavior [10], [16]. This visualization illustrates how switching intention research is influenced by various behavioral theories, quantitative analyses, and measurement methodologies, demonstrating a multidisciplinary approach in developing a comprehensive conceptual framework [24].

Figure 4. Co-Citation

C. Bibliometric Analysis

The bibliometric analysis conducted shows a significant increase in publications related to switching intention and sustainability in recent years, peaking in 2023. This trend reflects growing academic interest in sustainability issues and consumer transition to environmentally friendly products. Seminal studies such as Ajzen (1991) on the Theory of Planned Behavior (TPB) and Fornell & Larcker (1981)[27] on the validity of structural equation modeling (SEM) serve as the primary theoretical foundation for this study. Contributions from researchers such as Moshood T.D., Abdulghani A., and Nawanir G. strengthen the evidence that switching intention is influenced by environmental concern, perceived value, and market trends supporting sustainability [24].

Furthermore, co-citation analysis shows the important role of Bansal et al. (2005) in developing the Push-Pull-Mooring (PPM) theory, which explains the push, pull, and mooring factors in consumer decisions to switch. Push factors include dissatisfaction with conventional products, while pull factors encompass the appeal of sustainable products such as biodegradable plastics and the circular economy [21]. Conversely, mooring factors such as loyalty to old brands remain barriers to consumer switching [28]. The Three-Field Plot visualization confirms that many studies focus on push and pull factors, but few explore mooring factors in depth as barriers to transitioning to green products.

Based on this analysis, further study using the Systematic Literature Review (SLR) approach is an appropriate step to comprehensively identify the factors that influence switching intention in the context of sustainability. The SLR approach will help summarize and categorize previous findings to provide a comprehensive overview of the dynamics of consumer transition to sustainable products, while also identifying research gaps that remain unanswered. Through this analysis, research questions (RQs) related to the driving, pulling, and anchoring factors influencing consumer decisions in adopting environmentally friendly products can be addressed, thereby strengthening contributions to the literature on sustainability and consumer behavior.

D. RQ1-Push Factors in Consumer Switching Intentions toward Sustainable Products

Push factors in consumer switching intentions toward sustainable products are closely related to dissatisfaction with conventional products, increased environmental awareness, and the need for more environmentally friendly innovations. Consumer dissatisfaction with conventional products is often triggered by issues such as non-biodegradable waste, the use of unsustainable materials, and negative health impacts [14]. In many cases, this dissatisfaction is exacerbated by environmental crises that drive consumers to seek greener alternatives. A study by [24](Hartmann & Apaolaza-Ibáñez, 2012) shows that consumers are becoming aware of the negative environmental impact of conventional products, which then motivates them to switch to products that support the circular economy and sustainable practices [21]. Additionally, dissatisfaction with corporate policies that do not demonstrate social responsibility also drives consumers to change their preferences and choose products with environmental certifications. Another factor at play is the role of media and education in strengthening awareness of the importance of environmentally friendly products, thereby encouraging consumers to actively seek information and switch from conventional products to sustainable ones [10], [16].

In addition to dissatisfaction, strong motivation also comes from external pressures such as market trends, government regulations, and social norms that are developing in society. Consumers who feel social pressure from their surroundings, such as family, friends, and community, tend to be more motivated to adopt sustainable consumption behaviors [15]. This factor is known as subjective norms in the Theory of Planned Behavior (TPB), which states that consumer behavior is influenced by social expectations and group pressure. Studies show that sustainability campaigns and government initiatives, such as tax incentives or subsidies for green products, play an important role in encouraging consumers to switch [22]. In this context, motivating factors also include emotional aspects, such as personal satisfaction from feeling that one is contributing to a better environment, which often motivates consumers to abandon conventional products [4], [29], [30], [31]. These factors form a strong foundation in driving switching intention, guiding consumers to switch from conventional products that no longer meet their sustainability needs toward more environmentally friendly options [10], [16], [29].

E. RQ2-Pull Factors in Consumer Switching Intentions toward Sustainable Products

Pull factors in consumer switching intentions toward sustainable products are related to the intrinsic appeal of environmentally friendly products that offer added value compared to conventional products. One of the main factors is innovation in sustainable products, such as the development of biodegradable plastics, renewable energy products, and natural-based products that are not only environmentally friendly but also provide better functional benefits [29]. Consumers are attracted to products with innovative designs, energy efficiency, and practical solutions to increasingly urgent environmental issues [7], [24]. Additionally, the improved quality and performance of sustainable products compared to conventional alternatives are key attractors, particularly in the organic food,electric vehicle, and eco-friendly packaging sectors [10], [16], [32], [33]. Consumers are increasingly considering products with competitive advantages such as longer durability, higher safety, and health benefits, thereby strengthening their intention to switch to such products.

Other factors that play a role as attractors are a strong brand image and the company's commitment to sustainability. Consumers are more likely to switch to products from companies with a good reputation for corporate social responsibility (CSR) practices and transparency in their supply chains [22]. Green brand image and sustainability certifications, such as eco-friendly or Fair Trade labels, play an important role in influencing consumers' decisions to switch [29]. Additionally, direct incentives like discounts, loyalty programs, and marketing campaigns highlighting the positive environmental impact of purchases are major attractions. Studies show that consumers feel more motivated to switch to sustainable products if they perceive their contributions as having a tangible impact on the environment and society [14]. Thus, pull factors act as catalysts accelerating consumers' transition to sustainable products, not only through functional benefits but also through emotional connections and social values aligned with sustainability needs.

F. RQ3-Mooring Factors in Consumer Switching Intentions toward Sustainable Products

Mooring factors in switching intention refer to barriers or obstacles that slow down or prevent consumers from switching from conventional products to sustainable products. One of the most dominant mooring factors is loyalty to the old brand and emotional attachment to products that have been used regularly [14]. Consumers who are satisfied with the performance and quality of conventional products tend to be reluctant to switch, especially if they have a strong relationship with the brand [29]. Additionally, a lack of information and uncertainty about the benefits of

sustainable products are also major barriers. Many consumers are skeptical of sustainability claims due to concerns about greenwashing—where companies give the impression of being environmentally friendly when this is not entirely accurate [5], [7], [24], [34], [35]. This uncertainty reinforces perceptions of risk toward new products, which can influence consumers' decisions to stick with old products despite being aware of the importance of sustainability.

Economic factors also play an important role as barriers, particularly in the form of higher prices for sustainable products compared to conventional products [22]. Although consumers are interested in environmental values, many feel that the premium price for environmentally friendly products is not commensurate with the benefits they perceive [10], [16]. Additionally, the limited availability of sustainable products in the market or restricted distribution also poses a major barrier to encouraging the transition. Consumers often face challenges in finding sustainable products in local stores, thereby reducing the likelihood of switching despite their high intentions. These barriers highlight that while there are strong drivers and incentives in the transition process toward sustainable products, various external and internal obstacles continue to act as significant barriers in the switching intention process [4], [29]. Therefore, companies need to reduce these anchoring factors by providing transparent information, lowering purchase risks, and increasing the availability and affordability of sustainable products across various market segments.

G. RQ4-The Dynamics of Interaction between Push, Pull, and Mooring Factors in the Switching Intention Process Towards Sustainable Products

The switching intention process toward sustainable products is the result of complex interactions between push, pull, and mooring factors. Push factors act as the primary force driving consumers to abandon conventional products due to dissatisfaction or increased environmental awareness [14]. On the other hand, pull factors offer appeal toward sustainable products through innovation, better quality, and the positive image associated with green products [29]. When push and pull factors work synergistically, the likelihood of strengthening consumers' switching intentions increases, creating momentum that supports the transition toward more environmentally friendly consumption [7], [24]. However, this dynamic is often hindered by mooring factors that slow down or block the transition. Loyalty to the old brand, limited access, and perceptions of high prices are the main factors hindering switching intention, even when driving and pulling factors are sufficiently strong [22].

The imbalance between these three factors creates a tug-of-war dynamic that determines how quickly and effectively consumers switch to sustainable products. In some cases, strong anchoring factors such as brand loyalty and lack of trust in sustainability claims can cancel out the positive impact of pulling and pushing factors [10], [16]. Conversely, if pull factors are sufficiently strong—such as financial incentives, a good green brand reputation, and social support—anchor factors can be weakened, enabling a smoother transition [29]. This dynamic suggests that successfully driving switching intention requires a holistic approach that focuses not only on pushing or pulling consumers but also on strategies to mitigate anchoring factors. By understanding the interactions between these three factors, companies and policymakers can design more effective programs to accelerate consumer transition to more sustainable products, supporting long-term sustainability goals.

Addressing mooring factors is a crucial step in increasing consumer switching intention toward sustainable products. One of the most effective strategies is to increase education and transparency regarding the benefits and advantages of environmentally friendly products. Companies can address consumer uncertainty and doubts by providing clear information about the positive impact of products on the environment and credible sustainability certifications [29]. Marketing campaigns highlighting concrete evidence of carbon footprint reduction or the long-term benefits of green products can build consumer trust and minimize concerns about greenwashing practices [7], [24]. Additionally, collaborating with influencers and public figures who have credibility in the sustainability movement can accelerate adoption and strengthen positive perceptions of sustainable products [30].

Another strategy that can be implemented is innovation in pricing structures and distribution models to address perceptions of high prices and product availability constraints. Companies can offer discount schemes, loyalty programs, or sustainable product bundling with other popular products to provide additional incentives to consumers [14]. In addition, expanding distribution reach through e-commerce and digital platforms allows sustainable products to be more easily accessed by consumers in various locations [36], [37]. The implementation of circular economy models, such as buy-back programs or refill stations, can also reduce the financial and logistical barriers faced by consumers. By introducing products with long-term benefits, such as higher durability or energy efficiency, consumers will be more motivated to switch, reduce loyalty to old brands, and increase switching intention. These efforts create an ecosystem that drives holistic consumer transition, strengthens the position of sustainable products in competitive markets, and addresses global sustainability challenges.

H. RQ5-Gaps in Previous Research Related to Switching Intention in the Adoption of Sustainable Products

Analysis of previous literature shows that although research on switching intention in the context of sustainability has developed rapidly, there are several gaps that need to be explored further. One of the main gaps lies in the lack of studies that integrate push, pull, and anchor factors simultaneously within a holistic analytical framework. Most studies focus on only one aspect, such as push factors emphasizing the role of environmental awareness and dissatisfaction with conventional products [4], [7], [24], [31], [38], or pull factors highlighting product innovation and green brand

image [29]. However, limitations in examining the dynamics of interaction between these three factors simultaneously hinder a comprehensive understanding of how consumers actually decide to switch to sustainable products.

In addition, the role of anchoring factors is often overlooked or considered a secondary element in many previous studies. A greater focus on driving and pulling factors tends to overlook significant psychological, social, and economic barriers, such as brand loyalty, high price perceptions, and lack of availability of sustainable products [14]. In practice, even though consumers may have the intention to switch, these anchoring factors can act as strong barriers that are not sufficiently accounted for in existing consumer behavior models. A study by Firdausi & Dharmmesta (2023) [4] highlights that loyalty to conventional products and skepticism toward sustainability claims are the main challenges in accelerating the adoption of green products.

Furthermore, in-depth empirical studies related to consumer segmentation based on switching intention levels are still limited. Research tends to treat consumers as a homogeneous group, even though their motivations and barriers to switching vary greatly depending on demographic, psychographic, and socioeconomic background factors. Therefore, there is an urgent need for more segmented research that not only explores external factors but also internal factors influencing switching decisions. This gap presents an opportunity for further research that can develop a more inclusive switching intention model capable of accommodating the various dynamics occurring in the process of adopting sustainable products.

Research Gap	Description
Integration of Push, Pull, and Mooring Factors	The lack of studies combining all three factors in a single holistic model.
Lack of Focus on Mooring Factors	Factors such as brand loyalty, price perception, and access limitations are often overlooked.
Limited Consumer Segmentation	Studies rarely differentiate consumer motivations and barriers based on demographic and psychographic segmentation.
Dominance of a Single Theoretical Approach	Most studies use TPB or PPM without exploring hybrid models.
Lack of Longitudinal Studies	Research tends to be cross-sectional in nature, making it difficult to monitor long-term changes in intentions.
Lack of Focus on Local and Regional Context	Studies tend to focus more on global markets, with little exploration of local contexts such as Southeast Asia.

Table 4. Research Gap

Based on the research gaps identified, several future research directions can be developed to strengthen the literature on switching intention in sustainable product adoption:

1. Development of a Holistic Model
   Future research needs to integrate push, pull, and anchor factors into a comprehensive theoretical framework. This approach will provide a clearer picture of how these three factors interact and influence consumer decisions simultaneously [4], [8], [14], [29].
2. In-Depth Exploration of Barrier Factors
   Barrier factors such as brand loyalty, risk perception, and access limitations should be the primary focus of future research. Studies indicate that these factors often serve as the primary barriers, even when strong driving and pulling factors are present [10], [16]. Qualitative and quantitative research that delves into psychological and social barriers will enrich our understanding of the dynamics hindering the transition to sustainable products[5], [29], [30], [37].
3. Consumer Segmentation Based on Demographic and Psychographic Profiles
   Future research could focus more on consumer segmentation to identify differences in switching intentions based on factors such as age, education level, income, and personal values. This approach would enable the development of more targeted and effective marketing strategies [36], [37].
4. Longitudinal Studies
   Longitudinal studies are needed to monitor how consumers' intentions to switch to sustainable products evolve over time. These studies will provide insights into behavioral changes and factors that influence consumer decisions in various stages of life.
5. Analysis of Local and Regional Contexts
   Future literature needs to expand the scope of research to local and regional contexts, especially in developing countries and the Southeast Asian region, where awareness of sustainability continues to grow. This study can

help understand the local dynamics that influence consumer switching intentions in the adoption of sustainable products [10], [16].

6. Multidisciplinary Collaboration
   Future research may involve cross-disciplinary collaboration, including marketing, psychology, sociology, and environmental science, to produce a richer and more solution oriented approach to understanding the factors that influence switching intention [13], [14], [39].

By developing research that focuses on the identified gaps, it is hoped that the literature on switching intention and sustainability will continue to grow, contributing significantly to efforts to transition to more environmentally friendly consumption.

V. RESEARCH LIMITATIONS

Although this study makes an important contribution to understanding the factors that influence switching intentions toward sustainable products, there are several limitations that should be noted:

1. Limitations of Data Sources
   This study relies on literature available in specific databases such as Scopus and Web of Science, which may cause bias toward studies indexed on those platforms. Relevant studies published in local journals or other databases may not be fully covered, thereby reducing the global representation in this analysis.
2. Cross-Sectional Approach
   Most of the data and literature used are cross-sectional, which means that this study captures conditions at a specific point in time. This limits our understanding of how switching intentions develop over time and how push, pull, and anchor factors interact dynamically in the long term. Future longitudinal studies are needed to address these limitations.
3. Focus on Consumer Perspective
   This study focuses more on the consumer perspective in the switching intention process, while external factors such as government policy, market regulation, and technological innovation have not been analyzed in depth. These macro factors can play a significant role in encouraging or hindering consumer transition to sustainable products.
4. Generality of Findings
   The results of this study tend to be general in nature and do not take into account specific local contexts. Cultural factors, social values, and economic conditions in different regions can influence motivating and restraining factors differently. Therefore, further research focusing on local and regional analysis is needed to provide more contextual insights.
5. Lack of Empirical Approach
   Most of the findings in this study are based on bibliometric analysis and Systematic Literature Review (SLR), thus lacking empirical evidence that has been directly tested in the field. This limitation opens up opportunities for empirical research using quantitative and qualitative methods to test the findings more concretely.

VI. CONCLUTION

This study provides a comprehensive overview of the factors that influence switching intention in the adoption of sustainable products. In this context, push factors emerge as the main catalyst that drives consumers to abandon conventional products, driven by dissatisfaction with environmental impacts and increasing awareness of sustainability. On the other hand, pull factors play a significant role in attracting consumers to environmentally friendly products through innovation, green brand image, and better functional benefits. However, mooring factors such as loyalty to old brands, perceptions of high prices, and uncertainty about the quality of new products remain major obstacles that slow down consumer switching.

The dynamics of interaction between push, pull, and mooring factors show the complexity of consumer decision-making processes. An imbalance among these three factors can create an intention-behavior gap, where consumers have the intention to switch to sustainable products but fail to translate this into actual action. Therefore, a deeper understanding of these three factors is crucial for designing effective marketing strategies and accelerating the transition toward greener consumption. This study also identifies several gaps in the literature that require further exploration, such as the lack of studies that integrate driving, pulling, and restraining factors holistically, as well as the scarcity of analysis in local and regional contexts. By expanding research in this direction, it is hoped that the literature on switching intention will continue to develop and make a greater contribution to promoting the global adoption of sustainable products.

VII. REFERENCE

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