

# SUSTAINABLE BEHAVIOUR AND GREEN CONSUMPTION AMONG CONSUMERS: A SYSTEMATIC LITERATURE REVIEW

## SUJITA ADHIKARI

*Assistant Professor, School of Business,  
Pokhara University*

*(PhD Scholar)*

*email: adhikarisujita27@gmail.com*

*ORCID: 0000-0002-5225-2643*

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### ABSTRACT

This systematic review analyzes 94 articles published from 2020 to 2025 on sustainable behaviors and green consumption among consumers. Growing concerns about climate change and ethical consumption have heightened interest in research on green consumer behavior. Using the Scopus database, the study highlights key aspects of the literature, including the most cited articles, contributions by country, frequently used keywords, and leading journals based on citation count. The study highlights that research on sustainability primarily centers on China, the UK, India, and the US, reflecting significant institutional and academic interest. Most studies employed quantitative methods, particularly Structural Equation Modeling (SEM), to examine the links between environmental

concern, consumer attitudes, and sustainable behaviors. Key themes identified include green products, pro-environmental behavior, and sustainability values. Additionally, a thematic analysis reveals recurring patterns and conceptual themes across the reviewed literature. This offers deeper insight into the psychological, social, and technological factors influencing sustainable consumer practices. Despite the growing body of research, significant gaps remain. Underrepresentation of developing countries persists, and the attitude–behavior gap is present in most settings. The review helps by mapping the landscape of consumer research for sustainability and urging future research to be more comprehensive, interdisciplinary, and action-focused. The conclusions could guide policymakers, businesses, and researchers who aim to promote sustainable consumption both locally and globally.

**JEL Classification:** D12, Q01, Q51, Q56, Q57

## INTRODUCTION

Concerns about the ecosystem, environment, and climate change are increasingly important to consumers, which has boosted global interest in promoting sustainable consumption behaviors. Nowadays, consumers are increasingly recognized as active agents in shaping sustainable markets through eco-conscious decision-making (Zhang, 2025). Green consumption, which includes consumer choices that consciously consider the environmental impact of products and services, has become a major focus in ecological conservation (Alghamdi & Agag, 2024). It involves purchasing eco-friendly products as well as habitual behaviors that help reduce carbon footprints, such as conserving energy, minimizing waste, and supporting ethical businesses (Tan et al., 2022). Despite growing awareness of environmental issues and regulatory efforts, widespread adoption of green consumption patterns remains limited due to several complex drivers and barriers. Green products, in general, refer to non-toxic items that are manufactured and designed to be recyclable in a manner that supports environmental stability and safety. As a result, there

is a rising willingness among consumers to use green products or services, making green consumption behavior a voluntary choice that helps protect the natural environment (Ogiemwonyi & Jan, 2023).

The main challenge in promoting green consumption stems from the vital role of changing consumer behavior toward a more sustainable economy. Research shows that people's lifestyles and preferences significantly impact sustainable development and environmental protection; this is why shaping consumer behavior is key to achieving sustainable goals (Li et al., 2021). However, encouraging green consumption behavior is difficult because it is affected by various cultural, psychological, social, and economic factors (Louis & Lombart, 2024). Academic research emphasizes that consumption patterns are no longer shaped solely by functional and economic considerations but also by ethical, ecological, and social values (Li, 2025; Ka & Nguyen, 2025).

Sustainable behaviors are actions that help conserve natural resources, reduce waste, and promote ecological balance. These include recycling, conserving energy, choosing eco-friendly products, and adopting green innovations (Sun & Shi, 2022). Green consumption, a subset of sustainable behavior, involves consumer decisions that consider environmental factors, such as opting for biodegradable packaging, organic foods, or sustainable fashion (Xu et al., 2020). This systematic review is crucial for understanding previous research and deepening knowledge on these topics. It also helps identify gaps in the current literature, guiding future research. This paper reviews various studies related to sustainable behaviors and green consumption among consumers, which were searched on the Scopus database until June 07, 2025. This study aims to fulfill the following research objectives: (i) to identify the common characteristics of different studies on sustainable behaviors and green consumption among consumers, (ii) to analyze the significance of selected articles, (iii) to identify the main keywords used and their connections with other keywords, and (iv) to identify the main areas influenced by sustainable behaviors and green consumption.

## REVIEW OF LITERATURE

### Theoretical Review

Research on sustainable behaviors and green consumption has grown considerably over the past twenty years, guided by various interconnected theoretical frameworks. Central to much of this research is the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which posits that consumer intentions are shaped by attitudes, perceived behavioral control, and subjective norms. This theory is especially useful for explaining individual decisions related to eco-friendly product use, energy saving, and waste management. Alongside TPB, the Value-Belief-Norm (VBN) Theory of Stern (2000) provides a compelling explanation of how core values influence environmental beliefs and behavioral norms. This VBN theory suggests that biosphere and altruistic values shape personal responsibility, which in turn motivates environmentally relevant actions. Moreover, the emergence of Behavioral Economics, notably Nudge Theory, has impacted studies on sustainable consumption habits. This is an approach that aims to design choice architectures that nudge people toward more environmentally friendly decisions subtly without constraining freedom (Thaler & Sunstein, 2008).

### Empirical Review

The shift toward sustainable consumer behavior is not just driven by products; it also involves an underlying ethical awareness. As Li et al. (2021) highlighted in their cross-cultural study on food preferences, sustainable behaviors are often shaped by social norms, environmental concerns, and health motivations. Green consumption has become a global concern for countries worldwide. Ogiemwonyi and Jan (2023) examined how consumer ethical beliefs, environmental ethics, and moral obligation influence green consumption behavior in Malaysia and found that environmental ethics, moral obligation, and willingness to use green products significantly contribute to green consumption and behavioral change, especially in the context of ethical or green consumption, which

involves ethics and moral obligation.

Zhang (2025) highlighted that perceived brand social responsibility plays a critical role in shaping consumer trust and eco-friendly purchase intentions. Similarly, Li (2025) employed the Stimuli-Organism-Response framework, revealing that consumer engagement in pro-environmental campaigns significantly mediates the relationship between environmental cues and sustainable purchase behaviors. Expanding on the role of environmental risks, Peng et al. (2025) demonstrated that heightened perceptions of air pollution risks drive consumers toward green purchasing, suggesting that environmental threats act as powerful motivators of behavioral change.

Similarly, individual-level psychological factors remain a key focus in many research studies. According to Louis and Lombart (2024), CSR messages positively impact green consumption when they align with consumer expectations and brand credibility. Widayat et al. (2022) emphasized the importance of behavioral intention, social pressure, and moral norms in influencing responsible consumption among Indonesian consumers. Education and knowledge dissemination are consistently recognized as factors that enable green consumption. Kountouris and Remoundou (2023) examined whether higher education impacts pro-environmental behavior in European citizens. Their results confirm that individuals with tertiary education show significantly higher engagement in green activities, indicating that cognitive understanding plays a crucial role in environmental decision-making. Similarly, Zhang and Li (2024) highlight the importance of early socialization by investigating the influence of parents' lifestyles on their children's sustainable behaviors. They observed that children of eco-conscious parents are more likely to participate in sustainable practices.

Cultural background and demographic factors greatly shape green consumption behaviors. Li et al. (2021) highlighted that sustainable preferences differ across countries, with Western consumers typically showing greater environmental awareness than those in developing economies. This is often connected to variations in environmental education, income, and access to green options.

Literature increasingly highlights the role of digital and structural innovations in promoting green consumption. Tan et al. (2022) found that technology-driven platforms, such as those in the sharing economy, provide low-barrier entry points for sustainable participation. Additionally, Csorba et al. (2023) stressed that product design and digital interfaces must be intuitive to encourage adoption. Digital literacy is essential for engaging with many green technologies, and therefore, improving user experience and awareness can serve as vital structural enablers. Similarly, Zhou et al. (2023) emphasized that social media plays a major role in shaping sustainable behavior.

Aitken et al. (2021) investigated sustainable food consumption and found that social identity, especially among environmentally conscious groups, influenced eco-friendly diets. Kim and Hall (2021) examined the influence of consumer knowledge and government regulation on the success of green certification labels. They found that clear, transparent eco-labeling improves consumer trust and is the factors that lead to more consistent green purchases. Meanwhile, Islam and Rahman (2021) examined environmental behavior in developing countries and found that affordability and accessibility remain major obstacles to green consumption. Although consumers want to buy green products, they are limited by supply constraints and higher prices. Nguyen et al. (2023) examine the role of corporate environmental responsibility in shaping customer perceptions and behavior. The study shows that companies with strong CSR records are seen as more trustworthy, which increases the likelihood of sustainable purchases.

Consumers' concerns about sustainability and green consumption have grown more important after the COVID-19 pandemic. Alghamdi and Agag (2023) identified factors influencing conscious green purchasing behavior during the pandemic. Using the S-O-R model, they found that peer and media influence significantly shaped both altruistic and egoistic motivation. Li et al. (2021) examined the impact of the COVID-19 lockdown on Spanish consumers' food preferences and sustainable behaviors, discovering that psychological and sociodemographic variables play a major role in shaping consumer choices during crises.

Although research on sustainable behavior and green consumption is increasing, key gaps remain. Most studies focus on developed countries, limiting insights from developing contexts. Predominantly quantitative methods overlook deeper cultural and emotional factors. The persistent attitude–behavior gap shows that positive attitudes do not always result in sustainable actions. Furthermore, limited interdisciplinary research integrating technology, social influence, and policy perspectives restricts a comprehensive understanding of green consumer behavior.

## **MATERIALS AND METHODS**

### **Sources of Data and Search Strategy**

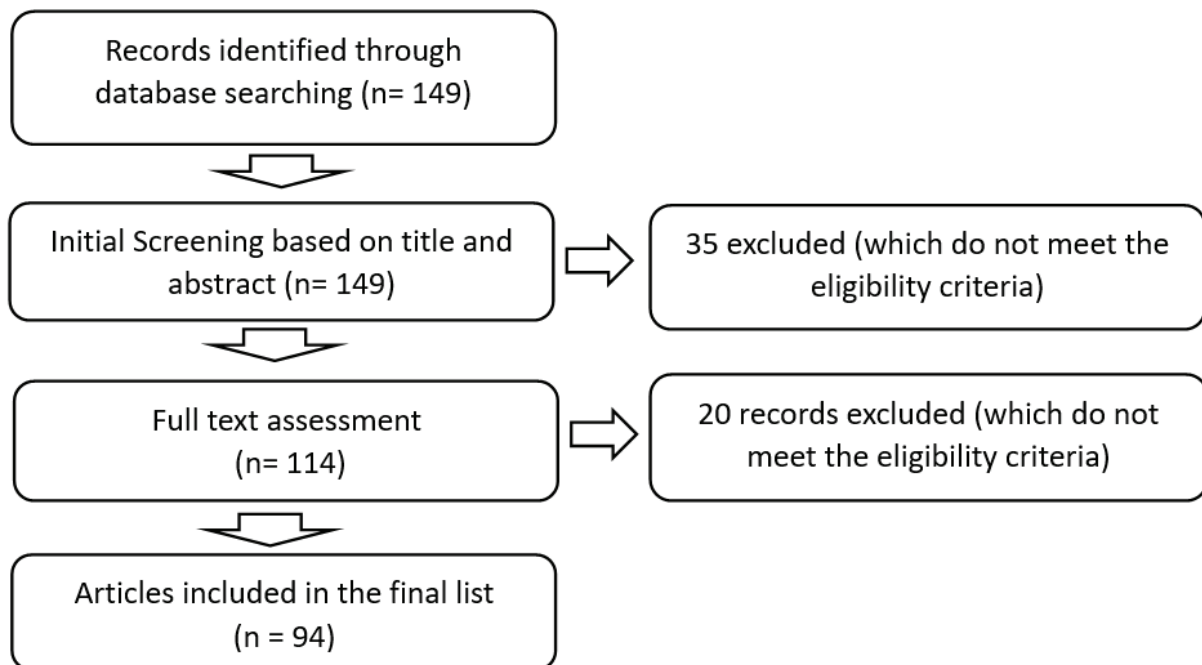
This study provides a systematic review of papers related to sustainable behaviors and green consumption among consumers. Only papers published in Scopus from 2020 to 2025 are included. The following search strategy has been employed for this systematic review.

TITLE ( ( ( "green consumption" OR "green purchasing" OR "sustainable behavior" OR "pro-environmental behavior" OR "eco-friendly practices" OR "environmental practices" OR "eco-friendly behavior" ) AND ( household OR home OR family OR domestic OR consumer OR individual ) ) ) AND PUBYEAR > 2019 AND PUBYEAR < 2026 AND ( LIMIT-TO ( SRCTYPE , "j" ) ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( SUBJAREA , "ENVI" ) OR LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO ( SUBJAREA , "BUSI" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) )

## Data Collection Process and Articles Screening

FIGURE 1

### PRISMA Framework



Using the search strategy mentioned above, 149 articles were retrieved on June 7, 2025. From this total, the first screening was conducted based on titles and abstracts, through which 35 articles unrelated to consumer behavior were removed, leaving 114 articles. Subsequently, during the full text review, 20 irrelevant articles were excluded, resulting in a final list of 94 articles.



## Data Analysis Techniques

Data analysis used to meet the objectives of the study, and the overall features of the articles have been examined through yearly distribution, data sources, and the statistical tools used in the studies. Citation analysis and a keyword co-occurrence map have been developed using VOSviewer software. A thematic analysis was conducted to synthesize key insights from the studies based on the extracted dependent and independent variables.

## RESULTS AND DISCUSSION

### Descriptive Analysis

To know the overall characteristics of selected studies, we have conducted analyses such as yearly distribution, data sources, and statistical tools used in the selected studies.

FIGURE 2

Yearly distribution of articles

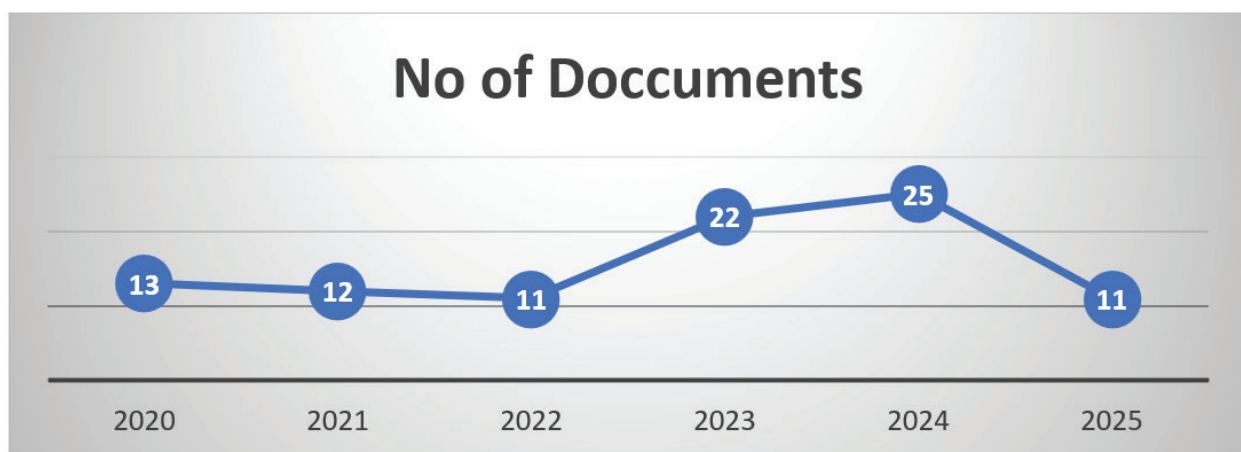


Figure 2 illustrates the annual publication trend of papers related to sustainable behavior and green consumption up to June 2025. It demonstrates that research in these areas began to gain significance by 2020. From 2020 to 2022, the number of publications remained relatively stable, with a slight decline to 11 papers in 2022. However, a substantial increase was observed in 2023, and this upward trend continued into 2024, reaching a total of 25 publications. This indicates a growing interest among researchers in the field of sustainable behavior and green consumption.

### Types of research methods used

FIGURE 3

Research methods used by the data source



The pie chart shows how research methods are used in studies on sustainable behavior and green consumption. It clearly indicates that Quantitative research methods are most common, with fewer studies using qualitative approaches.

Table 1: Statistical tools used

Name of Statistical Tools used	Frequency	Percentage %
Structural Equation Modeling (PLS/SEM)	66	70.21
Artificial Neural Network (ANN)	19	20.21
Regression Analysis	9	9.57
Correlation	7	7.45
Mediation	6	6.38
Factor Analysis	5	5.32
Path Analysis	2	2.13
ANOVA	1	1.06
Machine Learning	1	1.06
Moderation	1	1.06

An analysis of 94 empirical research articles identified key statistical tools in green consumerism and sustainable behavior studies. Structural Equation Modeling (PLS/SEM) was the most common, used in 70.21% of the articles, while Artificial Neural Networks (ANN) appeared in about 20.21%, reflecting a rising interest in forecasting and machine learning. Other methods included Regression Analysis, Correlation, Mediation, Factor Analysis, Path Analysis, ANOVA, Machine Learning, and Moderation Analysis.

## Citation Analysis

This paper includes a number of citations received by documents, journals, and countries.

**Table 2: Citations by documents**

Title of the article	Citations
Examining antecedents of consumers' pro-environmental behaviors: TPB extended with materialism and innovativeness.	228
How national culture and ethics matter in consumers' green consumption values	157
Tourists' pro-environmental behavior in travel destinations: benchmarking the power of social interaction and individual attitude	153
Determinants of pro-environmental behavior and environmentally conscious consumer behavior: An empirical investigation from the emerging market	141
Home and away: cross-contextual consistency in tourists' pro-environmental behavior	137
Does environmental knowledge drive pro-environmental behavior in developing countries? Evidence from households in Ghana	111
How do ethical consumers utilize sharing economy platforms as part of their sustainable resale behavior? The role of consumers' green consumption values	95
The elusive impact of pro-environmental intention on holiday on pro-environmental behavior at home	83
A consumer values-based approach to enhancing green consumption	71
How Green Consumption Value Affects Green Consumer Behavior: The Mediating Role of Consumer Attitudes Towards Sustainable Food Logistics Practices	68
Green innovation practices and consumer resistance to green innovation products: Moderating role of environmental knowledge and pro-environmental behavior	64
Impressing my friends: The role of social value in green purchasing attitude for youthful consumers	59

Motivating individuals for social transition: The 2-pathway model and experiential strategies for pro-environmental behavior	54
The connection between subjective well-being and pro-environmental behavior: Individual and cross-national characteristics in a seven-country study	53
Pro-environmental behavior in families: A reverse socialization perspective	53
How Do Environmental Knowledge, Eco-Label Knowledge, and Green Trust Impact Consumers' Pro-Environmental Behavior for Energy-Efficient Household Appliances?	52
Consumer readiness for green consumption: The role of green awareness as a moderator of the relationship between green attitudes and purchase intentions	52

The table presents citation analysis of the 17 most-cited papers on sustainable behavior and green consumption from a total of 94, each with at least 50 citations. The top-cited paper, "Examining antecedents of consumers' pro-environmental behaviors: TPB extended with materialism and innovativeness," received 228 citations, underscoring its critical role in advancing theory. The second paper on national culture and ethics in green consumption values garnered 157 citations, highlighting cultural influences on consumer behavior. A study on pro-environmental tourism behavior accumulated 153 citations, reflecting growing interest in sustainable tourism. Other notable works include two tourism studies with 141 and 137 citations, a paper from Ghana on environmental awareness cited 111 times, and research on the sharing economy with 95 citations. Additional influential studies cover green food logistics (68 citations), social influence among youth (59 citations), and behavior models for social change (54 citations). These articles are foundational for understanding the dynamics of sustainable consumption globally.

**Table 3: Citations by journals**

Name of Journal	Documents per Journal	Citation per Journal
Journal of Cleaner Production	8	343
Journal of Business Research	3	300
Journal of Sustainable Tourism	3	294
Sustainability (Switzerland)	16	245
Journal of Retailing and Consumer Services	6	187
Business Strategy and Development	1	141
Environment, Development, and Sustainability	2	129
Technological Forecasting and Social Change	2	95
Ecological Economics	2	85
Tourism Management	1	83
Sustainable Production and Consumption	1	71
Vision	1	68
Journal of Innovation and Knowledge	1	64
Environmental Science and Policy	1	53

The table presents citation analysis for 57 analyzed journals, with 14 meeting the criteria of at least 50 citations. The Journal of Cleaner Production was the most influential, with 8 articles totaling 343 citations. Sustainability (Switzerland) published the most articles

(16) but had only 245 citations, indicating a broad reach but lower influence. The Journal of Business Research and Journal of Sustainable Tourism published 3 articles each, with high citations of 300 and 294, respectively. Overall, these trends highlight the importance of both high-impact and high-volume journals in advancing knowledge in the field.

**Table 4: Citations by country**

Name of Country	Documents per Country	Citation per Country
China	27	732
United Kingdom	10	619
Saudi Arabia	6	339
India	9	278
United States	6	262
Finland	2	252
Australia	5	236
South Africa	3	181
Indonesia	8	157
Malaysia	7	148
Ghana	2	113
Pakistan	4	101
Poland	3	101
Norway	2	100
Egypt	3	97
Switzerland	2	72
Sri Lanka	1	71
Netherlands	2	62
Portugal	2	55
Ireland	1	54
Bangladesh	1	52
Hungary	1	52
Romania	3	51

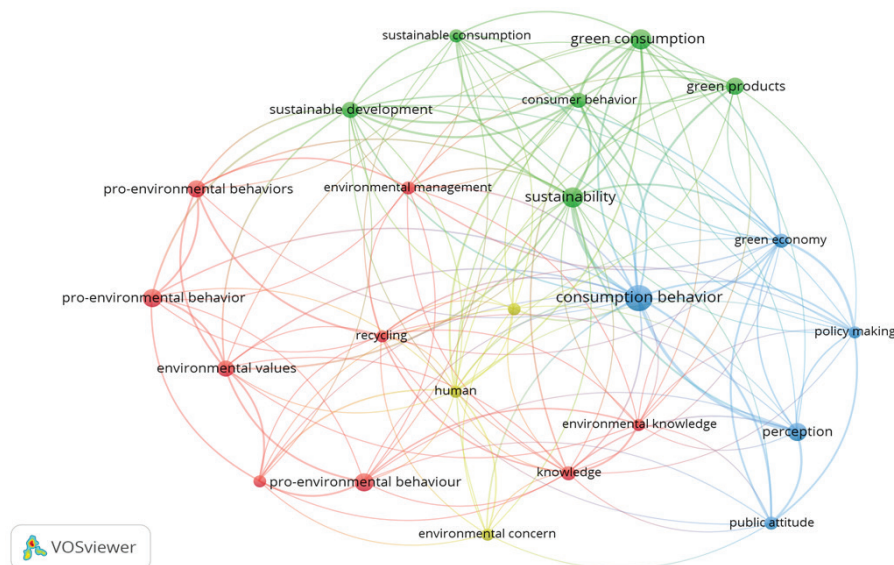
The table shows the distribution of citations across 43 countries, with 23 having at least 50 citations, highlighting their significant contributions to the field. China leads with 27 documents and 732 citations, followed by the UK, which has 10 articles and 619 citations, indicating high impact per document. Saudi Arabia, India, and the US also show notable citation performance with 339, 278, and 262 citations, respectively. Finland, despite producing only 2 documents, received 252 citations, while Ghana and Norway (both with 2 documents) had 113 and 100 citations, respectively. This reflects a global representation in sustainable consumption research, demonstrating that influence is based more on research quality than the quantity of publications.

### Keyword Co-occurrence

Major keywords related to sustainable behavior and green consumption have been analyzed using keyword co-occurrence, which is given in Fig. 4.

FIGURE 4

### Keyword co-occurrence





The figure shows a keyword co-occurrence analysis of research on sustainable behavior and green consumption. Out of 674 keywords, 23 were used at least 5 times, spotlighting key topics. The most frequent keyword, “consumption behavior,” indicates a central focus in this field, followed closely by “green consumption” and “sustainability.” The repeated use of “pro-environmental behavior” underlines its significance. Additionally, terms like “perception” and “green products” highlight the exploration of consumer attitudes in sustainable choices, while “environmental values” and “sustainable development” reflect the research’s theoretical grounding in environmental ethics and policy goals.

## **Thematic Analysis**

### **The Psychological and Attitudinal Factors that Motivate Green Behavior**

A common main theme across various studies is the importance of psychological factors, including awareness, trust, knowledge, and motivation, in shaping sustainable consumption habits. Consumers with more knowledge about environmental issues tend to make choices that genuinely reflect their concern and motivation for the planet’s welfare (Ahmad et al., 2023; Hossain et al., 2022; Simanjuntak & Fitri, 2024).

### **The Influence of Strategic Green Marketing on Consumer Decision and Choice**

The other active topic is how green marketing strategies impact consumer behavior. Some research highlights the effects of corporate social responsibility (CSR), green branding, eco-labeling, pricing, and sustainable packaging in encouraging environmentally friendly choices. These strategies aim to create emotional connections with consumers, increasing their chances of choosing green options over traditional ones (Saif et al., 2024; Zhang, 2025; Yang & Chai, 2022; Louis & Lombart, 2024).

### **Social and Demographic Determinants of Green Behavior**

Social norms and demographic factors such as gender, age, education, and income influence people’s behavior and attitudes toward green practices. Many studies highlight

that younger generations, especially those with higher education, are more likely to adopt green products. Education seems to foster greater environmental awareness, which in turn encourages the use of green products. Social influence, such as peer behavior, community norms, and cultural values, is also a strong factor and is more prominent in collectivist cultures (Dragolea et al., 2023; Zhang et al., 2024; Chen et al., 2023; Szaban et al., 2024).

### **The Promotion of Sustainable Practices through Digital Platforms**

Technology is deeply integrated into daily life, and more people are recognizing the potential of digital platforms to encourage environmentally friendly behavior. Recent studies look at how digital services, online shopping sites, and mobile apps help consumers find and select sustainable options. Digital transparency, convenience, and trust in the platform are identified as key factors driving adoption. Similarly, decision-making is influenced by whether carbon footprint calculators or sustainability filters are available on shopping apps (Tan et al., 2022; Li, 2025; Wang et al., 2024; Zhao et al., 2024; Singh et al., 2020; Sivapalan et al., 2021).

### **Discussion**

The systematic review presented here provides a comprehensive overview of research on sustainable consumer behavior and green consumption across consumers in various countries. The findings from 94 studies demonstrate both global interest and the complexity of consumer behavior related to sustainability. The wide geographic distribution of the studies also shows different levels and focuses of research by region. A few countries, including China, the UK, and the United States, not only conducted more studies but were also cited more often, highlighting their role in shaping the global discussion on sustainable consumption.

Hence, in all these studies, the most used statistical technique was Structural Equation Modeling (SEM/PLS-SEM), followed by Artificial Neural Networks (ANN) and regression analysis. It seems SEM is so popular because researchers are eager to explore the complex relationships among the various factors influencing green consumption. More researchers are turning to ANNs because they are interested in predictive analytics and machine learning, which can forecast customer behavior or uncover hidden patterns in large datasets (Tan et al., 2022).

Examining the keywords from the research reveals the major themes and concepts that are very important in this field. Terms such as “consumption behavior,” “green consumption,” “sustainability,” and “pro-environmental behavior” appear repeatedly, showing they are a main focus in the research. Additionally, other keywords like “green products,” “environmental values,” and “policy making” demonstrate how broad sustainability research is, covering everything from personal values to consumer choices and even institutional rules (Xu et al., 2020).

People’s adoption of environmentally friendly behaviors is shaped by socio-cultural and demographic contexts. Beyond age and education, cultural value orientations and ethical frameworks strongly influence consumers’ willingness to engage in sustainable practices (Ka & Nguyen, 2025). These factors interact with individual motivations and societal norms, highlighting the importance of contextualizing behavioral models across different cultural settings. Additionally, the cultural environment and the country a person is in also greatly influence how willing people are to live according to their green ideals (Li et al., 2021). In most developing countries, people still see green products as expensive or hard to get, which makes it hard for ordinary people to change their behaviors even if they know about the environmental impact of their actions (Gherheș & Fărcașiu, 2021).

So, corporate social responsibility (CSR) and transparency about the brand greatly influence how much people trust and interact. People tend to support brands that genuinely appear dedicated to sustainability. There are also phenomena like greenwashing, where companies claim to be environmentally friendly but aren’t, which can damage consumer

trust and decrease interest in green products (Sun & Shi, 2022; Louis & Lombart, 2024).

Technology and digital innovation are key drivers of sustainable behavior. Studies show that social media significantly influences consumers' pro-environmental attitudes and purchasing decisions by promoting sustainable choices (Li, 2025). Additionally, perceptions of environmental risk motivate consumers to choose green products in light of ecological concerns (Peng et al., 2025). Brand responsibility is also crucial, as consumers support companies with genuine environmental commitments (Zhang, 2025). However, challenges like access and digital literacy, particularly in developing regions, persist. Apps, gamification, and user-friendly interfaces help consumers track their footprints and find eco-friendly options (Tan et al., 2022), but underserved communities continue to face significant barriers (Vorobeve et al., 2022).

## CONCLUSION AND SUGGESTION

### Conclusion

This review examined how people are practicing sustainable habits and green consumption worldwide. The review focused on the main topics being studied, the methodology, and the research perspectives. The results show that environmental concerns and the increasing need to adopt eco-friendly practices are driving the global movement toward sustainable consumerism. Leading countries in this area include the United States, Saudi Arabia, Indonesia, Malaysia, China, the United Kingdom, and India. Public awareness, institutional support, and national policies related to the Sustainable Development Goals (SDGs) appear to be the main factors driving their active involvement.

The review also shows how both internal and external factors influence people's choices about green consumption. Environmental concern, ethical beliefs, and personal attitudes are important, but they don't always lead to real behavior change. Although many claim to care about the environment, they don't always make sustainable choices. Many studies

have noted this “gap” between people’s words and actions (Louis & Lombart, 2024; Csorba et al., 2023), and closing it remains difficult.

Most of the investigations in this review used quantitative techniques like surveys and statistical modeling, especially Artificial Neural Networks (ANN) and Structural Equation Modeling (SEM). According to the keyword analysis, most research focuses on the concepts of “green consumption,” “environmental values,” “pro-environmental behavior,” and “sustainability.” To illustrate how the topic intersects with education, business, government, and individual responsibility, it also references related fields such as recycling, environmental awareness, and public policy (Xu et al., 2020).

Additionally, this study’s thematic analysis provided deeper conceptual insights by identifying recurring patterns in the literature. It showed that sustainable behavior is influenced not only by individual attitudes and values but also by social norms, digital access, and marketing strategies. Using this thematic understanding can help guide future research and initiatives aimed at promoting meaningful and lasting sustainable practices among consumers.

## **Suggestions**

This paper highlights the diversity and complexity of sustainable behavior and green consumption. The findings from this paper suggest the need for policies that improve access, transparency, and affordability of green products. Governments could support eco-innovation through subsidies and promote public awareness campaigns. Incorporating sustainability into education and digital platforms can also lead to lasting behavioral change. Future research could focus on removing behavioral barriers, fostering social and digital innovation, and ensuring that all regions, especially those most affected by climate change, take part in the global dialogue. Additional qualitative studies could also help better understand emotional and social drivers of green behavior.

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