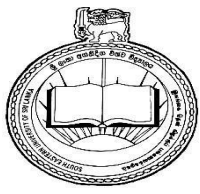


SUSTAINABLE CONSUMPTION: A SYSTEMATIC LITERATURE REVIEW

PituwelaKankanamgeChamariDinesha

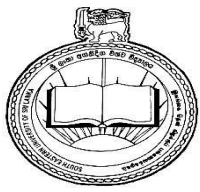
Senior Lecturer in Marketing, Department of Marketing, Faculty of
Management and Finance, University Ruhuna, Matara, Sri Lanka



ABSTRACT

In the new millennium, sustainable consumption is essential in reaching sustainable development. Understanding the variety of areas of sustainability and its different application is very important and broadly discussed in the current literature. However, there is a lack of research on sustainable consumption as a new venue in diverse areas. Academic research on this phenomenon has proliferated significantly over the last decades that extended to the past thirty years. Accordingly, the current study presents a literature review of published articles in selected scientific journals during the past fifteen years since 2007. The study was carried out with carefully designed research questions with adopting the review protocol to conduct the review, and finally, through the review, indented gaps and further insight has discussed.

Keywords: Consumer Behavior, Sustainability, Sustainable consumption, Systematic literature review.

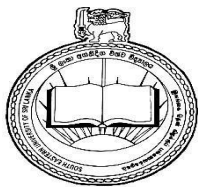


1. INTRODUCTION

It is widely accepted that sustainable consumption has notably been identified as a key factor in reaching sustainable development (Abdulrazak, Quoquab, 2018). Accordingly, today, most firms tend to adopt with sustainable well-being approach contingent while it alters with a more dynamic environment and market conditions (Kumar, 2018). Moreover, global attention to sustainable concerns has increased with the encirclement of all countries with the 17 sustainable development goals of the UNDP at the United Nations in September 2015(Sharma, & Soederberg, 2020). Hence, ‘Greenness’ is becoming an essential strategy in a business firm that is a buzzword in today’s business world. The blooming environmentalism has evoked more ramifications in most fields all over the business world. Its exhibitions through the effort given by firms for low carbon landscape worldwide by developing green strategies. In achieving sustainable consumption, it has emphasized that along with the UN’s Agenda for Sustainable Development, the Lancet Commission on healthy diets from sustainable food systems has emphasized the importance of sustainable food systems (Furthermore. Willett et al. (2019).

The study on sustainable development enhances the understanding of how the nexuses between both social and natural systems will lead to different sustainable trajectories (Geiger et al. 2018).The approaches to sustainable behavior have discussed on effects of unsustainable behavior. The appropriate way of evaluating sustainable consumption behavior is mired by two main reasons, such as a lack of acceptable procedures to specify the sustainable consumption pattern and the lack of a commonly accepted frame work for the integration of different consumption behaviors (Fuchs, & Boll,2018).The lack of commonly accepted conceptualization for sustainable consumption is a major impediment to the phenomenon. The evaluation of the effect of sustainable consumption as an impact-oriented approach focused on its effect on ecological and social surroundings. Further, the intent-oriented approaches considered the intention of the behavior based on its pro-ecological or pro-social intention.

In the sustainable hue, a more significant number of studies have been conducted to achieve sustainable development is still important to protect the environment and society. Hence. More outstanding achievements have been completed, but there is still room to fill. The retailer acts as an “ecological gatekeeper” with its high capacity to connect with customers and suppliers, and the power and control can be maintained within the distribution process (Yang, Song, Tong, 2017). Moreover, many authors have suggested that the sustainability concern in the retail context will extend to the post-consumption stages rather than be limited to retailers (Taghikhah, Voinov, & Shukla,2019). On the other hand, the consumers’ key role in transforming the process into sustainability in the supply chain is vital and puts the spotlight on them (Matharu, Jain & Kamboj 2020). Accordingly, government or policymakers,



consumers, and marketers play a significant role in developing and establishing a sustainable motto (Kapoor & Dwivedi 2020).

Even though, responsible consumption has been recognized as one of the efforts to achieve the SDGs. As well as there is little time left until 2030 to achieve SDGs, it shows that, the responsible consumption aspect still requires much refinement (van Driel. et al. 2024).

Referring to the past literature review, the latest review on sustainable consumption has covered the up to the year 2020(Zhang & Dong 2020). Hence, through the current study, the gap in the knowledge that have acquired during the recent past has to explore by extending the time range. As well as the past literature is pre-dominant in the western context that limitedly focuses on emerging literature that are available related to sustainable consumption in emerging economies.

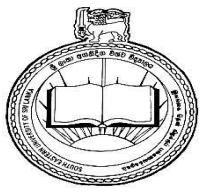
Furthermore, most sustainable research studies have focused on one single factor, such as paper recycling and the fair trade of coffee. The combined effect of the factor has been considered very limited. Another notable area highlighted in sustainable consumption hue is the inconstancy between attitude behavior and intention behavior due to the reason that consumers are with lack of knowledge about the effect of their consumption on environmental and social problems. As well as, most pieces of literature have elaborated on the micro aspect, or firm-level focuses of sustainability, such as sustainable indicators or criteria related to the phenomenon. As a result, it gained much attention for sustainability in both the academic and professional world. Moreover, its growing complexity and its importance as a phenomenon have been further enhanced. Thus, an analysis of sustainable consumption towards the new venues in retailing, such as disability, greenly, eco-branding, and labeling, are emerging areas there (Yang et al., 2017).

1.1 Defining Sustainable Consumption

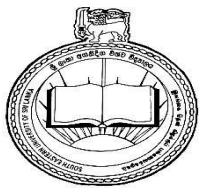
When defining sustainable consumption as an initiation for this review, a variety of definitions exist in the relevant literature that sometimes overlaps with meaning. Hence, different terminologies and definitions exist for sustainable consumption; it's a kind of a complex phenomenon to study. Table 01 presents several diverse definitions have presented.

Table 01: Definition for Sustainable Consumption

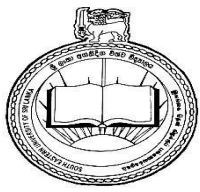
Author and year	Definition
Dekhili and Ertz, 2024)	Sustainable consumption can be defined as the use of goods and services that meet basic needs and improve the quality of life



	<p>while minimizing the use of natural resources, toxic materials, and emissions of waste and pollutants over the life cycle</p> <p>so as not to jeopardize the needs of future generations</p>
Arora & Mishra (2023)	Using services and related products that respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations.
Fesenfeld et al., (2021)	Pursuing to meet basic needs and create better life considering environmental protection, social equity, and other contradictory issues. At the same time, it also pays attention to the next generation's life.
Kapoor & Dwivedi (2020)	Consideration of basic human needs and avoidance of excessive consumption. It also focuses on caring for environmental welfare and fulfilling the needs of future generations.
UN (2020)	<p>SC and production (SCP) is about “the use of services and related products, which respond to basic needs and</p> <p>Bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations”.</p>
Quoquab et al. (2019)	“It refers [to] the continued act of controlling desire by avoiding extravagant purchases and rationalizing the use of goods and services that satisfy the basic needs. Sustainable consumption goes beyond environmental concern by ensuring and managing the existing resources that are not only able to meet the current demand but also without jeopardizing the needs of the future generations It ensures at least three aspects: quality of life, protecting and preserving the environment, and keeping the natural resources useful for the future generation” (p.793).
Geiger et al. (2018)	Individual actions of consumers in the areas of acquisition, usage, and disposal of goods, products, and services,

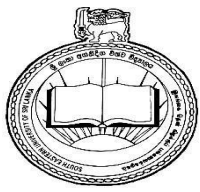


	considering the effect on ecological and socioeconomic conditions for today and future generations.
Abdulrazak and Quoquab (2018)	SC focuses on the economic activity of choosing, using and disposing of goods and services and how this can be changed to bring social and environmental benefit.
Ertz (2016).	A sustainable consumer is someone who “...engages in a deliberate effort to acquire, use and dispose of products in manners minimizing negative consequences and maximizing positive ones, on both environmental and social levels.”
Hornibrook et al. (2015)	SC can be defined as “the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations” (p. 268).
Hornibrook et al. (2015)	SC refers to properly using goods and/or services to meet basic needs and provide a better quality of life. Also, it minimizes the use of natural resources, toxic materials a, and emissions of waste and pollutants over the life cycle. It also considers the needs of future generations.
Jones et al. (2013)	SC requires integration from all aspects, from individuals for everyday decision-making; to marketers for formulating appropriate business strategies; and from all levels of the organization. It also requires proper monitoring and a public reporting process.
Lorek and Fuchs (2013)	SC refers to sustainable resource consumption, considering the complete product life cycle. Sustainable resource consumption involves the consumption patterns of industries, governments, households, and individuals.
Lee (2014)	SC focuses on environmental concerns in which individuals make choices in their private consumption decision. It is necessary to be an ecological and socially responsible citizen to care for society and the environment.
Lorek and Fuchs (2013)	SC refers to sustainable resource consumption, considering the complete product life cycle. Sustainable resource consumption involves the consumption patterns of industries, governments, households, and individuals.



Alvarez-Suarez et al. (2011)	SC can be defined as the way consumers behave and redefining the model of society as one that contributes to sustainability by reducing consumption.
Stevens (2010)	SC is an inefficient route to sustainable production and, ultimately, sustainable development. Integrated government approaches that simultaneously address consumption and production are needed to correct the market and system failures that impede progress on sustainability.
Bennett and Collins (2009)	SC suggests that minimizing the use of capital while reducing waste and pollution is good, that ‘environmentally friendly or ‘green’ product consumption should be encouraged, and that the current generation should reduce its demands in the interests of future generations.
Mont and Bleischwitz (2007)	SC is generally defined as the consumption of goods and services that meet basic needs and quality of life without jeopardizing the needs of future generations. This broad definition includes consumption not only by private consumers but also by institutions (businesses and organizations); not only consumption of resources (appropriation of resources from nature), but also final consumption.
Fuchs & Loreck (2005)	SC requires technological improvements to acquire efficiency in consumption and the eco-efficiency of consumption. Improving the efficiency of consumption can be seen as a necessary prerequisite for achieving SC.
Hobson (2004)	SC takes into consideration the impact of consumption on the environment. It requires environmentally friendly consumer choices that are both widely available and affordable. It also requires support from the government as well as marketers to support such consumption patterns
Sanne (2002)	SC is the way to achieve sustainable development. Individuals are the catalyst of such behavior change. From the economic point of view, SC is assumed to be based on consumers’ decisions on based rational and deliberate considerations of how to satisfy their preferences.

As presented in the table, the concept of sustainable consumption has-been defined in numerous ways have different studies have focused on the phenomenon from diverse angles.



The common idea highlighted in most of the definitions is maintaining a balance of consumption that is economically, socially, and environmentally desirable.

2. METHODOLOGY

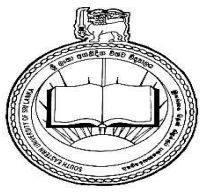
The selected context was reviewed by applying the systematic literature review, which is a secondary data analysis mechanism that identifies, evaluates, and analyzes the available research findings in various platforms, such as numerous data-based books, electronic sources, etc., relevant to the area or phenomenon of interest (Thorisdottir and Johannsdottir, 2019). Several key steps are followed in the process as planning the review, conducting the review activity and analyzing of the finding from different angles, and final report output in a meaningful and more constructive way (Karaosmanet al., 2016). The following review follows three major phases Defining a Review Protocol, Conducting the Review, and Reporting the findings (Kitchenham and Charters 2007). Furthermore, the ‘keywords’ are clear and accurate indicators of the content and the focus of the paper, which helps to secure the quality of the review.

Accordingly, sustainability-related keywords such as sustainability/sustainable, environment/environmental, carbon footprint/CO₂, CSR/social responsibility, eco-friendly, green consumption, green Eco-marketing, organic, sustainable products, sustainable consumption, Sustainable purchase, and willingness to pay premium prices on green products, green product, green purchase, and green buying were identified (Zhang & Dong 2020). Moreover, keywords and combined keywords with AND and OR, such as Sustain, Consum, include all studies in the context that have been considered for the analysis. Further, some insights have been gained when searching for “sustainability” highlighted in “JEL codes – Q01 - Sustainable Development,” which has recently been added to the classification of Sustainable Development Goals (Heikkilä, 2021).

2.1. Defining a Review Protocol

Formal documentation of the review activity is a review protocol that shows it clearly. It specifies the process for review, which enhances the accuracy of the review while reducing researcher biases. It discusses there search background, objectives, and questions as well as the search strategy, quality assessment criterion, data extraction bases, data syntheses, and defining criteria for study selection (Kitchenham and Charter, 2007). Thus, the Review Protocol of this specific study presents as follows.

The study expands several major objectives that enhance the knowledge of sustainable consumption in various contexts. Thus, referring to it helps to acquire a basic understanding of the phenomenon and further get breadth and depth of knowledge while identifying the gap to explore. As an output of the analysis researchers tends to develop new theories by



summarizing, analyzing, and synthesizing relevant literature (Paré et al. 2015). Accordingly, the study emphasizes the following research questions.

RQ1: How the concept of sustainable consumption has emerged?

RQ2: How is the notion of sustainable consumption to be conceptualized holistically?

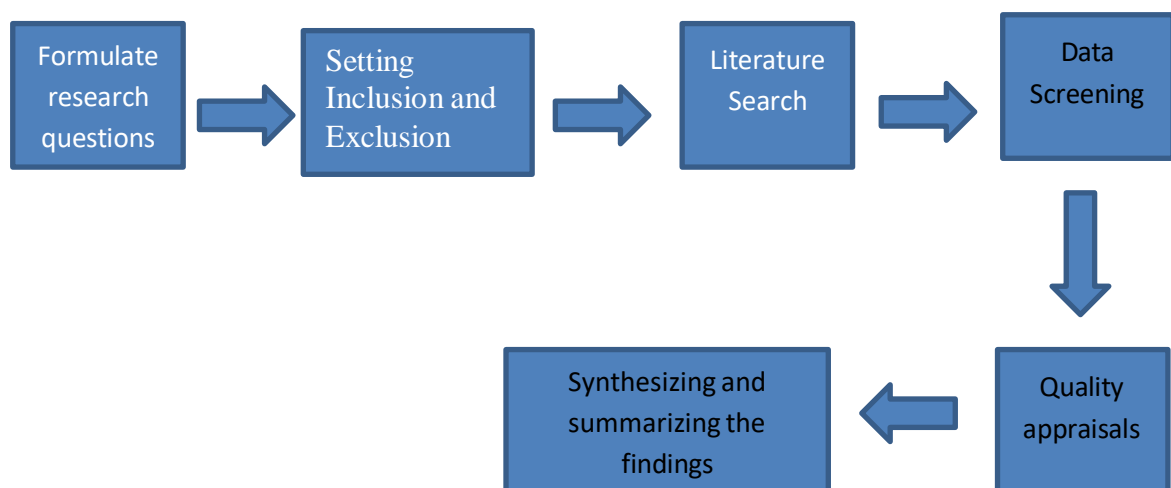
RQ3: What are the major facets of sustainable consumption?

RQ4: What theories are being considered in relation to this phenomenon?

RQ5: What methodologies are being utilized?

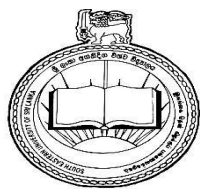
While answering the formulated research question, the study will be conducted under the process suggested by Petticrew and Roberts (2008) and Quoquab and Mohammad (2020) start form formulating the research question and then specifying the boundaries on inclusion and exclusion criteria. The diagram overall process is presented in figure 01.

Figure 01: The diagram of process flow.



2.2 Search Strategy

In the initial phase, to understand the reachability of the phenomenon was examined through the automated search process in reviving papers on sustainable consumption. Once the research questions were set that presented above, move toward the criterion of the review set. The search process is conducted with journals and online databases based on the above keywords search.



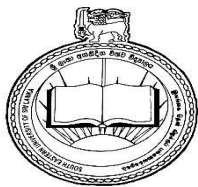
The review of the article is limited to the last 15 years (from 2007- 2022) in English. Moreover, the quality of the review ensures decrying peer-review journals such as Scopus, Web of Science and Springer was considered since these databases allow rankings by citation (Kemper et al., 2019) with converging with the impact factors. Accordingly, the review takes into account 11 databases such as Emerald, Science Direct, Wiley Online Library, Springer Link, Scopus, Taylor & Francis, Inter Science, and the Web of Science that have published different types of academic journals. Moreover snowballing, the method also applied to retrieve the additional articles (Mattila and Wirtz, 2008).

2.4. Study selection and Data Extraction

The criteria for review as inclusion and exclusion of the studies for the review define and continue the review on it. Year of publication is one factor considered as papers which have been published from 2007 to 2022 in English medium. The title of the paper and the area of focus were also considered through the keywords, and the topic review, methodology, and the Type of the Journal and Context were considered. The larger body of literature has dealt in this context inter changeably with green, or sustainable, consumer behavior. The high reliability of the selected sample further ensures by selecting them closely aligns with the following inclusion and exclusion criteria that have been explained in table 02.

Table 02: Inclusion and Exclusion criteria.

Criterion	Reason for Criterion consider	Inclusion criteria	Exclusion criteria
Document format	Appropriate analysis and synthesis	Full-text papers	The uncompleted study, like abstract only, no full text and no abstract
Language of the document	Only considered more desirable international language by researchers	Paper writing in English	Any language other than English
Relevance to the purpose and to the objectives of the review	To focus on relevant research	Document related to the objectives of the review	Papers not related to the selected study domain



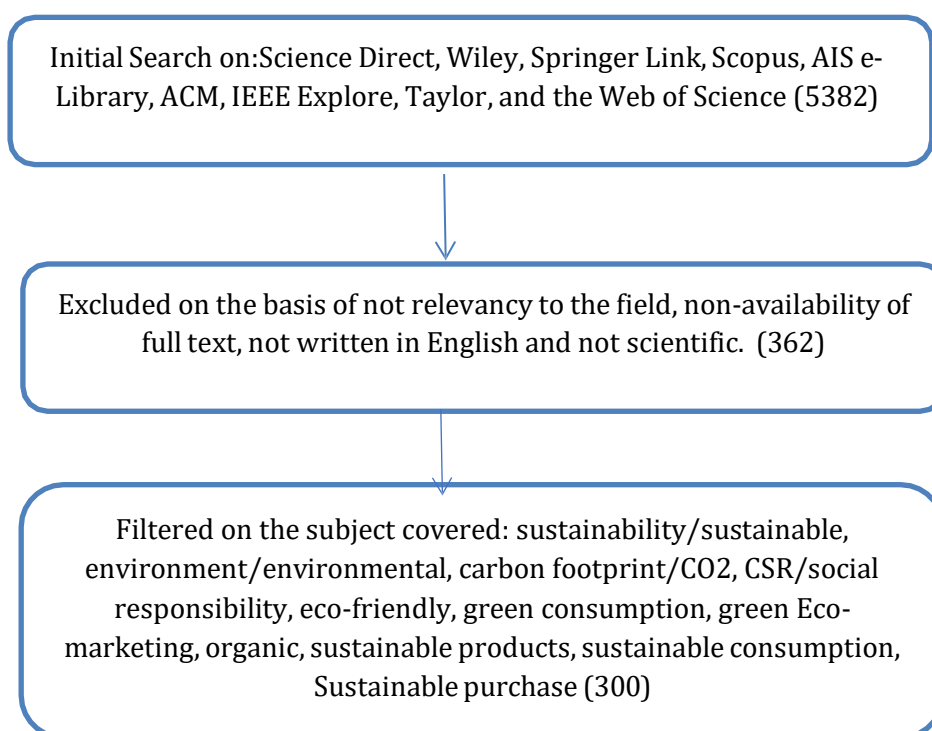
		Papers within the specified period 2007-2022	Duplicated studies and papers not in the specified period.
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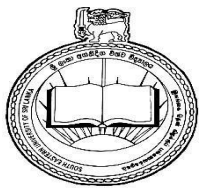
Source: Compiled by author

Accordingly, peer-reviewed papers published in English except for conference proceedings, book chapters, and audio-visual sources are considered here, published after 2007. In the review process the initial search for the “sustainable Consumption” result gained 18000 records, then it narrows to sustainable consumption, which was reduced to 5382 results. The further advance exclusion was completed on the given keywords the as English language, exact phrase, and published period, the consideration was reduced to 362. Out of this total 26 items were removed due to duplication with careful reviewing of the abstract and filtering on the subject. Accordingly, with manuscript 336 manuscripts, the review was continued. Focusing on the type of articles 84 articles were excluded from the next round. Morris et al. (2009) suggested that only papers rated Scimago Journal Rank Q1–Q3 or ABS 1–4* were selected for evaluation.

After that, screen factors such as the inclusion/exclusion criteria on the title, abstract, and conclusion of every paper, and study nature as quantitative and qualitative applied to the articles. As well as non-relevancy, such as not in the considered scope likewise consumption that is not sustainable consumption, some aspects of socially responsible consumption but not sustainable consumption, below accepted quality, limited access to the journals, the relatedness of the industries, number of articles were removed from consideration. Accordingly, the final list was deemed with 62 documents in the final list. The flowchart of the study selection process which is developed based on PRISMA 2020 protocol (Page et al., 2021) presented in figure 01.

Figure01: Review protocol





Excluded on : the year of publication, not clearly highlight the phenomenon of sustainable consumption . (81)

Source: Compiled by author

The section of the paper exhibits detailed review results that align with the research questions and objectives. Section 3 discusses the descriptive analysis of the selected 62 articles based on different factors such as publication venues, years, journals, and so on. Moreover, research methods have been used, and the key theoretical bases have focused on the phenomenon discussed there. The next section discusses the existing gaps that can be identified through the review and the last section will explain the discussion and conclusion.

2.5 Data analysis

The section of the paper exhibits detailed review results that align with the research questions and objectives. Section 3 discusses the descriptive analysis of the selected 46 articles based on different factors such as publication venues, years, journals, etc. moreover, research methods have been used, and the key theoretical bases have focused on the phenomenon discussed there. The next section discusses the existing gaps that can be identified through the review, and the last section will explain the discussion and conclusion.

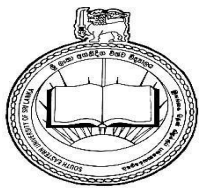
3. REVIEW OF THE RESULT

The analysis pursued in this section comprises with the two section as descriptive analysis and the content analysis. The descriptive analysis has discussed based on basic features such as domain research accomplished, publication years, main journals, research contexts, and geographic focused. Further in content analysis is applied to interpret the content of the considered literature related to sustainable consumption domain.

3.1 General overview of Publication

3.1.1 Publication history and evolution of the concept

The attention to the concept of sustainable consumption has generated in the second or third century BC as a criticism of the “overconsumption of the resources.” That criticism initially grounds in the eighteenth century with the condemned on of prominent criticizers such as Henry Thoreau (1854), William Morris (1891), and Thorste in Veblen (1899) (Jackson, 2014). Attention to “sustainability” in academia has been growing since the 1980s. Later, there



steadily increased. Especially, in earth summit in Rio in 1992, has identified it as an emerging context that needs high attention in a global setting, because, there is a notable rise in studies focused on sustainability 'during the 1990s. The United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992 caused that (Wiese et al., 2012). The JEL classification review also emphasizes that under 11 categories its hits in the sustainability aspect have upgraded from 6 (1990) to 200 (2000) period and the highest number of hits was 330 has reached in the year 2009 (Wiese et al., 2012). Hence, most sustainable-related articles have been published very recently. However, the limited attention received on sustainable consumption research is still passing on in its infancy as research agenda (Escrig-Olmedo et al., 2019).

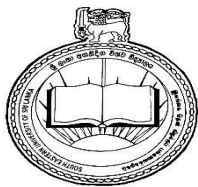
3.1.2 Descriptive analysis of paper publication

While considering descriptive analysis with a final selected set of papers, that is, 81 papers that have published during the year 2007 to 2022, which is displayed in figure 02. The research on sustainable consumption has expanded gradually,

The sustainability-related publications can be identified in three main generations, such as initially the concept strongly merged era in 1999. There identifies the period 1999 to 2007. Few publications have been published throughout the period, such as an average of one annual publication mentioned as the first phase (Sial et al., 2018).

The second phase of the publication can be identified from 2008 to 2015, when an average of 6.2 articles were published (Qu et al., 2015). However, the current study focused on the afterward period from 2016 when similar interests gradually expanded in this era. As mentioned there, the enhancement of the awareness of the environmental issues and promotion of social responsibilities were causing for this department. From 2013 to 2014, the number of publications dropped significantly because of the shift the corporate concern into the financial and economic base due to the great global recession (Wu et al., 2015). Similarly, only 03 publications were recorded in 2013 on sustainability hue in consumption research.

Figure 02: Research publication Sustainable consumption during 2007-2022.



Source: Compiled by author

Accordingly, the distribution of the articles by year of publication is shown in figure 02, which was published in 2007-2022. The sustainability hue has become a somewhat popular area in academia that has recorded some publications. In total, nearly 50% of these articles were published during the last decade between 2012-2022. It proved that the researcher had focused on the recent literature for the analysis.

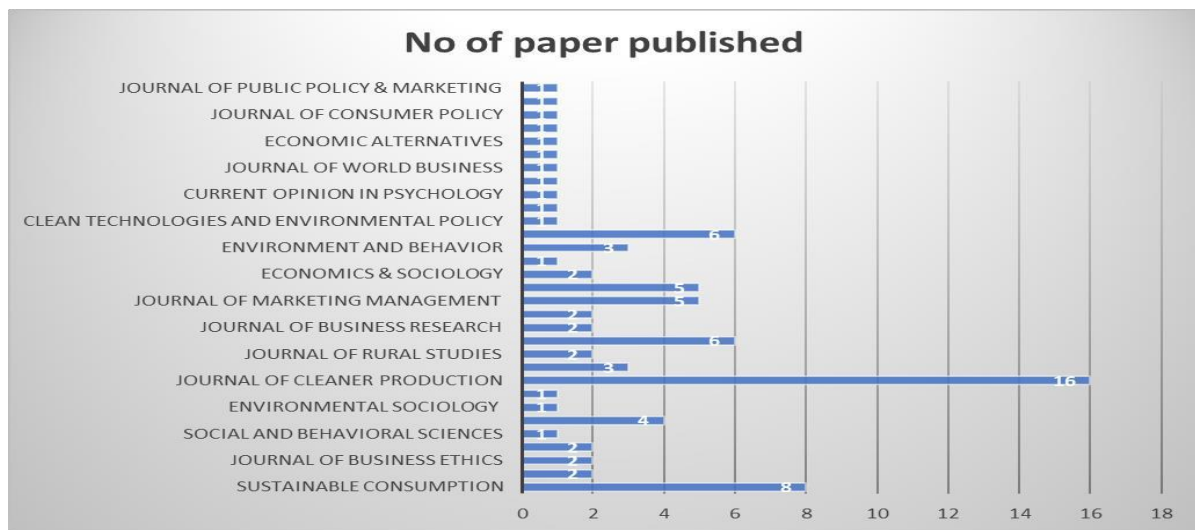
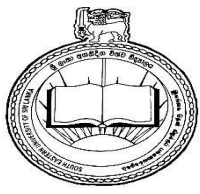
Though it indicated a widely fluctuating trend in studies on sustainable consumption, since 2018, it has been showing an upward trend that has recorded seven papers in the year 2021. A significant acceleration in the field was recorded during 2012, which has continued to another period, as well as the year 2020 and 2021, also mentioned significantly where several publications have recorded around 6-7 papers. The highest number of publications has recorded during the period 2012, with 11 papers, which is nearly five times higher than in 2015. Even though the sustainability domain is a growing academic sector that is expanding knowledge, many unseen research trends must explore.

3.1.3 Analysis of articles through the journal of publications.

Further, the review extends to the journal-based examination to determine the topics presented. Author Torracco (2016) mentioned that the time series analysis of the paper publication and journal wise investigation are the main two criteria used to conduct the descriptive analysis of literature.

Accordingly, the distribution of the reviewed articles by journals is presented in figure 03. The selected set of articles was published in 25 distinct journals. Out of these, major titles, such as the Journal of cleaner production, sustainable consumption, International Journal of consumer studies, and sustainability, ranked in the highest number of publications.

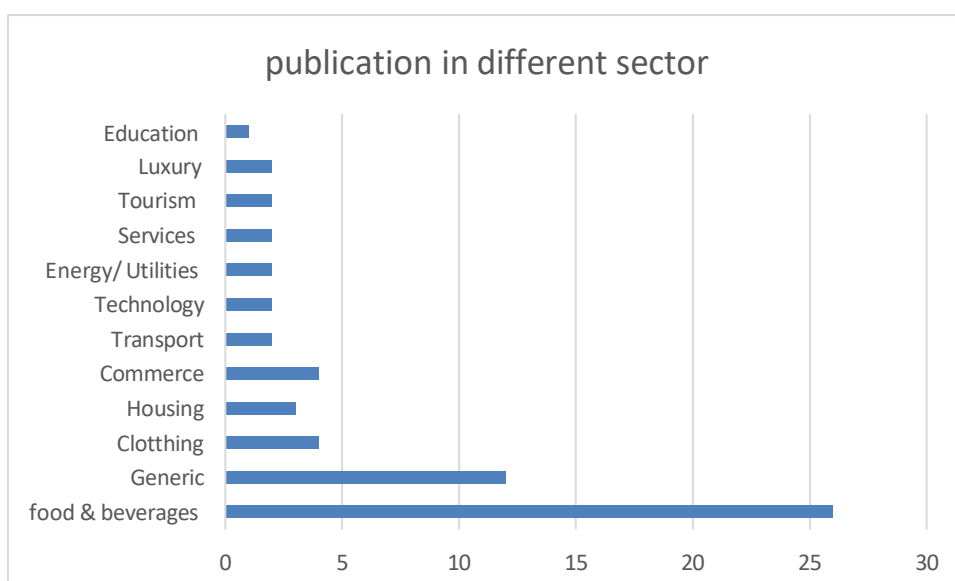
Figure 03: Number of publications in sustainable consumption

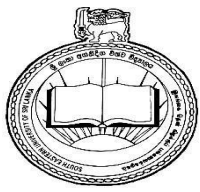


3.1.3 Major sectors have focused on Sustainability

Further, the evaluation was extended to the major area that sustainable consumption recorded. The industry sector analyses are presented in figure 04.

Figure 04: Publications in different sector





Most of the publications in the sustainability sector have been conducted in the food and beverage sector, with around 42% of papers from total publications. Moreover, other sectors such as clothing, commerce, and housing also area gain notable attention in this phenomenon while other articles are well distributed among other sectors. The concept 'Generic' is excluded from the analysis that is allocated where the specific sector is not recorded.

Moreover, product groups can identify different categories such as white goods, small electrical items, fast-moving consumer goods, green energy tariffs, and tourism products which is having identically different sizes and intervals as consumables and durables. There is an established literature in terms of green and ethical consumerism in related food and household products (Jackson, 2006). However, issues with the effect of a wide range of demographic, socioeconomic, and psychographic characteristics have been studied limitedly. Furthermore, most of the consumer research on sustainable consumerism has focused on the passive choice of consumers that has formed through the manufacturer's marketing and stimulus (Biswas, 2015). Therefore, there is limited attention given to the consumer's active choices that form through their own perceptions and who will be concerned about environmental improvements through their own pro-environmental behaviors. Furthermore, the majority of past research on sustainable consumption has focused on one selected field such as using public transport or specific product categories such as organic vegetables (Hanss, et al., 2016).It requires giving attention to the consumer intentions of buying

Sustainable groceries that are in various product categories such as coffee, fruits, vegetables, and animal products. As well as based on different sustainable characteristics likewise, with certified ecological farming and fair-trade products.

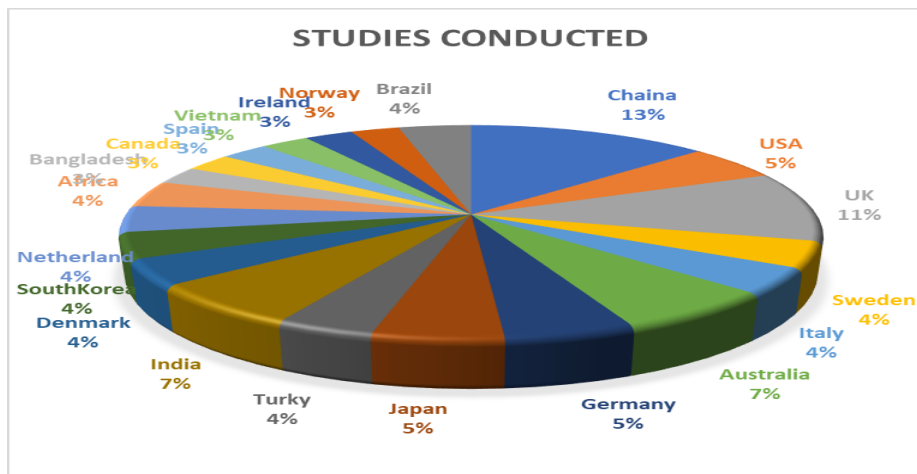
Moreover, the sustainable concern in the service industry and the tourism sector can be seen in developing the literature during the past decade. The concepts of sustainable tourism, green tourism, and eco-tourism are more researched concepts in this phenomenon (Buckley, 2004). Though-it's a popular research phenomenon, there is a continuous debate on the 'green tourists', which has very little empirical understanding(Highamet al., 2001).Green energy tariff is a novel area in sustainable consumption that has been focused on by very few countries with less established literature.

More popular sectors in sustainability hue such as their own pro-environmental behaviors still have gained little attention in academia. Therefore, the evaluation of the outcome of sustainable consumption interventions was limited, and the completed assessment gave mixed results which are not consistent in results (Taufique, 2022).

3.1.4 Geographic focus of the studies.

The result of the assessment conducted in the publication on geographic focus has presented in figure 05.

Figure 05: Review article distributed by region.

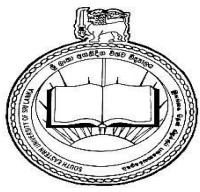


Next, evaluation is based on the understanding of the country's base effect on sustainable consumption. Looking at the geographic contexts has focused on the studies, has presented in figure 05. The geographic region analysis comprises 21 countries covering different regions. In the European context, Scandinavian countries, as well as Sweden, also can be seen several studies conducted. As explicated a higher number of predominance studies on the chosen topic have been conducted in the European context which is entire contributed around 42% contribution. In deeper understanding, Germany also has given notable attention to the field that has recorded a 5% contribution related current review. Furthermore, the larger majority as 13% of publications concerned in the current review has been recorded from China which is an outstanding intention in the context. Followed by China, the UK also occupies 11% as the second largest geographic region represented in the study.

a. Evolution of Key Theoretical Discussion

The review was conducted throughout 61 papers, key closed product categories in these studies are food, clothing, vehicles, housing, furniture, and appliance, as major product categories engrossed in these studies. Food items are not more abundant there. Through, studies product category specifications have bounded in these studies, grocery retailing is significantly less concerned. Factors such as retail practices, environmental elements, shelf strategies, and distribution-related factors also have received limited attention in concerned studies.

The RQ 3 anticipated the major theoretical focus, the triple bottom line model (TBL), one of the prominent models in the sustainable milieu, as one of the heavily used models to examine the sustainable aspect, which consists of 3 core drivers as social, economic, and ecological incentives. However, there can be the limited application of the comprehensive tool that has been developed on the model in academia in sustainable consumption.



Further, the review exhibited that most studies conducted linking sustainable consumer behavior have majorly focused on theories such as the Theory of Reasoned Behavior, Theory of Planned Behavior, Norm Activation Model, and Models of Value–Attitude–Behavior and Value–Belief–Norm, Attitude–Behavior–Conditions Model which has been applied with internal and external factors subjected to the context.

Responding to RQ 4, regarding the methodologies of the studies concerned, most of the studies have employed a quantitative approach as around 60% of the proposition is represented. further authors found that structured and semi-structured surveys were the most popular research method used in the papers, while 2% of studies applied the experiment and mixed methods. It further confirms that; these different methods have been applied to studies to understand the different types of stimuli that trigger consumers' buying responses.

Moreover, the industry-specific emphasis on sustainability studies does not become a central area in the current research domain. Further, the same suggestion has been made by Carter and Easton (2011), who mentioned the importance of focusing on individual industries in line with sustainability is important.

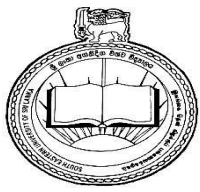
b. Content analysis

Further content analysis is applied to interpret the content of the considered literature related to the sustainable consumption domain. The content and the future trend with new venues of the sector will explore by reviewing the systematic classification taxonomies. In conceptual analysis, the collection of literature synthesizes in main three stages. Initially, the sample studies were analyzed by recovering and tabulating different factors such as journals of the article published, year, author(s) of the articles, study objectives, outcome variable, determinants of the outcome variable, and key findings of the studies.

In the second stage, forcing on the topic, content, and objective of the study, the different major subsections that have focused on these research studies have been analyzed. In the first tire of the content analysis, the main four classification taxonomies have been identified through the initial review of the previously published pieces of literature and that provides enough insights to perform the comparative studies in the next stages. In the following stage, the advanced thematic analysis is performed on major four classifications such, as policy initiations, consumer Behaviors, marketing intervention, Strategies, and Operational implementation. The output of the analysis is presented in table 03.

Policy initiation

Achieving sustainable development through sustainable consumption is a fundamental concern in this arena. Further, one of the major sub-contexts focused on past review literature is the legal and policy initiation to achieve sustainable consumption. Accordingly, the formation of global and national level policy frame works is the mechanism that is popularly used to align traditional business routings with the sustainable context (Hegarty, 2016).



As pointed out by Kovács(2011), the effectiveness of the policies is based on the appropriateness of the policy intended to the business environment and the ability to minimize the gap between the actual and intended outcomes. Moreover, sustainable-related policies tend implemented in order to revise the traditional market structural barriers and fliers to adopt sustainable production and consumption. Legal background and policies applied with the modern contexts in sustainable consumption have been attentive limitedly.

Consumer behavior: another focused area of the study is the study of consumer behaviors. Few selected areas have been focused on the studies in past review literature. The larger majority of consumer-related studies have focused on the disconnection between consumer attitudes and actual behaviors. Further, some selected demographic factors and emotional states also have been discussed there (Liu, Teng, & Han, 2020). Accordingly, future studies can be evaluated SC forms in line with the consumer profile particularities. Moreover, through building up more homogeneous consumer profile to improve concrete SC mechanism.

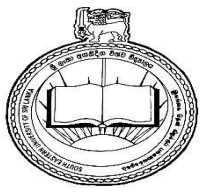
Marketing intervention: another sub-section that have identified in the thematic analysis and synthesis of the reviewed article is the marketing interventions. The main marketing intervention that has been focused on in reviewed studies is communication e-communication and sustainable communication are the different versions that aim to educate consumers about sustainable consumption. Moreover, another major type of intervention is product-related factors such production of green products and the following of green practices. However, other factors have been discussed very limitedly there. Therefore, overall retail practices including all marketing elements with all other cues can be focused on in future investigations.

Strategies and Operational implementation:

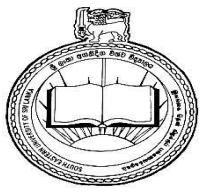
In observed literature, one major focus is on transforming the business environment into a sustainable context with long-term as well as short-term aims. From the short-term perspective, it has discussed providing sustainable products, and adopting a sustainable or green supply chain are some common areas that have been focused. The clothing industry has gained more attention in relation to sustainable operations from the past. The education sector is one of the prominent expenses that has considered the practice of modern technologies as a strategy for espoused sustainability in present Further, several papers discussed the barriers to engage with sustainable practices at different levels (Luthra et al. 2016). Table 3 presents a further synthesis of the articles reviewed here.

Table 03: Further synthesis of articles within the principal themes

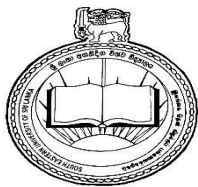
First order concept	Reference	Second order concept	Theme
Sustainable consumption and traditional legal disciplines	(Amaral, Almeida, Klein,2020).	Legal background	policy initiations



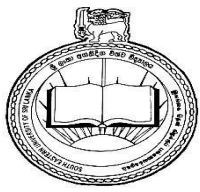
Gaps in the existing range of initiatives and policy instruments toward sustainable consumption	(Lorek, &Spangenberg , 2014). -9	Regulatory process and policies	
European Commission's Communication on the sustainable consumption and production and sustainable industrial policy action plan, changes to the way products and services are designed, produced, used, and disposed of, taking into account producers and behaviors.	Nash, H. A. (2009). Luthra, Mangla, Xu, &Diabat, (2016).	Regulatory process and policies	
The transformation of the business environment into a sustainable setting and the significance of policy framework initiations.	Spiegel, D. V. D., Linke, B. S., Stauder, J., & Buchholz, S. (2015).	policies	
Minimizing the divergence in policy farmworkers and initiations of sustainable consumption	Prothero, et al.,(2011); Tumpa et al.,(2019); Brodhag (2010);	Policies frameworks	
Top-down' green efforts by policymakers and 'bottom-up' efforts by companies in the supply chain.	Lorek, &Spangenberg , 2014).	Policies frameworks	
Role of non-governmental organizations NGOs and the institutional changes which are needed to mainstream strong sustainable consumption	Lorek, &Spangenberg , (2014). Geels, F. W., McMeekin, A., Mylan, J.,	Institutional behaviors	



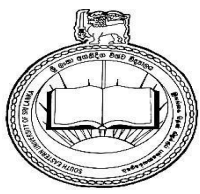
	&Southerton, D. (2015).		
Potential mechanisms of mindfulness for sustainable consumption	Fischer, et al.,(2017)	mindfulness	consumer Behaviors
Grassroots initiatives to stimulate collective action and social learning contribute that striving to facilitate sustainable consumption. Models of behavior and SC Antecedents of ecologically conscious consumer behavior (ECCB) among young urban consumers in India and SC	Grabs et al.,(2016) Rausch, T. M., & Kopplin, C. S. (2021). Taufique, K. M. R., &Vaithianathan, S. (2018).	Behavior pattern	
Lack of strategies to shift from a material-intensive consumer culture to a less materialistic SC.	Lorek, &Spangenberg, 2014).	shifting Strategies-consumer culture	
Consumers' key role to meeting government targets for reduced energy consumption, more sustainable waste management practices, and lifestyles with fewer environmental consequences.	McDonald, et al.,(2012) Young, et al.,(2010).	Consumer role in promoting SC	
Disconnection between consumer attitude and actual behaviors. - barriers to ethical consumption behavior	Groening, Sarkis, &Zhu, (2018).	Consumer behaviors	



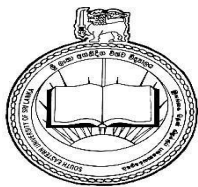
	<p>Juvan, & Dolnicar, (2014).</p> <p>Sharma, (2021).</p> <p>Johnstone, M. L., & Tan, L. P. (2015).</p> <p>Liu, P., Teng, M., & Han, C. (2020).</p>		
<p>evaluating the relative influence of socio-demographic and psychological features that rule the extent to which consumers engage in the circular economy,</p> <p>purchasing waste-to-value (WTV) food</p> <p>sustainable consumption and production (SCP) systems in cities by integrating and examining sharing economy activities in the context of two continuums, i.e. SCP and private/public orientation</p> <p>18 category of sharing activities</p>	<p>Coderoni, S., & Perito, M. A. (2020).</p> <p>Cohen, B., & Munoz, P. (2016).</p>	Behavior pattern	
<p>Socioeconomic and demographic profile of organic food consumers and their motivation, perception, and attitudes towards organic foods.</p>	<p>Feil, A. A., da Silva Cyrne, C. C., Sindelar, F. C. W., Barden,</p>	Consumer behaviors	



In peripheral	J. E., &Dalmoro, M. (2020).		
Suggested to evaluate SC forms in line with the consumer profile particularities.			
Analysis of the current situation, characteristics and, the decision-making process of sustainable consumption behaviors (SCB) of the rural residents in China.	Wang, P., Liu, Q., & Qi, Y. (2014).	Consumer Behaviour Rural context and SC	
How specific environmental knowledge influenced pro-environmental behavior. (public sphere behavior and private behavior)	Liobikienė, G., &Poškus, M. S. (2019).	Consumer knowledge	
Purchasing intention for green products varies across cultures, genders, and individual behavior of a person.	Athwal, et al.,(2019).	Consumer Behavior in cross cultures.	
communication and sustainable consumption	Fischer, et al.,(2017	communication	Marketing intervention
media communication of sustainability and its impact on eWOM and purchase intentions in luxury and non-luxury contexts. Mediators: A mediation brand attitude model is used to compare groups across cultural,	Young, W., Hwang, McDonald, & Oates, 2010). Zhang, B., Zhang, Y., & Zhou, P. (2021).	Marketing	



economic, environmental, and social sustainability dimensions,			
trust as a moderator.			
virtual social capital on sustainable clothing consumption pattern.	Zhang, X., & Dong, F. (2021).	Marketing	
Relationship between consumer motivation, understanding and use of sustainability labels on food products (both environmental and ethical labels), which are increasingly appearing on food products.	Grunert, K. G., Hieke, S., & Wills, J. (2014).	Marketing -food labeling	
drivers that influence consumer willingness to pay (WTP) for organic food based	Katt, F., &Meixner, O. (2020).	Marketing-pricing	
suggested :			
compare in developed vs developing			
Criteria to build household sustainable consumption assessment tools	Caeiro, Ramos, &Huisingh,(2012).	Sustainable Industry process.	Strategies and Operational implementation
state-of-the-art in sufficiency-orientated business strategies and sustainable consumption	ElHaffar,Durif, &Dubé,(2020).	sufficiency-orientated business strategies	
Top-down' green efforts by policymakers and 'bottom-up' efforts by companies in the supply chain.	Lorek, &Spangenberg , 2014).	Strategies and solution to achieve SC in the business environment	



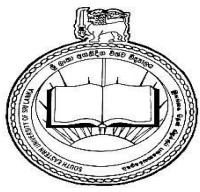
European Commission's Communication on the sustainable consumption and production and sustainable industrial policy action plan, changes to the way products and services are designed, produced, used and disposed of, taking into account producer and behaviors.	Nash, H. A. (2009). Luthra, S., Mangla, S. K., Xu, L., & Diabat, A. (2016).	Process	
Lack of clarity about what sustainability means in the luxury context	Athwal, et al., (2019	Contextual analysis	

4. DISCUSSION

The current research is conducted as a systematic review that explores the recent trend in consumer sustainable consumption from 2007-2022. The descriptive analysis presents numerous explanations from different angles of sustainable consumption.

Sustainability is a solid area in academia in the past decade that has gained attention in academia and which has significantly gotten popular as a research topic in 2019. As well as its curiosity has further enhanced gradually. As discussed in detail, the initial focus in academia on sustainability has gradually expanded, but most sustainable-related articles have been published very recently. However, the limited attention received on sustainable retail research is still passing on in its infancy as research agenda. Hence, there is a theoretical gap to fill through research studies focusing on diverse areas. The output of the systematic review has summarized definitions for sustainable consumption and found that various studies have defined the concept in numerous ways. Accordingly, the concept of sustainable consumption is lacking with one universal understanding of sustainability and sustainable consumption.

Further, predominance studies proved that most of the studies focused on the environmental aspects of sustainability than its social and economic dimensions. Moreover, this research has majorly fixated on the environmental dimension of sustainability that has not examined the whole consumption cycle, only considering some aspects such as purchasing only. Further, sustainability marketing research also has attention to a selected specific factor rather than focusing entirely on sustainability.



On other hand, most of the past studies, examine limitedly heterogeneous areas such as sharing economy (Akbari, et al., 2021), sustainable tourism (Hall et al.2016), and attractive sustainable features of products (BungaBangsa and Schlegelmilch,2020). Moreover, among them, a significant number of studies have studied the food-beverage sector .Furthe rmore, it is important to study the sectors which is one of the majorly affecting industries for environmental effects with other industries such as housing, and transportation.

As presented in content analysis the past studies have mainly focused few selected areas such as legal process, consumer behaviors, Marketing intervention, and Strategies and Operational implementation. However, there is limited areas have focused on in this research.

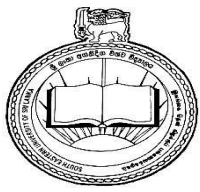
5. CONCLUSION

The present systematic review explores the recent trend in consumer sustainable consumption from 2007-2022. It has a more popular in recent past years. Most of the studies focused on the environmental aspects of sustainability than its social and economic dimensions. Most of the past studies examine limitedly heterogeneous areas such as sharing economy (Akbari, et al., 2021), sustainable tourism (Hall et al.2016), and attractive sustainable features of products (BungaBangsa and Schlegelmilch, 2020).Further, a significant number of studies have studied the food-beverage sector based on sustainable consumption.

5.1 Future research agendas

Both sustainability and consumption domains can expand into very diverse sections with numerous connections. But most of the past research studies have focused on very narrow areas in the current research domain of sustainable consumption. Therefore, future studies can be evaluated sustainable consumption forms in line with the consumer profile particularities. As well as treat sustainable consumption as a collective dimension engaged with more holistic analysis and get a deeper understanding of the key position of the consumers in reinforcing sustainable consumption in long term. As well as through building up a more homogeneous consumer profile to improve concrete sustainable consumption mechanisms by considering the border perspective.

Furthermore, among the various parties who can be benefited and contributed to sustainable consumption such as academics, government, industrial, and business organization, consumer behaviors, is a less explored area in past literature. Though sustainability is a phenomenon thatcan be focused very diverse contexts the studies on sustainable consumption nexus with grocery retailing context are very limitedly focused. Therefore, more future research is needed



to explore further this nexus to expand the knowledge. hence, the involvement or engagement in a different context such as different retail settings, traditional stores, modern retail environments such as Hybrid or virtual settings, and service encounters need focused in future research. Moreover, major sustainable consumption initiatives promoted in retail settings are recycling, reusing, and reducing, (Page, 2021).most of the studies conducted related to the single approach in relation to selected product categories. So future research needs to study about the application of several strategies in various context through the future studies.

Moreover, excepted few selected marketing and retailing strategies have discussed in past researchers, there are different factors related to retail setting, such very sundry retailers' strategies. Hence, logically, there can be different factors such as social factors, external, internal factors, can influence consumer's sustainable consumption that need to study in future studies.

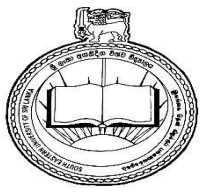
Accordingly, rather than depending on a single factor, it's better to examine the effect of multifaceted factors of sustainability on not only the environmental effect but also the entire three pillars such as environmental, social, and economic preservation. Further, the line with the same idea of Costa et al., (2021) mentioned that a broader understanding of the different connections and consequences of individual and collective behaviors towards the other two sides of sustainability will be valuable. Hence, it is spotted light, studying the social dimension of sustainability that will provide a more communitarian and collective explanation mostly with collective behavior.

According to the results of relevant review papers, most of them are quantitative. That has some methodological limitation that influences the results of the study. Thereby, applying mixed method and tribulations method to get a rigorous and accurate result. The study context mainly focused on western and European countries and is limited to India and China in Asia. As well as cultural influence is also considerable; therefore, applying with replication study in the future will help to gain a more deeply intuitive understanding.

Most of the past research have limited to most popular consumers theory that have paid more attention to the psychological factors. Therefore, integration of multiple theories in future studies will more extensively explain the consumers sustainable consumption in future studies.

Moreover, sustainable-related policies tend implemented in order to revise the traditional market structural barriers and fliers to adopt sustainable production and consumption. Legal background and policies applied with the modern contexts in sustainable consumption have been attentive limitedly.

Moreover, marketing intervention focuses very limitedly there. Therefore, overall retail practices including all marketing elements with all other cues can be focused on in future investigations.



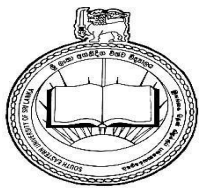
6. REFERENCE

1. APPENDIX – PRIMARY STUDIES

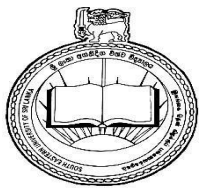
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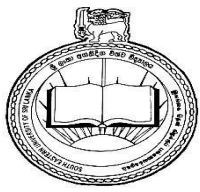
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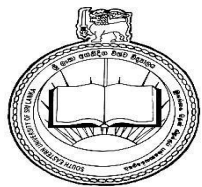
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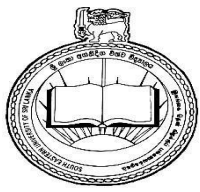
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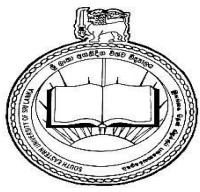
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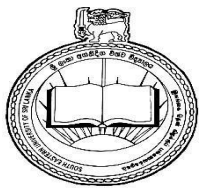
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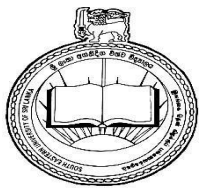
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