

▪  
**Eco-Consumerism in the Green Economy Era: A Systematic Literature Review of Drivers, Barriers, and Emerging Patterns**

**Lina Krisnawati**

Universitas Peradaban Bumiayu, Indonesia

Email: [linakrisnawati76@yahoo.com](mailto:linakrisnawati76@yahoo.com)

Entered : 07 01, 2026

Accepted : 07 20, 2026

Revised : 07 18, 2026

Published : 07 22, 2026

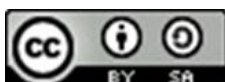
**ABSTRACT**

*The transition toward a green economy has repositioned consumers as central agents of environmental change, giving rise to the phenomenon widely termed eco-consumerism. This conceptual, literature-based study examines how eco-consumerism manifests within the green economy era by synthesizing evidence from twenty-five peer-reviewed studies published between 2021 and 2026. Using a systematic literature review approach, the study traces the evolution of green purchase intention, eco-label trust, greenwashing skepticism, and digital-era green marketing strategies across diverse geographic and sectoral contexts. The findings indicate that eco-consumerism is shaped by an interaction of psychological antecedents such as environmental concern and perceived consumer effectiveness, social antecedents such as subjective norms and cultural orientation, and structural antecedents such as eco-label credibility and digital platform transparency. A persistent attitude-behavior gap remains evident despite rising environmental awareness, driven by price sensitivity, greenwashing fatigue, and inconsistent labeling standards. The novelty of this study lies in integrating three previously fragmented streams of literature, namely behavioral, marketing, and circular economy perspectives, into a unified framework that explains eco-consumerism under conditions of green economic transformation. Practical implications suggest that businesses and policymakers must move beyond promotional green claims toward verifiable and standardized sustainability communication to convert environmental concern into consistent green purchasing behavior. The article contributes a synthesized conceptual model intended to guide future empirical testing of eco-consumerism drivers in emerging green economies.*

**Keywords:** *eco-consumerism; green economy; green purchase behavior; sustainable consumption; greenwashing*

**INTRODUCTION**

The global economic system is undergoing a structural transformation as governments, industries, and civil society increasingly acknowledge that unlimited resource extraction and unchecked consumption are incompatible with planetary boundaries. This transformation, commonly labeled the green economy, seeks to decouple economic growth from environmental degradation by embedding ecological considerations into production, investment, and consumption decisions (Mustafa et al., 2022). Within this broader shift, consumers have emerged not merely as passive recipients of green products but as active participants who shape market direction through their purchasing choices. The term eco-consumerism captures this phenomenon: a pattern of consumption in which environmental considerations, alongside price and quality, become decisive factors in purchase decisions (Kar & Harichandan, 2022).



Eco-consumerism did not emerge overnight. Its roots can be traced to the environmental movements of the late twentieth century, but its current form has been accelerated by three converging forces. First, climate change has become an immediate and visible concern rather than a distant abstraction, pushing environmental issues into everyday consumer discourse (Vargas-Merino et al., 2023). Second, digital platforms and social media have democratized access to information about corporate environmental practices, enabling consumers to scrutinize supply chains, packaging, and sourcing in ways that were previously impossible (Diwanji et al., 2024). Third, regulatory frameworks in many countries now mandate or incentivize sustainability disclosures, indirectly training consumers to expect and demand transparency from the brands they patronize (Pathak et al., 2024).

Despite this momentum, the relationship between environmental awareness and actual purchasing behavior remains far from straightforward. A substantial body of literature documents what is commonly known as the attitude-behavior gap, in which consumers express strong pro-environmental attitudes in surveys yet fail to translate these attitudes into consistent green purchasing (Tomşa et al., 2021). Several explanatory mechanisms have been proposed. Some scholars emphasize psychological antecedents, arguing that environmental concern alone is insufficient unless accompanied by perceived consumer effectiveness, that is, the belief that an individual's purchase decision genuinely contributes to environmental outcomes (Chen et al., 2023). Others point to social antecedents, including subjective norms, cultural orientation, and status-signaling motives that either reinforce or undermine sustainable consumption depending on the surrounding social context (De Moraes et al., 2021). Still others highlight structural antecedents such as the credibility of eco-labels, the price premium associated with green products, and the availability of sustainable alternatives within a given market (Wijekoon & Sabri, 2021).

Compounding this complexity is the problem of greenwashing, wherein firms exaggerate or fabricate the environmental benefits of their products to capture the growing green market segment without making substantive operational changes (Carrete et al., 2023). Greenwashing has eroded consumer trust in sustainability claims broadly, producing a paradox in which the proliferation of eco-labels, far from simplifying green choices, has instead increased confusion and skepticism among consumers (Abioye et al., 2024). This paradox is particularly salient in the digital economy, where green marketing messages circulate rapidly across social media, yet verification mechanisms often lag behind the pace of information dissemination (R, 2024; Manna, 2025).

At the same time, the rise of the circular economy has introduced a complementary but analytically distinct dimension of eco-consumerism. Whereas conventional green consumption research focuses on the purchase decision itself, circular economy scholarship examines post-purchase behaviors such as reuse, repair, resale, and recycling, positioning the consumer as an active participant across the entire product lifecycle rather than a one-time buyer (Moorthy et al., 2025). This lifecycle perspective is gaining traction particularly in emerging economies, where affordability constraints and resourcefulness intersect with growing environmental awareness to produce distinctive patterns of sustainable consumption that do not always mirror those observed in high-income countries (Mbokane & Modley, 2024; Fachrurazi et al., 2022).

A review of the existing literature reveals that these three streams, namely the psychological and behavioral tradition, the green marketing and eco-label tradition, and the circular economy tradition, have largely developed in parallel with limited cross-fertilization. Studies on purchase intention determinants (Ali et al., 2023; Godara et al., 2025) rarely engage with circular economy frameworks, while circular economy studies

(Moorthy et al., 2025) seldom incorporate the psychometric rigor of behavioral intention models. Similarly, green marketing research examining advertising credibility and brand positioning (Vuong et al., 2024; García-Salirrosas & Rondon-Eusebio, 2022) tends to treat consumer psychology as a black box rather than integrating established behavioral constructs. This fragmentation limits the field's capacity to offer a holistic explanation of how eco-consumerism actually operates within the broader green economy transition.

The novelty of the present study lies precisely in addressing this fragmentation. Rather than replicating another single-lens empirical test of green purchase intention, this article undertakes a systematic literature review that deliberately integrates behavioral, marketing, and circular economy perspectives into a single synthesized framework. In doing so, it identifies convergences and tensions across the three traditions that have not been jointly examined in prior reviews, most of which confine themselves to one theoretical lineage, such as the Theory of Planned Behavior extensions (Yusoff et al., 2023) or eco-label-focused reviews (Pathak et al., 2024). By mapping twenty-five recent studies published between 2021 and 2026 onto a unified analytical structure, this study offers a more complete account of the mechanisms, barriers, and contextual moderators that shape eco-consumerism in the green economy era, an account intended to serve both as a reference synthesis for scholars and as a practical guide for businesses and policymakers navigating the sustainability transition.

Accordingly, this study is guided by three objectives: first, to map the psychological, social, and structural antecedents of eco-consumerism as documented in recent literature; second, to examine how digitalization and greenwashing concerns have reshaped the credibility of green marketing communications; and third, to synthesize these findings into an integrated conceptual model that connects purchase-stage behavior with post-purchase circular economy participation. The remainder of this article proceeds as follows: the methods section outlines the systematic literature review procedure; the results and discussion section presents the synthesized findings organized around key thematic drivers, supported by a comparative summary table; and the conclusion offers theoretical and practical implications together with directions for future research.

## **METHODS**

This study employs a systematic literature review (SLR) design to synthesize empirical and conceptual evidence on eco-consumerism within the green economy era. The SLR approach was selected because it allows for a transparent, replicable, and bias-reducing procedure for identifying, screening, and synthesizing relevant scholarly work (Yusoff et al., 2023). The review process followed four sequential stages: identification, screening, eligibility assessment, and inclusion, adapted from the PRISMA reporting framework.

In the identification stage, records were retrieved from Scopus, Web of Science, ScienceDirect, and Google Scholar using combinations of the keywords "eco-consumerism," "green consumer behavior," "green economy," "sustainable consumption," "green marketing," and "circular economy consumption." The initial search yielded 214 records published between January 2021 and February 2026. During the screening stage, 46 duplicate records were removed, leaving 168 unique records. Titles and abstracts were then screened against the study's thematic scope, reducing the pool to 96 records considered potentially relevant.

At the eligibility stage, full texts of the 96 records were assessed against the following inclusion criteria: (a) published in a peer-reviewed journal between 2021 and

2026, (b) available in full text with an active and verifiable DOI, (c) directly addressing eco-consumerism, green consumer behavior, green marketing, or circular economy consumption, and (d) reporting either empirical findings or a substantive conceptual contribution. Records were excluded if they were off-topic, lacked full-text access, duplicated constructs already well represented in the sample, or exhibited unclear methodological reporting. This process yielded 47 eligible full-text articles, of which 22 were subsequently excluded for the reasons noted above, resulting in a final set of 25 studies included in the synthesis. The complete selection procedure is illustrated in Figure 1.

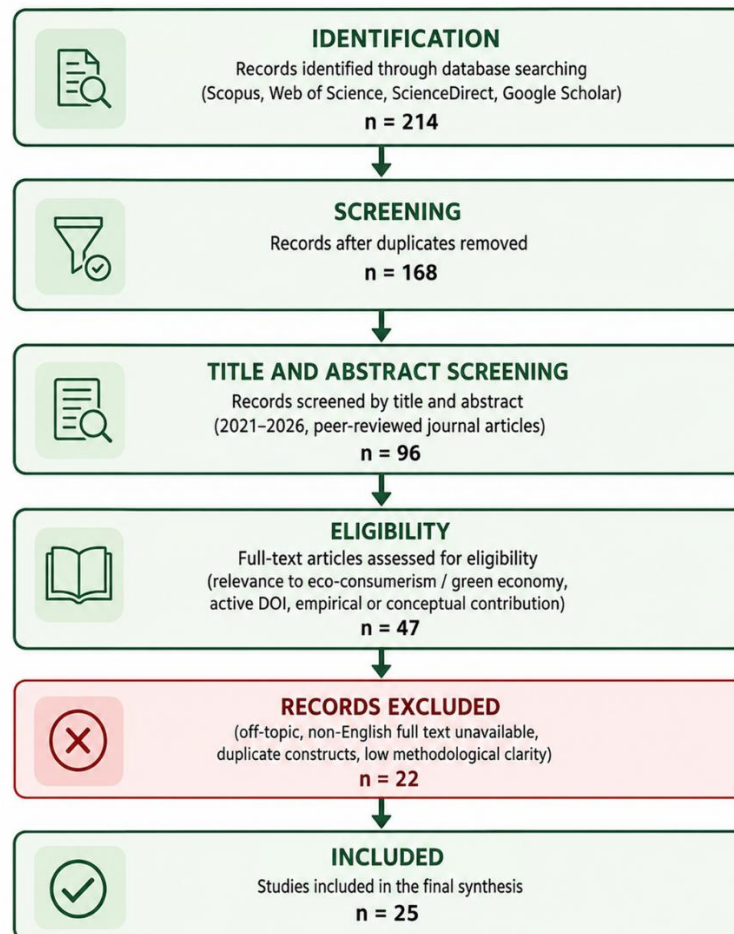


Figure 1. PRISMA-adapted flow diagram of the literature selection process.

Data extraction focused on five elements for each included study: author(s) and year, research context or sample, thematic focus, methodological approach, and key findings. Extracted data were then thematically synthesized using an inductive coding process, in which recurring concepts across studies were grouped into higher-order themes. This process produced the four thematic clusters discussed in the results and discussion section: psychological and behavioral drivers, social and cultural drivers, eco-label credibility and greenwashing skepticism, and the digital and circular economy dimensions of eco-consumerism.

## RESULTS AND DISCUSSION

The systematic review of 25 studies reveals a multidimensional landscape of eco-consumerism, in which purchase decisions are shaped simultaneously by internal psychological states, external social pressures, and the credibility of market signals such as eco-labels and green advertising. Table 1 summarizes a representative subset of the reviewed studies, illustrating the diversity of contexts, methods, and findings that inform the thematic synthesis presented below.

**Table 1. Summary of Selected Studies on Eco-Consumerism (2021–2025)**

| Author(s)<br>, Year                      | Context/Sample                            | Focus                                                | Method                       | Key Finding                                                                                                 |
|------------------------------------------|-------------------------------------------|------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------------------|
| Lopes et al., 2024                       | European consumers (business perspective) | Environmental concern and green purchase decisions   | Survey, mediation analysis   | Perceived benefits and product quality mediate the link between environmental concern and green behavior    |
| Chen et al., 2023                        | Cross-national consumer sample            | Moderated-mediated model of eco-conscious behavior   | PLS-SEM                      | Environmental knowledge strengthens the attitude-intention path under high perceived consumer effectiveness |
| García-Salirrosas & Rondon-Eusebio, 2022 | Latin American retail consumers           | Green marketing mix and purchase behavior            | Structural equation modeling | Green price and green promotion significantly shape purchase decisions more than green product design       |
| Vuong et al., 2024                       | FMCG consumers, Ho Chi Minh City          | Green marketing activities and competitive intensity | SmartPLS survey (n = 291)    | Green brand positioning and advertising increase purchase intention, moderated by market competition        |

|                            |                                   |                                                            |                                   |                                                                                                 |
|----------------------------|-----------------------------------|------------------------------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------|
| Cubillas-Para et al., 2023 | European eco-innovation adopters  | Technological/symbolic perception of eco-innovation        | Quantitative survey               | Symbolic value and social context outweigh purely technical attributes in adoption decisions    |
| Abioye et al., 2024        | Multi-country eco-label users     | Eco-labels and the paradox of choice                       | Literature synthesis              | Label proliferation without standardization increases consumer confusion and erodes trust       |
| Mbokane & Modley, 2024     | University students, Johannesburg | Awareness and attitudes toward green consumerism           | Survey (n = 404), GLM             | Price and quality outweigh environmental impact as the primary purchase driver among youth      |
| Diwanji et al., 2024       | Twitter/X users, cross-cultural   | Sentiment and discourse on sustainable consumption         | Linguistic and sentiment analysis | Sustainability discourse is culturally variable, with skepticism toward corporate green claims  |
| Moorthy et al., 2025       | Circular economy stakeholders     | Circular economy and zero-waste consumerism                | Conceptual review                 | Circular business models reposition consumers as active participants rather than passive buyers |
| Fachrurazi et al., 2022    | Indonesian consumers              | Green behavior, environmental concern, recycling intention | Survey, path analysis             | Recycling behavior and environmental concern jointly strengthen green                           |

|                     |                            |                                        |                              |                                                                                                 |
|---------------------|----------------------------|----------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------|
|                     |                            |                                        |                              | purchase intention                                                                              |
| Yusoff et al., 2023 | Global (systematic review) | Drivers of green purchasing behavior   | Systematic literature review | Personal values, social influence, and marketing stimuli are the three dominant driver clusters |
| Pathak et al., 2024 | Mixed consumer segments    | Eco-labels and green business strategy | Mixed-method investigation   | Label credibility depends on third-party verification more than visual design                   |

*Source: synthesized by the author from the 25 reviewed studies, 2026.*

### **Psychological and Behavioral Drivers**

Across the reviewed literature, environmental concern consistently emerges as a foundational, though insufficient, predictor of green purchase behavior. Chen et al. (2023) demonstrate that the relationship between environmental concern and purchase intention is significantly strengthened when consumers possess high perceived consumer effectiveness, that is, a belief that their individual choices meaningfully contribute to environmental outcomes. Without this belief, environmental concern tends to remain attitudinal rather than behavioral, corroborating the long-documented attitude-behavior gap (Tomša et al., 2021). Lopes et al. (2024) extend this finding by showing that perceived product quality and perceived benefit act as mediating mechanisms: consumers are more willing to act on their environmental concerns when green products are not perceived as inferior substitutes but as genuinely competitive alternatives. This suggests that psychological readiness to consume sustainably is contingent not only on internal environmental values but also on confidence in the functional performance of green products. Consistent with this, Li (2025) finds that exposure to green advertisement combined with higher environmental knowledge jointly strengthens consumers' intention to purchase green products, reinforcing the view that informational and psychological antecedents operate interactively rather than in isolation.

Fachrurazi et al. (2022), examining the Indonesian context, similarly find that environmental concern interacts with recycling behavior to jointly reinforce green purchase intention, indicating that psychological drivers of eco-consumerism operate cumulatively across pre-purchase and post-purchase stages rather than in isolation. This cumulative pattern aligns with Vargas-Merino et al.'s (2023) systematic review, which conceptualizes sustainable consumers as individuals whose environmental identity is expressed through a continuous chain of decisions, from purchase to disposal, rather than a single transactional moment.

### **Social and Cultural Drivers**

Beyond individual psychology, eco-consumerism is deeply embedded in social and cultural dynamics. De Moraes et al. (2021) identify altruism, status motivation, and

cultural orientation as significant drivers of circular economy engagement, showing that sustainable consumption is not purely a rational-economic decision but also a form of social signaling. In collectivist cultural contexts, subjective norms exert particularly strong influence, as consumers calibrate their purchasing behavior to align with perceived community expectations regarding environmental responsibility. Mbokane and Modley (2024), studying university students in Johannesburg, found that despite high awareness of green consumerism, purchasing behavior remained more strongly influenced by price and product quality than by environmental impact, a pattern that underscores how economic constraints can override socially internalized environmental values, particularly among younger and lower-income consumer segments.

This tension between social approval of sustainability and economic pragmatism is echoed by Ali et al. (2023), who report that millennial consumers exhibit strong green purchase intentions in principle but remain highly price-sensitive in practice, especially in markets where green product premiums exceed conventional alternatives by a significant margin. Taken together, these findings suggest that social and cultural drivers can accelerate eco-consumerism in principle while simultaneously being constrained by structural economic realities, a tension that becomes especially visible in emerging green economies where affordability remains a persistent barrier (Godara et al., 2025).

### **Eco-Label Credibility and Greenwashing Skepticism**

A recurring and increasingly urgent theme across the reviewed studies concerns the credibility crisis surrounding eco-labels and green marketing claims. Abioye et al. (2024) describe a paradox of choice in which the rapid proliferation of eco-labels, rather than empowering consumers, has produced confusion, label fatigue, and diminished trust, particularly when labeling standards vary widely across industries and jurisdictions without independent verification. Pathak et al. (2024) reinforce this concern, finding that eco-label effectiveness depends heavily on third-party certification rather than visual design or brand messaging alone; labels perceived as self-issued or loosely regulated carry substantially less persuasive weight with consumers.

Carrete et al. (2023) extend this discussion into the domain of green advertising credibility, showing that overtly promotional green claims can backfire, triggering skepticism rather than trust, especially among consumers who have previously encountered greenwashing. This skepticism is amplified in digital environments: Diwanji et al. (2024), analyzing sustainability discourse on social media, found that consumer sentiment toward corporate sustainability claims is frequently critical and cross-culturally variable, with consumers in some regions demonstrating heightened suspicion toward multinational green branding compared to locally sourced or community-based sustainability initiatives. Collectively, these findings indicate that credibility, rather than mere availability of green options, has become the central currency determining whether eco-consumerism translates into actual purchasing behavior.

### **Digitalization and the Circular Economy Dimension**

The digital transformation of markets has simultaneously enabled and complicated eco-consumerism. On one hand, digital platforms provide consumers with unprecedented access to product information, third-party reviews, and sustainability comparisons, supporting more informed green purchase decisions (R, 2024). On the other hand, the same platforms have accelerated the spread of unverified sustainability claims, necessitating greater digital literacy among consumers to distinguish credible information from marketing artifice (Manna, 2025). In a similar vein, Joseph (2026)

characterizes the digital era of green consumerism as simultaneously opportunity-laden and challenge-laden, noting that while digital channels expand consumers' access to sustainability information, they also amplify the risk of information overload and unverifiable environmental claims circulating faster than consumers can evaluate them. Vuong et al. (2024) demonstrate that in competitive digital marketplaces, green brand positioning and green advertising exert measurable influence on purchase intention, but this influence is moderated by the intensity of market competition, suggesting that green marketing effectiveness is context-dependent rather than universally potent.

Complementing this digital dimension, the circular economy literature reframes eco-consumerism beyond the point of purchase. Moorthy et al. (2025) argue that zero-waste consumerism repositions the consumer as a participant across the entire product lifecycle, engaging in reuse, resale, and material recovery rather than one-time acquisition. This lifecycle-oriented perspective, when integrated with the psychological, social, and credibility-related drivers discussed above, suggests that eco-consumerism in the green economy era is best understood not as a single purchasing decision but as a continuous, multi-stage behavioral process shaped by an evolving interplay of trust, identity, affordability, and market transparency. This integrated understanding constitutes the conceptual contribution of the present synthesis, linking previously disconnected literatures into a coherent explanatory account of how green economic transformation is reshaping consumer behavior

## **CONCLUSIONS**

This study set out to synthesize the fragmented literature on eco-consumerism within the green economy era through a systematic review of 25 peer-reviewed studies published between 2021 and 2026. The synthesis demonstrates that eco-consumerism is a multidimensional phenomenon shaped by the joint interaction of psychological antecedents such as environmental concern and perceived consumer effectiveness, social and cultural antecedents such as subjective norms and status motivation, and structural antecedents such as eco-label credibility and green marketing transparency. Despite substantial growth in environmental awareness, a persistent attitude-behavior gap continues to limit the translation of pro-environmental attitudes into consistent purchasing behavior, driven largely by price sensitivity, greenwashing skepticism, and inconsistent labeling standards.

The novelty of this study lies in its integration of three previously parallel research traditions, namely behavioral psychology, green marketing, and circular economy scholarship, into a single conceptual framework. This integration reveals that eco-consumerism should be understood not as an isolated purchase decision but as a continuous behavioral process spanning pre-purchase evaluation, purchase decision, and post-purchase engagement with reuse and recycling systems. For businesses, the findings underscore that sustainability claims must be substantiated through verifiable, third-party-certified mechanisms rather than promotional messaging alone, as consumer trust has become the decisive factor separating effective green marketing from counterproductive greenwashing. For policymakers, the findings support the case for harmonized eco-labeling standards that reduce consumer confusion and strengthen the credibility of the broader green economy transition. These practical implications resonate with Nga and Tam (2024), who similarly recommend that managers combine transparent sustainability communication with tangible product-level improvements in order to convert consumer environmental awareness into sustained green consumption behavior.

This study is not without limitations. As a literature-based synthesis, it does not generate new primary data and therefore cannot establish causal relationships between the identified drivers and actual purchasing outcomes. Future research would benefit from cross-national empirical testing of the integrated framework proposed here, particularly comparative studies between emerging and advanced green economies, as well as longitudinal designs capable of capturing how eco-consumerism evolves as green economic policies mature over time.

## REFERENCES

- Abioye, R. F., Usiagu, G. S., Ihwughwavwe, S. I., & Okojie, J. S. (2024). Green consumerism and the paradox of choice: Do eco-labels drive sustainable behavior. *International Journal of Multidisciplinary Evolutionary Research*, 5(2), 1–18. <https://doi.org/10.54660/ijmer.2024.5.2.01-18>
- Ali, M., Ullah, S., Ahmad, M. S., Cheok, M. Y., & Alenezi, H. (2023). Assessing the impact of green consumption behavior and green purchase intention among millennials toward sustainable environment. *Environmental Science and Pollution Research International*, 30, 23335–23347. <https://doi.org/10.1007/s11356-022-23811-1>
- Carrete, L., Arroyo, P., & Arroyo, A. (2023). Should green products be advertised as green? Exploring the factors that affect ad credibility. *Journal of Promotion Management*, 29(4), 427–460. <https://doi.org/10.1080/10496491.2022.2163032>
- Chen, L., Matloob, S., Sunlei, Y., Qalati, S. A., Raza, A., & Limón, M. (2023). A moderated–mediated model for eco-conscious consumer behavior. *Sustainability*, 15(2), 897. <https://doi.org/10.3390/su15020897>
- Cubillas-Para, C., Tomaseti-Solano, E., & Madrid-Guijarro, A. (2023). How do the perception of the technological and symbolic dimensions and the social context affect the green consumer adoption process of eco-innovations? *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3614>
- De Morais, L., Pinto, D., & Cruz-Jesus, F. (2021). Circular economy engagement: Altruism, status, and cultural orientation as drivers for sustainable consumption. *Sustainable Production and Consumption*, 26, 872–885. <https://doi.org/10.1016/j.spc.2021.01.019>
- Diwanji, V., Baines, A., Bauer, F., & Clark, K. (2024). Green consumerism: A cross-cultural linguistic and sentiment analysis of sustainable consumption discourse on Twitter (X). *Journal of Current Issues & Research in Advertising*, 45(4), 476–505. <https://doi.org/10.1080/10641734.2024.2318705>
- Fachrurazi, F., Purwanto, F., Dewianawati, D., Purwoko, B., & Darmawan, D. (2022). Medical products and environmentally friendly purchase intention: What is the role of green consumers behavior, environment concern, and recycle behavior? *Frontiers in Public Health*, 10, Article 960654. <https://doi.org/10.3389/fpubh.2022.960654>
- García-Salirrosas, E., & Rondon-Eusebio, R. (2022). Green marketing practices related to key variables of consumer purchasing behavior. *Sustainability*, 14(14), 8499. <https://doi.org/10.3390/su14148499>
- Godara, R., Jain, A., & Kumar, N. (2025). Consumer awareness and perceptions toward eco-friendly green products: Evidence from Hanumangarh District, Rajasthan, India. *Archives of Current Research International*, 25(9). <https://doi.org/10.9734/acri/2025/v25i91493>
- Joseph, A. L. (2026). Green consumerism in the digital era: Opportunities and challenges. *International Journal of Research and Innovation in Social Science*, 10(19). <https://doi.org/10.47772/IJRISS.2026.10190012>

- Kar, S. K., & Harichandan, S. (2022). Green marketing innovation and sustainable consumption: A bibliometric analysis. *Journal of Cleaner Production*, 361, 132290. <https://doi.org/10.1016/j.jclepro.2022.132290>
- Li, D. (2025). Impact of green advertisement and environmental knowledge on intention of consumers to buy green products. *BMC Psychology*, 13, Article 1. <https://doi.org/10.1186/s40359-025-02538-x>
- Lopes, J., Gomes, S., & Trancoso, T. (2024). Navigating the green maze: Insights for businesses on consumer decision-making and the mediating role of their environmental concerns. *Sustainability Accounting, Management and Policy Journal*, 15(4), 861–883. <https://doi.org/10.1108/SAMPJ-07-2023-0492>
- Manna, Y. (2025). The role of green marketing in driving consumer preferences for sustainable products in e-commerce. *International Review of Management and Marketing*. <https://doi.org/10.32479/irmm.19727>
- Mbokane, L., & Modley, L.-A. (2024). Green consumerism in young adults: Attitudes and awareness in university students in Johannesburg, South Africa. *Sustainability*, 16(5), 1898. <https://doi.org/10.3390/su16051898>
- Moorthy, D., Akila, M., & Christina Jeyadevi, J. (2025). Circular economy and green marketing: A path toward zero-waste consumerism. *South Eastern European Journal of Public Health*. <https://doi.org/10.70135/seejph.vi.3423>
- Mustafa, S., Hao, T., Jamil, K., Qiao, Y., & Nawaz, M. (2022). Role of eco-friendly products in the revival of developing countries' economies and achieving a sustainable green economy. *Frontiers in Environmental Science*, 10, Article 955245. <https://doi.org/10.3389/fenvs.2022.955245>
- Nga, L. P., & Tam, P. (2024). Managerial recommendations for enhancing green consumption behavior and sustainable consumption. *Emerging Science Journal*, 8(6), 2492–2510. <https://doi.org/10.28991/esj-2024-08-06-07>
- Pathak, K., Prakash, G., Jain, M., Agarwal, R., & Attri, R. (2024). Do eco labels matter for green business strategy and sustainable consumption? A mixed method investigation on green products. *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.3687>
- R, N. (2024). Beyond purchase intentions: How technology 4.0 validates green consumer choices and corporate environmental claims. *International Journal for Research in Applied Science and Engineering Technology*. <https://doi.org/10.22214/ijraset.2024.63213>
- Tomşa, M.-M., Romonţi-Maniu, A.-I., & Scridon, M. (2021). Is sustainable consumption translated into ethical consumer behavior? *Sustainability*, 13(6), 3466. <https://doi.org/10.3390/su13063466>
- Vargas-Merino, J. A., Ríos-Lama, C. A., & Panez-Bendezú, M. H. (2023). Sustainable consumption: Conceptualization and characterization of the complexity of “being” a sustainable consumer—A systematic review of the scientific literature. *Sustainability*, 15(10), 8401. <https://doi.org/10.3390/su15108401>
- Vuong, T. K., Lam, T. N., & Bui, H. M. (2024). Sustainable consumer behaviour in the fast-moving consumer goods sector: Moderating role of competitive intensity in green marketing. *Business Strategy & Development*, 7(4), e70047. <https://doi.org/10.1002/bsd2.70047>
- Wijekoon, R., & Sabri, M. (2021). Determinants that influence green product purchase intention and behavior: A literature review and guiding framework. *Sustainability*, 13(11), 6219. <https://doi.org/10.3390/su13116219>

Yusoff, N., Alias, M., Ismail, N., Abdullah, M. S., & Abdullah, S. (2023). Drivers of green purchasing behaviour: A systematic review and a research agenda. *F1000Research*, 12, 1279. <https://doi.org/10.12688/f1000research.140765.1>