
Exploring green consumerism: an integrated bibliometric and TCCM-based systematic literature review

Fatima Amin (Corresponding Author)

Integral Business School, Integral University, Lucknow, India
famin3621@gmail.com

Rajiv Ranjan

SCMS-PG, Dayanand Sagar University, Bengaluru, India
rajivr@iima.ac.in

Abstract

Although Green Consumerism has grown into a multidisciplinary field of research, current reviews are divided into disconnected subsections and lack a unifying, encompassing viewpoint on the field's intellectual framework, underlying theories, and methodological patterns. This study builds on this by combining bibliometric analysis with a systematic review based on the theory, context, characteristics, and methodology (TCCM). We follow the PRISMA 2020 guidelines to analyse 125 open-access articles and 51 core studies, both indexed in Scopus and open access, from 2005 to 2025, using Biblioshiny and VOSviewer. The results reveal that the field of green consumption has become a well-established research domain, with publication numbers increasing in 2019 and peaking in 2024. The results of keyword and thematic analyses demonstrate five dominant research themes: behavioural, ecological, circular economy, food, and digital sustainability. The results of the TCCM show the predominance of the Theory of Planned Behaviour, an increase in theoretical diversification, a high concentration on fashion and food companies, a high absence rate for Sub-Saharan Africa, the Middle East, and Latin America, and the dominance of quantitative survey-based SEM (PLS-SEM) with very limited qualitative, longitudinal, and experimental research. This paper, although constrained by the limits of English-language, Scopus-indexed, open-access studies, offers valuable insights for researchers, marketers, and policymakers and marks the first study to extensively map green consumerism research for the period 2005-2025 through both comprehensive bibliometric research and a TCCM review.

Keywords: Green Consumerism; Sustainable Consumption; Bibliometric Analysis; TCCM Framework; Systematic Literature Review; Green Purchase Intention.

JEL Classification: D11; M13; Q56

Suggested Citation:

Amin, F. & Ranjan, R. (2026). Exploring green consumerism: an integrated bibliometric and TCCM-based systematic literature review. *International Journal of Accounting, Business and Finance*, 5(1), 61-89. <https://dx.doi.org/10.55429/ijabf.v5i1.303>

1. Introduction

Green consumerism has become an integral component of the broader global sustainability goal, reshaping how consumers relate to goods and services, companies, and the environment (Zhu & Sarkis, 2016; Mbokane & Modley, 2024). Green consumerism is a consumer concept that refers to the collective demand and purchasing of goods that result from consumers' desire to reduce their ecological footprint and from ethical concerns driving sustainability-related purchases (White et al., 2019). In addition to a moral imperative, consumers have greater expectations about the positive impact sustainable purchasing can have on their well-being and on wider society. The concept of Green Product is to reduce waste and improve resource efficiency throughout the product life cycle, thereby minimising environmental impact (Sathyapriya & Sekar, 2020). Awareness is present in both developed and developing countries, indicating concern for environmental sustainability (Kumar & Yadav, 2021), yet overconsumption threatens resource availability and intergenerational equity (Noor et al., 2017).



In theory, green purchase intention has been linked primarily to the Theory of Planned Behaviour (TPB) developed by Ajzen (1991), which posits a model comprising attitude, subjective norms, and perceived behavioural control. In addition to TPB, the Value-Belief-Norm (VBN) theory (Stern et al., 1999) and the Norm Activation Model (NAM) (Schwartz, 1977) were used to explain moral and value-driven green behaviour. More recently, however, an alternative paradigm has emerged that introduces a more social perspective on consumption, emphasising shared meanings, material infrastructure, and social practices rather than simple thought (Shove, 2003; Gram-Hanssen, 2011; Sahakian & Wilhite, 2014). SPT has been applied in areas such as food consumption (Mylan, 2015), energy consumption (Jensen, 2017), mobility (Hargreaves, 2011), and hygiene (Jalas et al., 2017). With the United Nations Sustainable Development Goals 2030 and their focus on Responsible Consumption and Production, the importance of individual responsibility in achieving greater sustainability has become a major focus for scholars and policymakers (Julia et al., 2016).

The corporate side has shown an enthusiastic response, recognising the importance of eco-friendliness as a strategic asset for positioning in the market and building brand equity (Zinkhan & Carlson, 1995). The use of sustainable materials and technologies that reduce energy consumption has been increasingly considered in both products and processes, as reported by Ramayah et al. (2010) and Hojnik et al. (2019). The advantages of green consumption have been proven and include reduction in packaging, reduction in emissions (Catană et al., 2022), promotion of social justice (Bhardwaj et al., 2020), preservation of the environment (Ottman et al., 2006), economic advantages (Biswas & Roy, 2015), waste reduction, and improved long-term sustainability (De Medeiros & Ribeiro, 2017). High price premiums (Alonso González et al., 2025) and concerns about product longevity (Jacobs et al., 2018) remain barriers to consistent green behaviour. Thus, from the perspective of green consumers, manufacturing ethics, resource origins, and post-use impacts of products affect overall attitudes and purchase behaviour. In contrast, from a social norms standpoint, perceived consumer effectiveness, corporate green marketing, and individual environmental concern are the determinants that affect overall attitudes and purchase behaviour (Zinkhan & Carlson, 1995; Campos et al., 2011; Liu et al., 2020; Han et al., 2022; Kamalanon et al., 2022).

While the field of Green Consumerism research is growing rapidly, current reviews lack comprehensive coverage. They are generally narrow in scope, either covering a single theory or sector, or providing descriptive bibliometric mapping. This fragmentation hampers the ability to grasp the field's overall theoretical and conceptual structure and hinders the establishment of a coherent research agenda (Tomris et al., 2026). To overcome this, the study combines bibliometric analysis with the "Theory, Context, Characteristics, and Methods" (TCCM) framework, which seeks to systematise the unsystematised structure of the literature (Linnenluecke et al., 2020). The TCCM framework extends beyond basic citation analysis to examine theoretical and practical paradigms, as well as gaps, that other bibliometric analysis methods have not yet addressed (Singh & Dhir, 2019; Chen et al., 2021). The aims of this work were mapping the intellectual structure, publication trends, and global collaboration of green consumerism research (from 2005 to 2025); determining the top journals, authors and countries influencing the field; tracking the thematic evolution of green consumerism research by means of co-citation studies and keyword co-occurrence analysis; conducting intra- and inter-conceptual analysis of the intellectual structure of the domain and its further synthesis based on TCCM analysis; and highlighting the theories, contexts, consumer traits and methods underlying green consumerism research.

This study addresses these gaps by combining bibliometric analysis of 125 Scopus-indexed articles (2005–2025) with a TCCM-based systematic review of 51 core green consumerism studies. The bibliometric component maps publication trends, leading journals, author collaborations, co-citation networks, and thematic evolution using Biblioshiny and VOS viewer. The TCCM component provides a structured synthesis of the theories, contexts, consumer characteristics, and methodologies employed across core empirical studies, thereby offering both a macro-level intellectual map and a micro-level theoretical audit of the field.

Table 1. Comparing the contribution of the current study with previous review studies

Authors	Review Type	Database(s)	Time Coverage	Review Focus	Framework Used	Key Limitation
Peattie (2010)	Conceptual Review	Multiple	Not specified	Green consumption and sustainable marketing	None	Primarily conceptual; no systematic or bibliometric analysis
ElHaffar et al. (2020)	Narrative Review	Multiple	1970-2020	Attitude-intention-behaviour gap in green consumption	None	No bibliometric mapping or structured theoretical synthesis
Haba et al. (2023)	Bibliometric Review	Scopus	1977-2022	Green consumer research trends	Bibliometric only	No systematic review or TCCM analysis
Agarwal and Singh (2024)	Bibliometric Review	Scopus	2000-2022	Green marketing and green consumer behaviour	Bibliometric only	Limited theoretical, contextual, and methodological synthesis
Badhwar et al. (2024)	Systematic Review	Scopus/Web of Science	Not specified	Green marketing and greenwashing in fashion	PRISMA	Sector-specific; no investigation of intellectual structure
Syed et al. (2024)	Systematic Literature Review	Multiple	Not specified	Sustainable consumer behaviour	Traditional SLR	No bibliometric mapping and no TCCM synthesis
Tomris et al. (2026)	Integrated Bibliometric + Systematic Literature Review	Web of Science	Not specified	Consumer behaviour in the context of natural disasters (floods, earthquakes, hurricanes)	Bibliometric + TCCM	Only 31 empirical studies are included in the TCCM analysis, and the domain is consumer behaviour in response to disasters.
Present Study	Integrated Bibliometric + Systematic Literature Review	Scopus	2005-2025	Green consumerism	Bibliometric + TCCM	Offers a comprehensive examination of approaches, consumer traits, contexts, theories, intellectual structure, and publication trends.

1.1. Contribution of this study

Table 1 identifies the research gap this study addresses by contrasting the current review with other reviews of green consumerism. Prior reviews have mostly concentrated on sector-specific systematic reviews, narrative syntheses, bibliometric analyses, and conceptual

discussions. Even though these studies have greatly improved our understanding of green consumption, they typically examine publishing trends, theoretical stances, or specific behavioural contexts in isolation. None provides both a macro-level comprehension of the field's intellectual structure and a micro-level synthesis of its theoretical underpinnings, contextual settings, consumer characteristics, and methodological approaches by concurrently integrating bibliometric mapping with a thorough TCCM framework. The current study uses an integrated bibliometric-TCCM approach to address this gap by providing a comprehensive summary of research on green consumerism published between 2005 and 2025.

Accordingly, this study added three valuable contributions to the literature on green consumerism. First, it offers the most extensive bibliometric coverage of the field to date, backed by a dual-mapping approach using both the Biblioshiny viewer and VOSviewer to create a full picture of the field. Second, it provides a structured review of the 51 core empirical studies selected using a systematic TCCM-based qualitative screening procedure from the 125 relevant studies, building on the strengths of the previous narrative reviews and shedding light on patterns in theoretical application, location, sample characteristics, and research design. The contributions provide a strong basis and inspiration for researchers, practitioners, and policymakers aiming to advance sustainable consumption initiatives around the globe.

2. Data and methodology

2.1. Research design

The current study used an integrated review approach that combined bibliometric analysis and a systematic literature review, following the Theory-Context-Characteristics-Methodology (TCCM) framework. A bibliometric analysis was conducted to visually represent the intellectual structure of green consumerism research, as well as its research trends, network, and thematic evolution. The TCCM synthesises the theoretical underpinnings, research settings, consumer demographics, and methods in the key empirical studies (Tomris et al., 2026). To ensure transparency and reproducibility in the study identification, screening, and selection steps, the review process was conducted in accordance with the PRISMA 2020 Review Reporting Guidelines (Paul et al., 2023).

2.2. Systematic literature review approach

We conduct a systematic literature review in accordance with the PRISMA 2020 guidelines to ensure a transparent and reproducible study selection process. After applying the predefined inclusion and exclusion criteria, 125 studies were retained for bibliometric analysis. To identify research with sufficient theoretical, contextual, methodological, and empirical data for TCCM analysis, studies were further screened against predetermined qualitative synthesis criteria following eligibility assessment. This two-stage process enabled a comprehensive bibliometric mapping of the field from all eligible studies ($n = 125$), followed by a thorough qualitative synthesis of 51 core studies, using the TCCM framework to examine their theoretical foundations, research contexts, methodological approaches, and salient features.

2.3. Data source and search strategy

Data were obtained solely from the Scopus database due to its extensive coverage across most scientific fields, structured metadata, and relevance to bibliometric tools (Kumar et al., 2020; Santos et al., 2022; Ramos et al., 2019; Donthu et al., 2021). As Scopus covers a wider range of topics than Web of Science, especially in the fields of business, social sciences, and management, it was chosen as the exclusive database for bibliometric research

(Paul et al., 2021). An iterative search strategy was developed using keywords frequently discovered in previous studies on green and sustainable consumption (Donthu et al., 2021; ElHaffar et al., 2020). To maximise retrieval relevancy and minimise irrelevant data, the search was limited to article titles, abstracts, and author keywords (TITLE-ABS-KEY). Synonymous phrases were concatenated using Boolean operators (OR) as shown below:

TITLE-ABS-KEY ("green consumerism" OR "green consumption" OR "green purchasing" OR "green purchase intention" OR "sustainable consumption" OR "environmentally friendly consumer" OR "eco-friendly purchasing")

The search was conducted in the last quarter of 2025. 594 records were found in the first search. The final dataset was reduced to 125 articles through a multi-stage PRISMA screening process, and 51 core articles were selected for the TCCM-based systematic review, which directly analysed green consumer behaviours. Table 2 presents a summary of the data.

Table 2. Summary of collected data

Particulars	Data value
Timespan	2005:2025
Sources	61
Numbers of documents	125
Number of Authors	416
Authors of single-authored docs	8
International co-authorships	28%
Author's Keywords	499
References	8854
Average citations per doc	33.08
Document Average Age	5.1 years

2.4. Study selection process

The selection of studies was conducted across four phases of the PRISMA 2020 framework: identification, screening, eligibility, and inclusion. Each stage applied specific selection criteria to progressively refine the dataset. The process resulted in 125 studies for bibliometric analysis and 51 core studies for the TCCM-based systematic review, as shown in Figure 1.

2.4.1 Identification

The initial search of the Scopus database identified 594 records. The publication period was restricted to 2005–2025 to capture the development of research on green consumerism over the 20 years. The starting year reflects the earliest publications retrieved using the selected search strategy, while 2025 represents the most recent complete year available at the time of data collection. This period, therefore, provides a consistent basis for examining the development and evolution of the research field (Zupic & Čater, 2015).

2.4.2 Screening

In the screening phase, the 594 records were filtered according to the predefined filters. An English-language criterion was used to ensure consistency in interpreting and coding the literature and to enhance the accessibility of the selected studies (Kar et al., 2022). Journal articles and review papers were selected for the search, as these document types provide peer-reviewed evidence suitable for systematic and bibliometric analysis (Keupp and Gassmann, 2009; Donthu et al., 2021). The choice fell on Business, Management and Accounting, Environmental Science, and Psychology as subject areas, because they reflect the key disciplinary perspectives relevant to green consumerism. These areas are consumer decision-making, sustainability, environmental responsibility, and behavioural processes (ElHaffar et al., 2020; White et al., 2019). Full-text retrieval, screening, coding, and

verification were enabled by keeping open-access articles in full. This criterion is acknowledged as a limitation of the study and is discussed in the limitations section. Filters for publication year, language, document type, subject area, keyword, and open access were applied, resulting in the exclusion of 444 records and leaving 150 for further screening. After the title and abstract were read, redundant studies were excluded per Chistov et al. (2021), and only pertinent studies were retained. Total records excluded: 25 (one exact duplicate, as determined by title match and matching of the DOI; 24 were manually selected as not part of the review for full-text articles due to missing relation to sustainable consumption practices), yielding 125 records for full-text review.

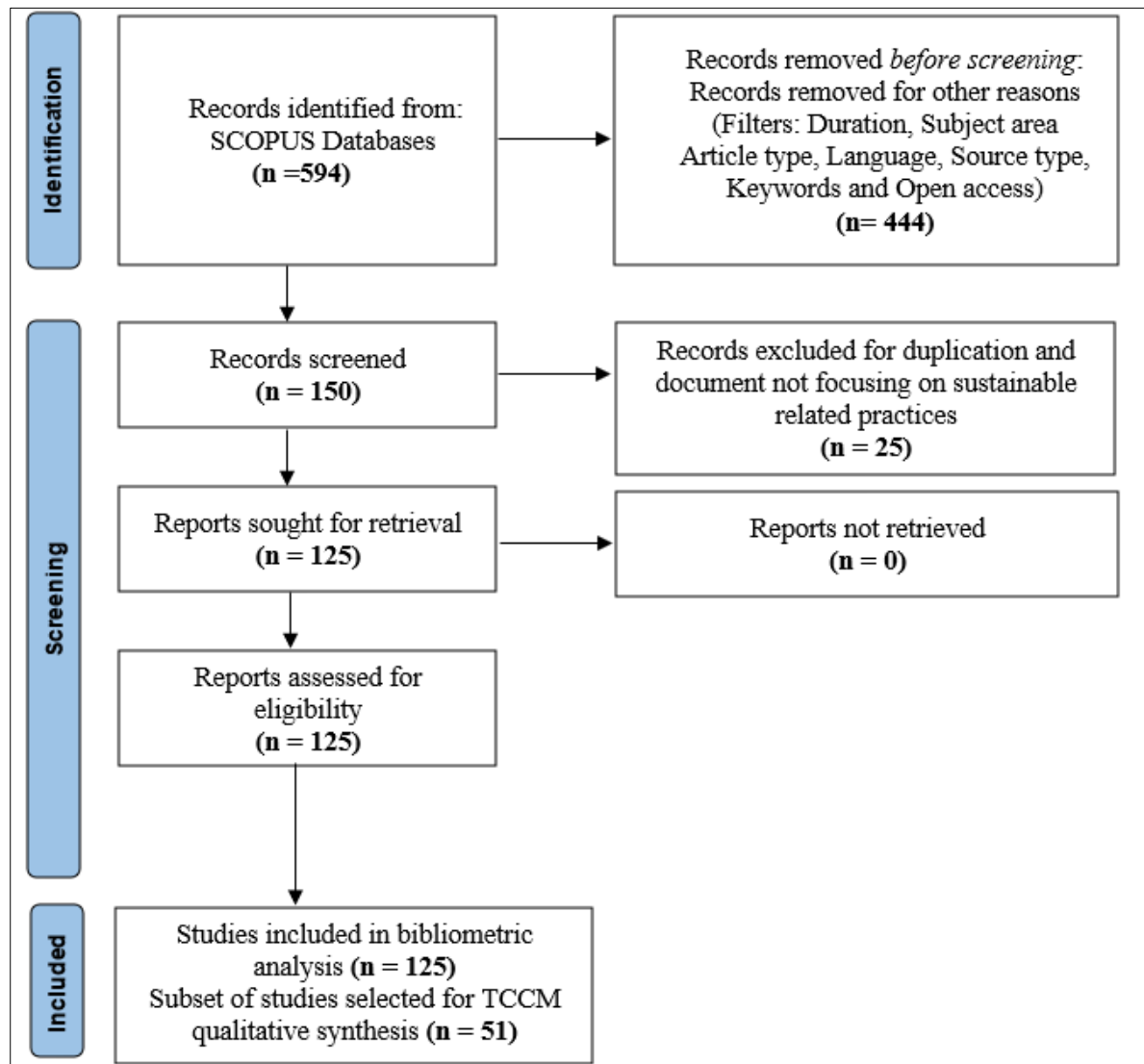


Figure 1. PRISMA framework

Source: Author's own work

2.4.3 Eligibility

All 125 articles were read and evaluated for the inclusion and exclusion criteria. All 125 retrieved studies were eligible, and no additional studies were excluded at this step.

2.4.4 Inclusion

The bibliometric study of the final dataset, which contained 125 relevant papers, examined thematic development, collaborative networks, publishing trends, and citation structures in green consumerism research. These same 125 papers were then evaluated using

the TCCM framework to see whether they were appropriate for qualitative synthesis. Only 51 studies were selected for TCCM analysis because the TCCM framework requires thorough reporting of theoretical underpinnings, study setting, methodological design, and key empirical findings. As a result, although the TCCM analysis was based on selecting 51 research studies that provided sufficient data for systematic coding, the bibliometric analysis was conducted using all 125 studies.

2.5. Analytical tools and techniques

Biblioshiny (Bibliometrix package in R) and VOSviewer were employed in making the bibliometric analysis. Using Biblioshiny, publication trends, citation patterns, thematic evolution, and descriptive bibliometric indicators (Aria & Cuccurullo, 2017) were analysed and visualised with VOSviewer to examine co-authorship patterns, co-citation networks, bibliographic coupling networks, and keyword co-occurrence (Van Eck & Waltman, 2014). Together, the software tools offered complementary analytical capabilities and enhanced the robustness of the bibliometric results (Aria & Cuccurullo, 2017; Van Eck & Waltman, 2014).

2.6. Coding process for TCCM analysis

The four dimensions of the TCCM framework, Theory, Context, Characteristics, and Methodology, were used to systematically code the 51 selected studies to summarise their theoretical underpinnings, research settings, methodological approaches, consumer characteristics, and key findings.

To perform the coding process, the researchers devised an aligned coding matrix based on the TCCM framework (Dodd et al., 2022), as presented in Table 3. The coding matrix included ten coding categories, as shown in the table.

Table 3. Mapping of coding categories to the TCCM framework

Coding Category	TCCM Dimension
Publication Identity (Author, Year, Title, Country)	Context (C)
Research Objectives	Characteristics (C), Theory (T)
Theoretical and Conceptual Frameworks Employed	Theory (T)
Product / Sectoral Context Examined (Fashion, Food, Digital, etc.)	Context (C)
Geographic and Cultural Context	Context (C)
Methodological Orientation (Qualitative / Quantitative / Mixed)	Methods (M)
Variables / Constructs Examined	Characteristics (C), Methods (M)
Sample and Sample Size	Methods (M)
Key Findings	Characteristics (C), Theory (T)
Practical Implications and Suggestions	Characteristics (C), Theory (T)

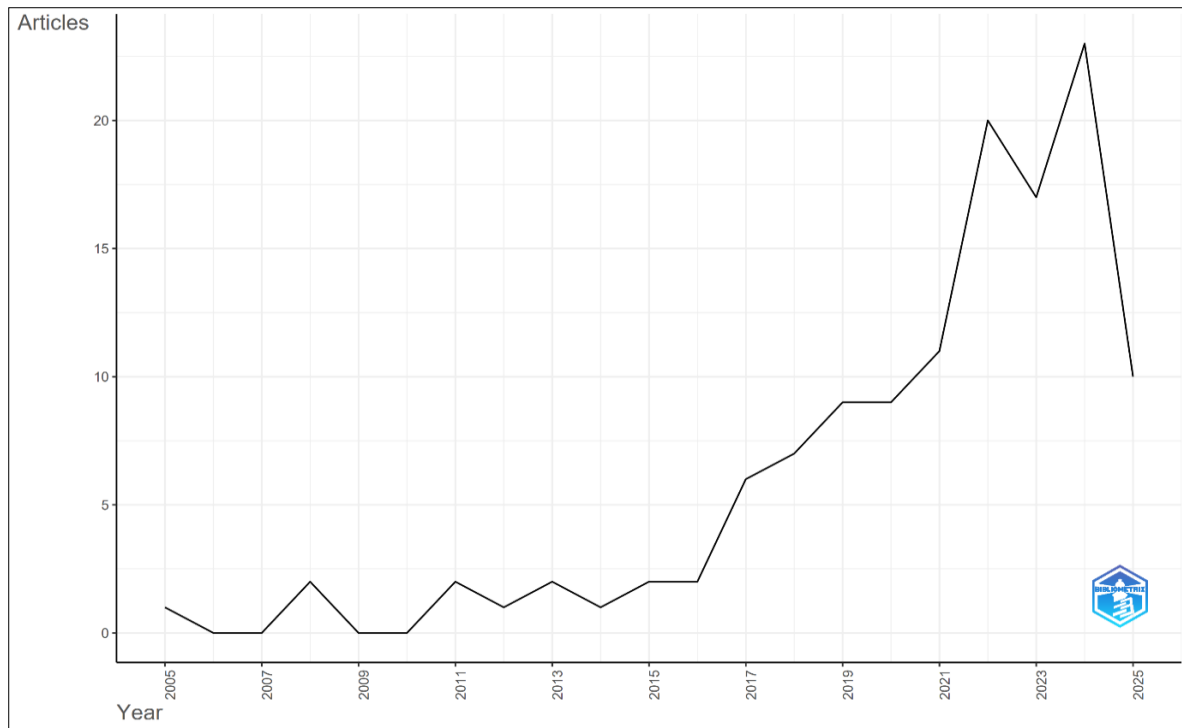
Source: Tomris et al., 2026

The primary researcher conducted the coding process, and a 20% subsample of the coded studies was independently recoded by the second researcher to assess coding consistency and reduce potential coding bias (Linnenluecke et al., 2020).

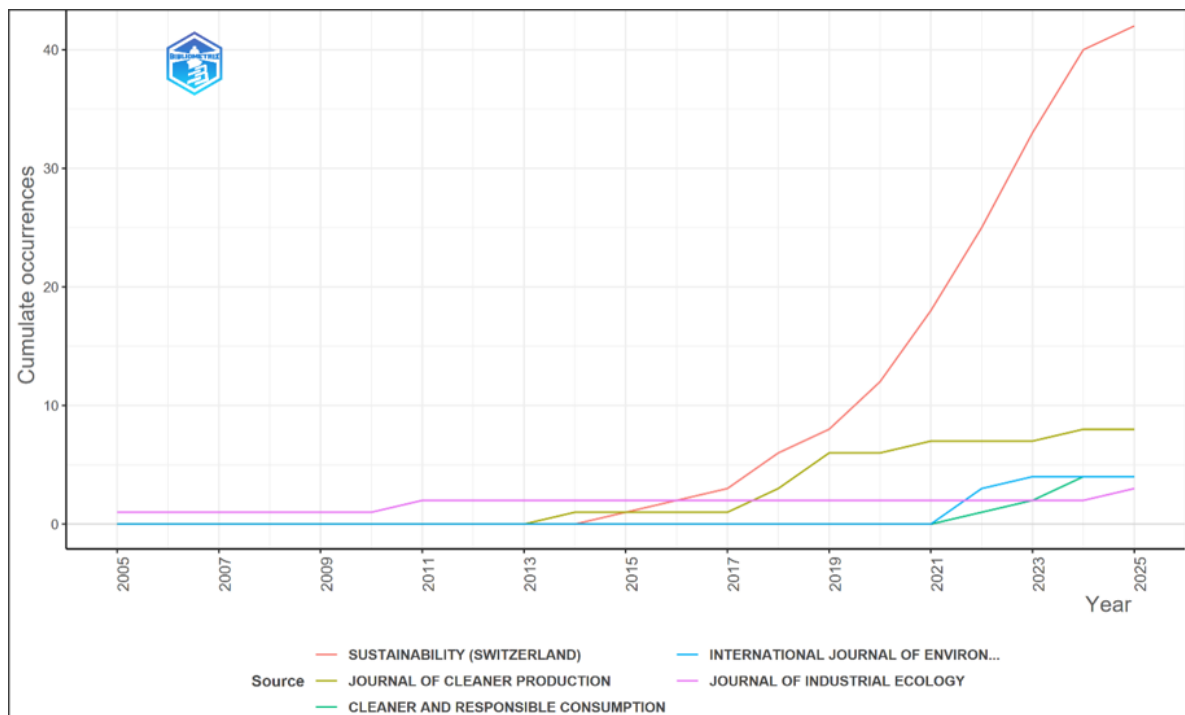
3. Analysis

3.1. Annual scientific production

The development and evolution of research on green consumerism between 2005 and 2025 are shown in Figure 2. The field was still nascent, as evidenced by the small volume of publications in the first few years. Beginning around 2016, however, there has been a marked rise in research interest due to consumers' uncertainty about sustainability, climate change, and responsible consumption. The growth in publications was highest during 2021-2024, possibly due to greater emphasis on green purchasing behaviour, sustainable lifestyles, and environmental awareness. On a general level, the trend seems confirmed and indicates that green consumerism has become a rapidly growing, multidisciplinary field of research.

**Figure 2.** Annual scientific production

Source: Biblioshiny

**Figure 3.** Most influential journals

Source: Biblioshiny

3.2. Most influential journals

Figure 3, a production-over-time analysis, shows the cumulative growth of publications by the five top journals in the field of green consumerism from 2005 to 2025. The publications in the journal Sustainability (Switzerland) also show a sharp increase after 2020, reflecting the overall growth in sustainability research (Donthu et al., 2021). The Journal of Cleaner Production suggests that it enhances the presentation of contributions and

shows its position in the sphere of sustainability and responsible consumption. In contrast, Cleaner and Responsible Consumption foreshadow the research in dedicated sustainability fields. Overall, these trends have ushered green consumerism from an emerging research field to the mainstream multidisciplinary field (White et al., 2019).

3.3. Most globally cited documents

Figure 4 displays the top 10 most influential works that laid the theoretical and empirical frameworks for studying green consumerism worldwide, based on citation analysis. The highest number of citations has been received for the paper by Cooper et al. (2005) in the *Journal of Industrial Ecology* (365). This reflects the interest in applying an industrial ecology perspective to the study of sustainable consumption. This is followed by Amberg et al. (2019), which made a major contribution to understanding social practices and resource use. Household carbon footprints and sustainable lifestyles are of great importance, as evidenced by the repeated appearances of Druckman et al. (2008) in the citation ranking. In summary, these well-cited papers make a strong case for the importance of ecological economics and social practice perspectives, and hence for SPT and VBN theories, in green consumerism research (Stern et al., 1999; Shove, 2003).

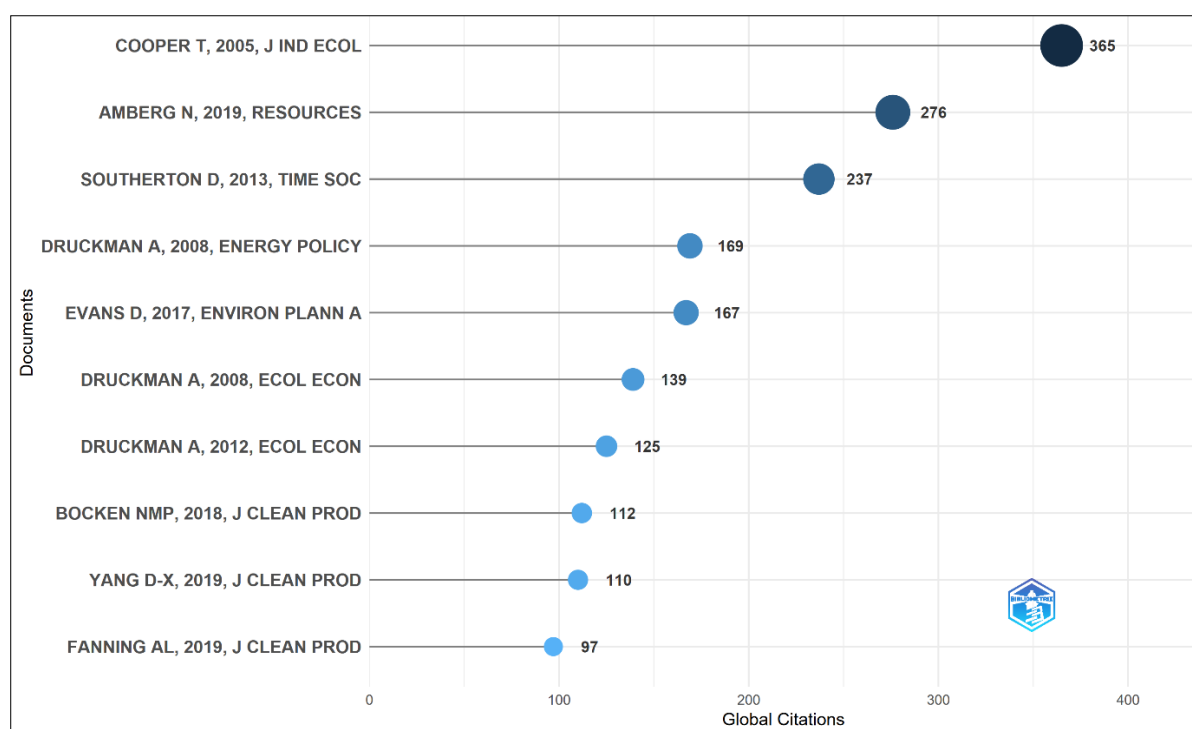


Figure 4. Globally cited documents

Source: Biblioshiny

3.4. Bibliographic coupling network

The bibliographic coupling network for green consumerism is depicted in Figure 5, which shows the main series of blossoming ideas and 'frontiers' of the research field. Bibliographic coupling examines the co-occurrence of shared references among documents and indicates the thematic alignment and conceptual similarity of the documents, as noted by Kessler (1963) and Yuan et al. (2015). In general, the network identifies two prominent and powerful nodes, indicating that they play a central role in shaping current thinking on sustainable consumption and consumer practices. They remain important reference anchors for recent scholarship, as evidenced by their connectivity. Theories of household energy consumption, its carbon footprint, and ecological sustainability are in a different block of

relative isolation, occupied by Druckman and Jackson (2008). It is less well integrated into the central cluster, reflecting the lower level of linkage between carbon and ecological economics perspectives and mainstream studies of consumer behaviour.

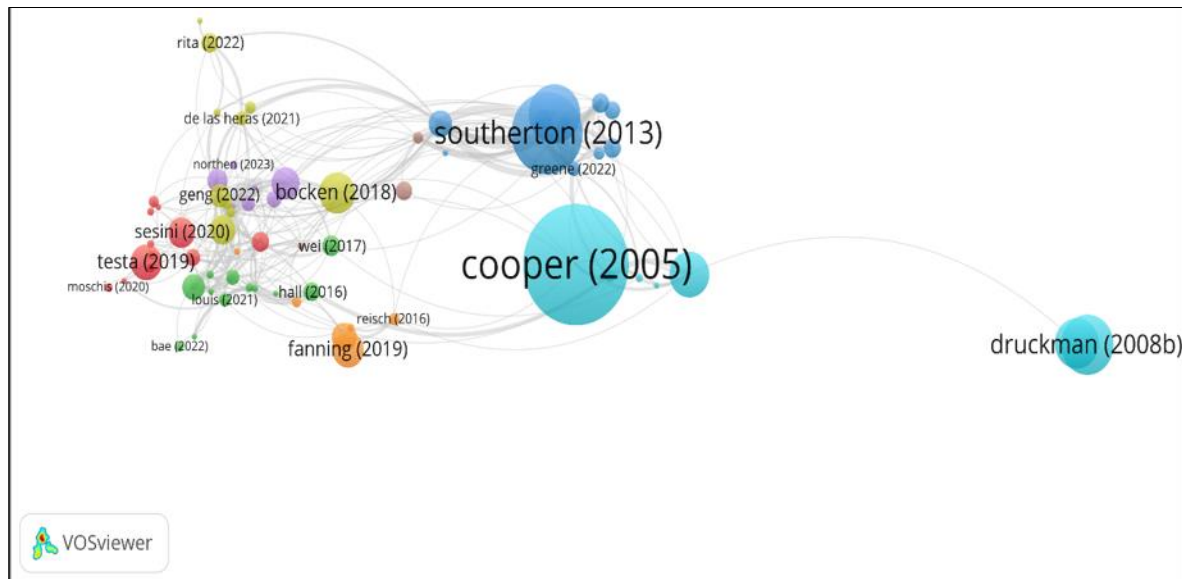


Figure 5. Bibliographic coupling analysis

Source: VOSviewer

Other significant clusters are Bocken (2018), Fanning (2019), Reisch (2016), and Hall (2016), showing an increasing amount of scholarly research in the fields of circular economy, sufficiency, and sustainable consumption systems. In parallel, bibliometric studies such as those by Testa (2019), Sesini (2020), Geng (2022), Rita (2022), and Bae (2022) are part of a growing cluster of studies specialising in bibliometric reviews and consumer behaviour research. As a whole, the network shows growing diversity, split across various forms of behaviour, ecology, and sustainability research. With this fragmentation, there is a growing need to establish an integrated synthesis aligned to the TCCM concept to improve the linkage between these emerging themes (Linnenluecke et al., 2020).

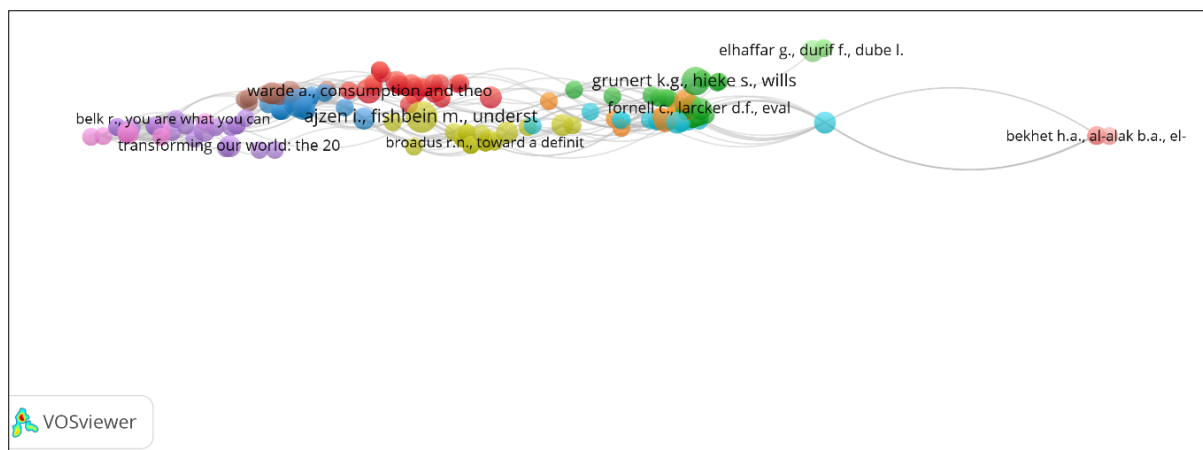


Figure 6. Co-citation reference analysis

Source: VOSviewer

3.5. Co-citation network

The co-citation network is depicted in Figure 6, illustrating the conceptual structure underpinning the intellectual framework of green consumerism research. Co-citation analysis may be used to identify clusters of documents that co-cite one another, providing insight into

what is prominent in the field in terms of theory and method (Van Eck & Waltman, 2014). The figure shows that Ajzen and Fishbein are key nodes in the network, thereby confirming the TPB as the backbone for explaining green consumer attitudes, intentions, and actual buying decisions. They indicate a strong connection with each other; therefore, behavioural intention remains a major component in the green consumerism research stream.

The presence of Warde aligns with the contribution of the Social Practice Theory (SPT), which considers sustainable consumption not only as a human-made practice but also as a social one. The methodological approach is represented by the Fornell and Larcker dominance: constructs were validated and tested empirically using SEM. More recently, Grunert et al. and ElHaffar, Durif, and Dube are other streams that have centred on ways to sustain consumption or examined the attitude-intention-behaviour gap. Bekhet et al. seem to indicate a new research path that is less integrated due to its relatively isolated location. The overall picture suggests that green consumerism research is rooted in a theoretical framework, namely the TPB approach, the SPT approach, and other BE approaches in the field, and even newer approaches continue to wander around the edge of an older theoretical framework (Singh & Dhir, 2019).

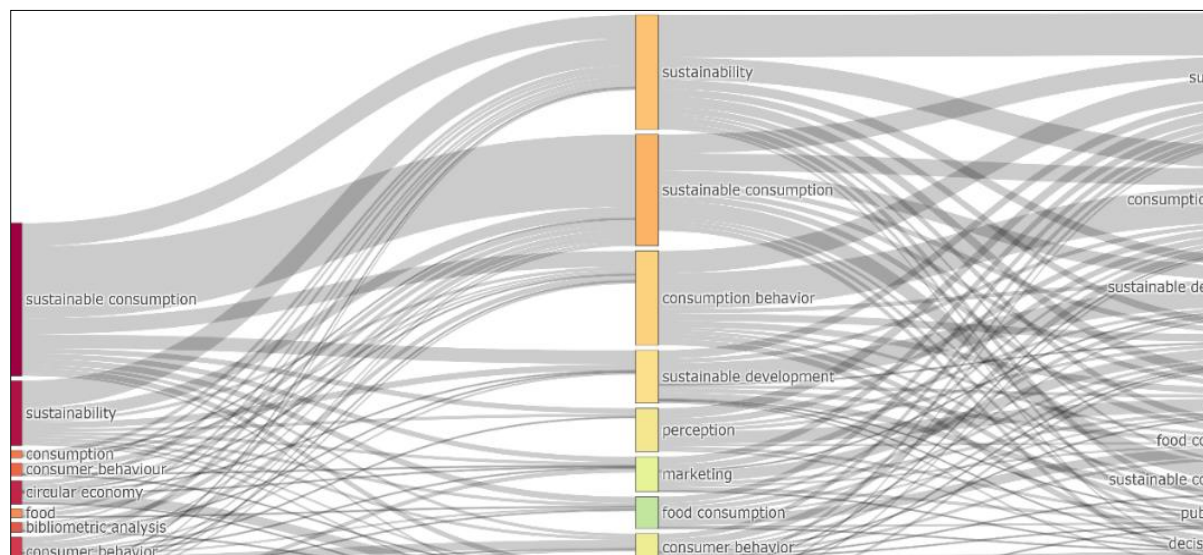


Figure 7. Three-Field plot

Source: Biblioshiny

3.6. Three-field plot (Sankey diagram)

The three-field plot in Figure 7 shows the relationships among author-defined keywords (DE), merged keywords (KW_Merged), and index keywords (ID), illustrating the conceptual relationships in green consumerism research. The number of themed connections between the two concepts of sustainable consumption and sustainability is highlighted, with strong links between the two, confirming the important role they play in explaining the intellectual "sustainability frame" of the field, i.e., its underlying ideas (Aria & Cuccurullo, 2017). These themes serve as nodes in a network of sustainability themes that connect to other subjects focused on the consumer.

The analysis shows that consumption behaviour, sustainable development, perception, and marketing are important conceptual bridges linking the sustainability discourse to perspectives on behaviour and management. The constant presence in keyword streams also reflects the growing recognition and focus on understanding consumer attitudes and decision-making processes to shape sustainability.

Furthermore, subject areas such as food consumption and consumption trends, green marketing, the circular economy, and public attitudes are increasingly diverse. The emerging linkages suggest a shift in green consumerism research toward multi-behavioural, social, and market-oriented contexts (Lüdeke-Freund et al., 2019; White et al., 2019). Across all themes, the resulting interconnections among the keywords suggest an interdisciplinary field and underscore the importance of combining bibliometric and TCCM-based methodologies to create a structured, comprehensive understanding of the theoretical and contextual developments in the agricultural system. (Singh & Dhir, 2019; Linnenluecke et al., 2020).

3.7. Keyword co-occurrence network

Using VOSviewer, Figure 8 shows the intellectual structure of green consumerism research, mapping the relationships among the most frequently occurring keywords across 125 articles. The network shows that sustainable consumption is the prevailing and most interconnected theme, revealing its central role in influencing and framing the research on green consumption. Sustainable consumption is the core concept, linking environmental issues to consumers' choices and closely related to consumer behaviour, perception, food consumption, and the circular economy. This result supports previous studies on the relationship between consumer behaviour and environmental responsibility, which suggest that sustainable consumption is a primary pathway from consumer behaviour to environmental responsibility (Peattie, 2010).

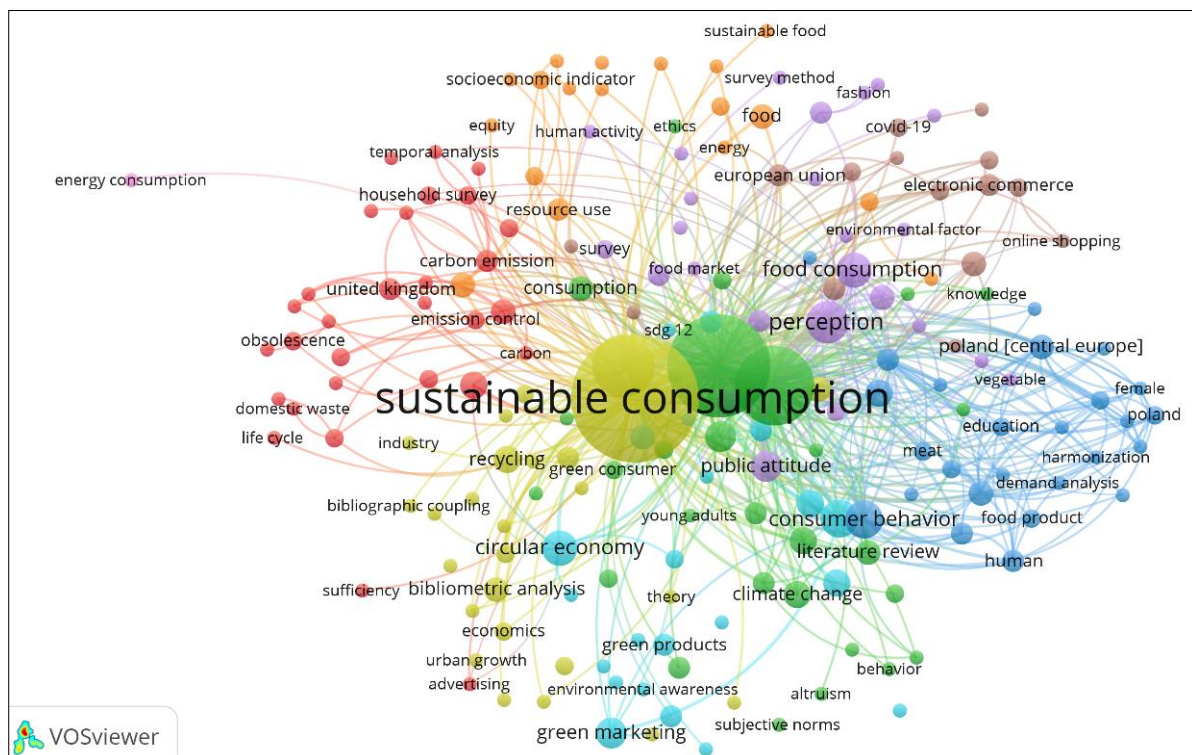


Figure 8. Keyword co-occurrence network

Source: Vos Viewer

The network gives rise to several thematic clusters. The hexagonal cluster focuses on the circular economy, recycling, resource use, and life cycles, and highlights efficient resource use and sustainable production systems (Lüdeke-Freund et al., 2019). The green cluster emphasises consumer behaviour, public attitude, climate change, and green products, which are the elements of behavioural theories, including the TPB and Value Belief Norm (VBN) theory (Ajzen, 1991; Stern et al., 1999), which covers the reasons for green purchasing. The red cluster emphasises carbon emissions, energy usage, and environmental

impacts, indicating a growing focus on sustainability outcomes. At the same time, the blue cluster collects research on geographical and market orientation in foodstuffs, education, and the specific environment, e.g., in Poland or Central Europe. Overall, it is a network that shows that the field of green consumerism is multidisciplinary and evolving. The variety of themes also illustrates the importance of a meaningful combination of theoretical, contextual, characteristic, and methodological viewpoints in the synthesis of TCCM. The variety of themes also highlights the need for an orderly integration of theory, context, characteristics, and methodology (Singh & Dhir, 2019).

3.8. Thematic evolution analysis

In Figure 9, we present the evolution of green consumerism research that serves as a thematic representation and emphasis of research shifts over time. In the initial period (2005-2018), studies focused on general aspects such as sustainability and sustainable development, perceptions, and sustainable consumption. These themes provided the conceptual basis for the development of green consumerism, highlighting environmental awareness and consumer attitudes (Autio & Heinonen, 2004). Of these, the issue of sustainable consumption was a constant topic and went on to impact the remaining research periods.

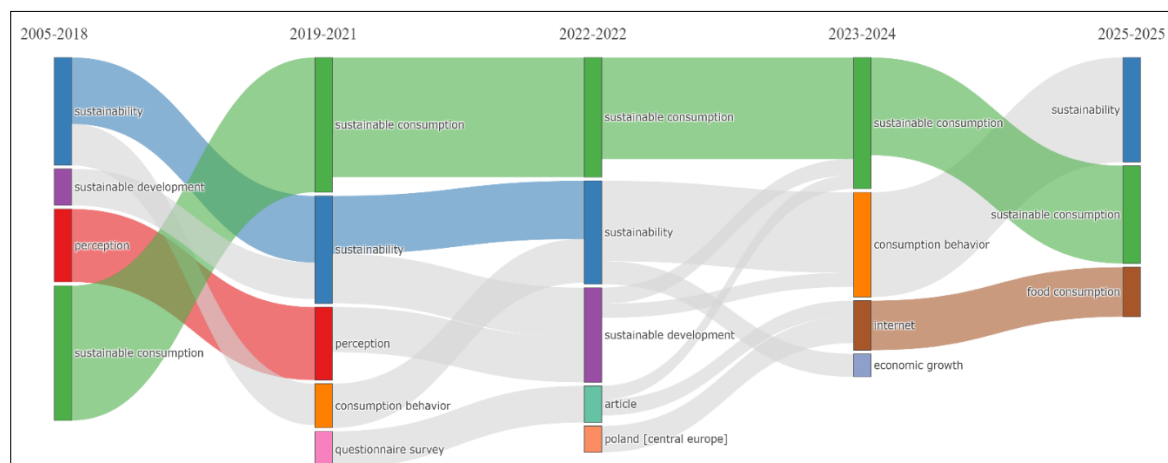


Figure 9. Thematic evolution

Source: Biblioshiny

Sustainable consumption emerged as the main research theme from 2019 to 2021. There was also increased focus on consumer behaviour and quantitative methods, such as questionnaire surveys, suggesting a shift towards understanding consumer behavioural outcomes and the processes underlying consumer decision-making (Donthu et al., 2021). The field continued to grow and developed an expanded research focus on "Sustainability" and "Context and Interdisciplinary". In 2023-2025, research gained in diversity and application. Consumption behaviour, the internet, and food consumption were among the topics that rose to the fore, highlighting traction with digital influences and sustainability issues in food consumption. In general, the field of research into green consumerism has shifted from a general to a more behaviourally oriented and interdisciplinary approach, necessitating reliance on structured frameworks, such as the TCCM (Paul et al., 2023; Singh & Dhir, 2019).

3.9. Tree map (keyword frequency)

The frequency distribution of author-selected keywords used in green consumerism research is shown in Figure 10. The most frequent keyword is 'sustainable consumption' (75 occurrences), closely followed by 'sustainability' (53 occurrences) and 'consumption behaviour' (34 occurrences), indicating that sustainable consumption and consumer behaviour are key themes in the field (Peattie, 2010). The salience of the terms "sustainable

development" and "perception" also indicates a strong relationship between consumer attitude and sustainable development. This is in line with earlier studies that found a connection between consumer behaviour and sustainable development aims (United Nations, 2016). Moreover, the authors note the development of in-depth interdisciplinary studies on green consumerism, as evidenced by the use of keywords such as "circular economy", "food consumption", "green marketing", and "climate change" (ElHaffar et al., 2020; Lüdeke-Freund et al., 2019).



Figure 10. Tree map

Source: Biblioshiny

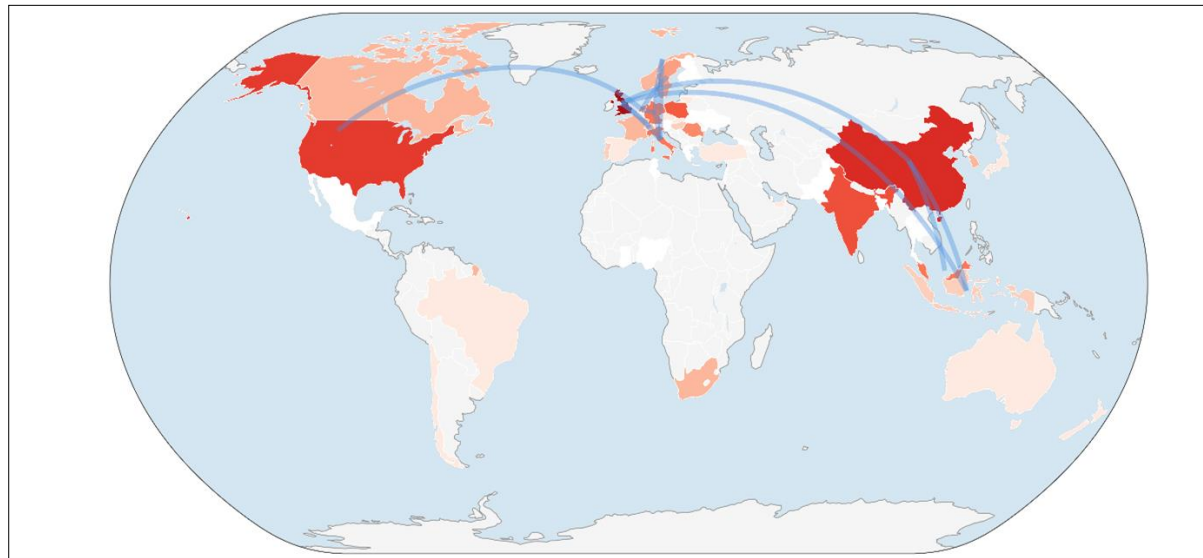


Figure 11. Country collaboration map

Source: Biblioshiny

3.10. Country collaboration map

The geographical distribution and international collaboration in the research of green consumerism are shown in Figure 11. The United Kingdom is an important base for cooperation, with strong connections to China, India, and Southeast Asian countries, and a strong influence in sustainability research. The high number of publications from China and the United States reflects increased output, highlighting the growing relevance of Asian economies in sustainability studies, driven by rising markets in Asia and environmental

issues. The rest of Europe, including Germany, the Netherlands, and Poland, also makes significant contributions. Still, some regions, namely Africa, South America, and the Middle East, are underrepresented to some extent, revealing a lack of literature on green consumerism in Europe. The latest insights in sustainability research have also highlighted regional differences, underscoring the need for broader geographic coverage (ElHaffar et al., 2020).

While the bibliometric analysis (Sections 3.1–3.6) reveals the intellectual structure of green consumerism research through keywords, themes, journals, and countries, it cannot fully explain the field's theoretical and methodological foundations. Therefore, the TCCM framework is employed to examine the underlying theories, contexts, characteristics, and methods shaping this research domain. Together, the bibliometric and TCCM analyses provide a more comprehensive understanding of the evolution, diversity, and research gaps within green consumerism literature (Singh & Dhir, 2019).

4. Systematic review findings (TCCM Analysis)

A bibliometric analysis of 125 studies identified 51 that were directly concerned with green consumer behaviour, eco-friendly purchasing, or sustainable consumption attitudes and, as a result, were selected for systematic review using the TCCM. Using the TCCM framework, the findings from these 51 investigations are reviewed and explained below across its 4 dimensions.

4.1. Theory (T)

The research applied various approaches, including theoretical frameworks, to examine sustainable and green consumer behaviour. As presented in Figure 12, the TPB emerged as the most frequently employed framework, featuring in 10 of the 51 reviewed studies (Uikey et al., 2024; Setyo et al., 2024; Lee, 2025; Chopra, 2025; Yadav et al., 2022; Duong et al., 2024; Rajadurai et al., 2018; Wei & Jung, 2017; Goh & Wahid, 2015; Syed et al., 2024). This result is consistent with the strong convergent relationships found in the broader consumer behaviour literature between attitudes, subjective norms, perceived behavioural control, and green purchase intention.

The second significant theoretical perspective is the Value–Belief–Norm (VBN) theory, which has been incorporated in several studies, both on its own and alongside other theories (Syed et al., 2024; Burton & Eike, 2023; Goh & Wahid, 2015). The VBN theory considered pro-environmental behaviour as morally good behaviour, binding together values, worldviews towards the environment, and the activation of personal norms in decisions about sustainable consumption. The ongoing mention shows how the field has acknowledged that green purchasing can be based on more abstract reasons, such as ethical and normative considerations that are not solely rational.

The NAM has also been recognised as an important theoretical approach, particularly in research on sustainable apparel and green consumer behaviour (Goh & Wahid, 2015; Anwar et al., 2024; Lin et al., 2023). NAM especially emphasises the importance of moral obligation, awareness of consequences, and ascription of responsibility in stimulating pro-environmental behaviour. As an instrument of green consumerism in research, it suggests that altruistic and normative motives continue to play a major role autonomously, from a rational choice perspective.

In addition to these dominant approaches, the literature reviewed shows relevant theorisation regarding its diversification. Multiple studies used the Theory of Reasoned Action (TRA) (Yadav et al., 2022; Coleman et al., 2011; Goh & Wahid, 2015), Social

Practice Theory (Corsini et al., 2019), and the Social Cognitive Theory (Goh & Wahid, 2015; Syed et al., 2024). The Game Theory and Supply Chain Optimisation models have emerged in green product pricing and distribution strategies (Hu et al., 2023; Mu et al., 2024), and this is an emerging area of quantitative modelling research, specifically in green consumerism. In addition, as discussed below, a few emerging theoretical applications were identified: the Construal Level Theory (Park et al., 2020); the Dual-Process Theory (Yan et al., 2024); the Unified Theory of Acceptance and Use of Technology (UTAUT) (Xu et al., 2022); the Technology Acceptance Model (TAM) (Lin et al., 2022); and the Ecologically Conscious Consumer Behaviour (ECCB) model (Vieira et al., 2019; Brochado et al., 2017). The range of theoretical applications shows that the field is gaining momentum and increasingly moving beyond traditional behavioural theories and models toward systems and cultural/technological considerations.

One important observation here is that although no single theory of consumer behaviour appears in the data set, many findings indicate that research theories have evolved. As such, the research reviewed confirms the maturation of the field of green consumerism and the need to move beyond single-theory approaches and to integrate multiple theories.

When considering all frameworks in sum, research on green consumerism is generally limited to psychology and behaviour, with the TPB model being the most common in the literature over the years, explaining attitudes, subjective norms, and perceived behavioural control as determinants of purchase intention. At the same time, VBN and NAM highlight the importance of moral and value-driven motivations. The growing adoption of two types of models, namely UTAUT, TAM, and Dual-Process Theory, as well as Game Theory, suggests a paradigm shift from only behavioural models on technology acceptance frameworks toward technology acceptance, cultural cognition, and broader sustainability frameworks.

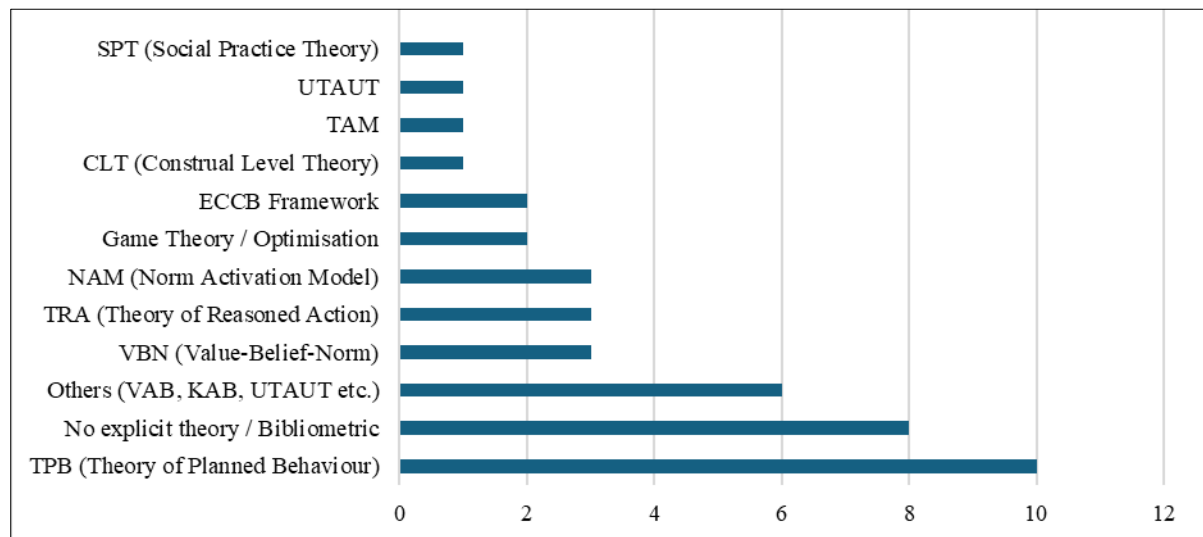


Figure 12. Prominent theories in green consumerism research (n=51)

The theoretical frameworks, along with the most common variables studied in green consumerism research, were also identified in the systematic review. Purchase Intention/Purchase Behaviour has been the most studied variable, as it has been mentioned in most of the 51 reviewed studies, reinforcing the field's main interest in understanding what drives sustainable purchasing decisions. The second most significant construct was "Environmental Concern / Environmental Awareness", indicating the longstanding emphasis in sustainability on ecological motivation as a propellant for more sustainable behaviours (Lin et al., 2023; Anwar et al., 2024; Rajadurai et al., 2018; Vieira et al., 2019). The terms

"attitude" and "subjective norms" also appeared regularly, in accord with the preeminence of the TPB frameworks. It was observed that some variables have emerged in the past few years, such as green marketing practices (Badhwar et al., 2024; Bathmathan & Rajadurai, 2019), gamification (Lin et al., 2022), social media influence and eWOM (Kumar & Pandey, 2023), face-saving orientation (Wei & Jung, 2017), and product lifespan attitudes (Cooper, 2005), which have resulted in the field's variable landscape being continuously enlarged.

4.2. Context (C)

The literature review confirms a wide variety of contexts in which products and various industrial sectors were the subjects of studies on green consumer behaviour. As shown in Figure 13, fashion and apparel products emerged as the most frequently studied category, featuring in 11 of the 51 reviewed studies (Badhwar et al., 2024; Seock et al., 2024; de Koning et al., 2024; Lin et al., 2023; Xu et al., 2022; Srividya et al., 2024; Roster, 2024; Burton & Eike, 2023; Mathew & Spinelli, 2025; Ray & Nayak, 2023; Wei & Jung, 2017). This dominance may be explained by the notorious environmental impacts of these industries, as well as their positive associations with traditional fast-fashion consumption.

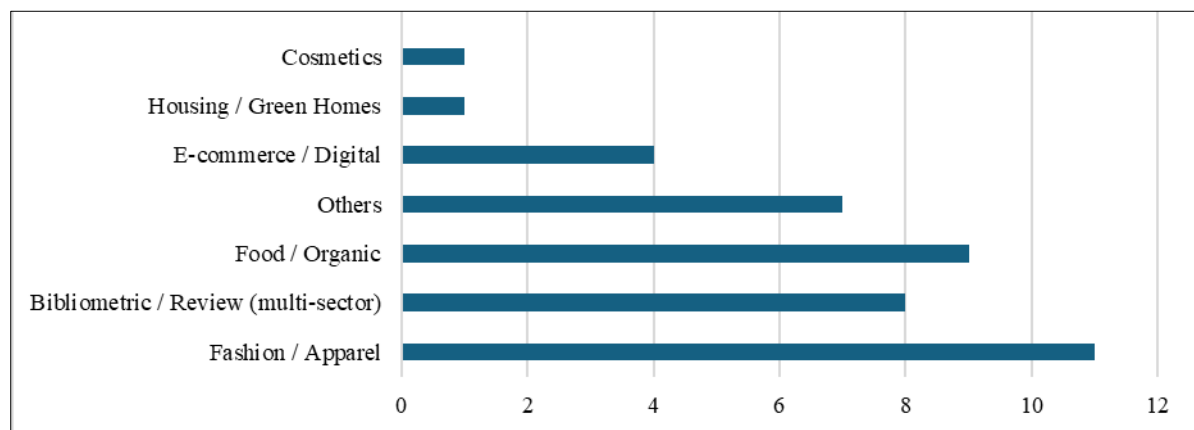


Figure 13. Distribution of studies by product/sectoral context

The second most prominent contextual cluster was food and organic products, which is included in research from various countries around the world, such as India (Chopra, 2025), South Korea (Lee, 2025), Slovakia (Kita et al., 2021), and other European countries (Diaconeasa et al., 2022). Such a persistent prevalence of organic food clearly marks a shift in consumers' health and environmental awareness, which have been identified as two of the major motivations for making sustainable food choices.

There were multiple geographic contexts studied, such as general green products and eco-friendly goods, which are usually considered when research is conducted on sustainable consumption behaviour without being limited to a specific product type (Anwar et al., 2024; Rajadurai et al., 2018; Roman et al., 2015; Coleman et al., 2011; Kumar & Pandey, 2023). More niche product contexts of green cosmetics (Amberg & Fogarassy, 2019), green homes (Kota et al., 2022), recycled shoes (Yadav et al., 2022), pay-per-use appliances (Bocken et al., 2018), and branded digital applications (Lin et al., 2022) are also a part of the green consumerism research field and, in fact, have been added in here over a period of time as the field has diversified further.

Analysis of the geographical distribution of empirical studies shows a clear mismatch in regional representation (see Figure 14). The highest proportion of methodologically empirical papers is in Asian countries, particularly in Malaysia (Rajadurai et al., 2018; Bathmathan & Rajadurai, 2019; Goh & Wahid, 2015), in India (Chopra, 2025; Kumar &

Pandey, 2023; Srividya et al., 2024), and in China (Wei & Jung, 2017; Xu et al., 2022; Haba et al., 2023). Perspectives from Europe are also valuable, coming from Romania (Roman et al., 2015; Diaconeasa et al., 2022; Kremmydas & Kostis, 2023); the Czech Republic (Šálková et al., 2024); Greece and Romania (Kremmydas & Kostis, 2023); the UK (Cooper, 2005); Hungary (Amberg & Fogarassy, 2019); Poland (Maciaszczyk et al., 2022); and a comparative study involving 18 countries (Diaconeasa et al., 2022). Other studies, from the United States (Kota et al., 2022; Roster, 2024; Coleman et al., 2011), South Korea (Lee, 2025), Vietnam (Duong et al., 2024), Pakistan (Anwar et al., 2024), Slovakia (Kita et al., 2021), Taiwan (Lin et al., 2022) and the Brazil-Uruguay border region (Vieira et al., 2019), expand the geographic reach further.

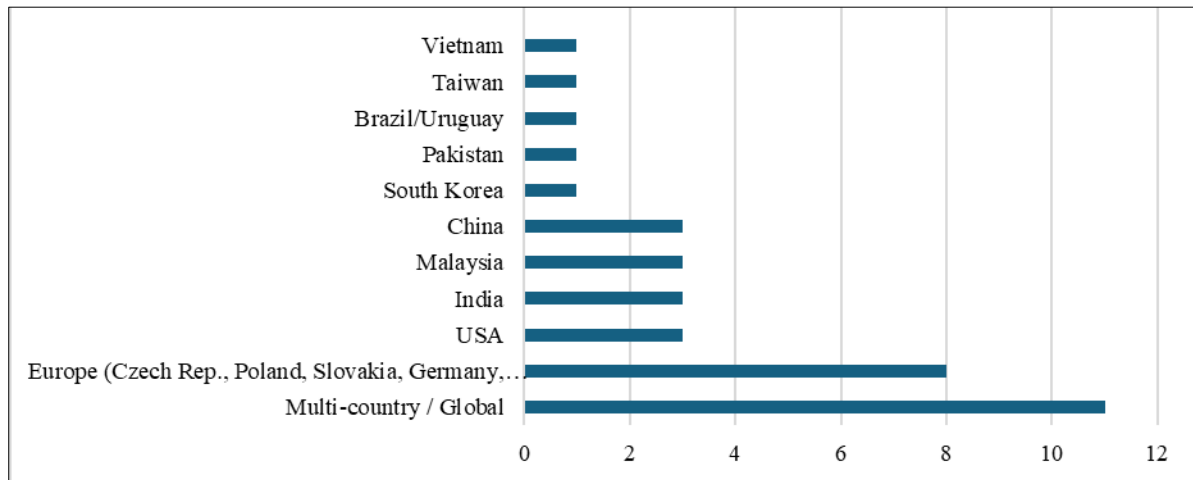


Figure 14. Geographic distribution of empirical studies

However, a significant number of the studies analysed, particularly bibliometric analyses and systematic reviews, did not have a clear national focus but rather a focus on global/across-national trends (Syed et al., 2024; Badhwar et al., 2024; Haba et al., 2023; Kashyap et al., 2023; Agarwal & Singh, 2024; Sesini et al., 2020; Cubukcu et al., 2024; Ray & Nayak, 2023). The representation of Sub-Saharan Africa, the Middle East, and Latin America, which are affected by unsustainable consumption patterns, still shows a clear geographic bias in the literature on green consumerism, highlighting the critical need for the field.

4.3. Characteristics (C)

As shown in Figure 15, the studies reviewed in the current paper were published between 2005 and 2025, indicating a slow but persistent progression in green consumption research. The first of them dates from 2005 (Cooper, 2005) and focuses on initial research into product lifespans and throwaway consumption. Between 2011 and 2018, a few papers started to emerge associated with the topics of TRA applications (Coleman et al., 2011); green marketing in Malaysia (Goh & Wahid, 2015; Rajadurai et al., 2018; Bathmathan & Rajadurai, 2019); ecological consumer behaviour (Brochado et al., 2017); green cosmetics (Amberg & Fogarassy, 2019); and sustainable consumption systems (Bocken et al., 2018).

It is clear from 2020 onwards that there has been a significant increase in publications, likely driven by the impact of COVID-19 on commitment to sustainability and academic interest in sustainable behaviour. The majority of the reviewed studies (80%) date from 2022 to 2025, indicating that the field is currently highly mature. Recent studies have focused on second-hand fashion (Xu et al., 2022; Srividya et al., 2024), artificial intelligence and virtual influencers in green and responsible business (Yan et al., 2024), gamification (Lin

et al., 2022), social media and eWOM (Kumar & Pandey, 2023), and the use of advanced machine learning approaches (Uikey et al., 2024). This trend indicates that the green consumer industry is undergoing rapid change and is seeing significant methodological advances and real-world sustainability needs.

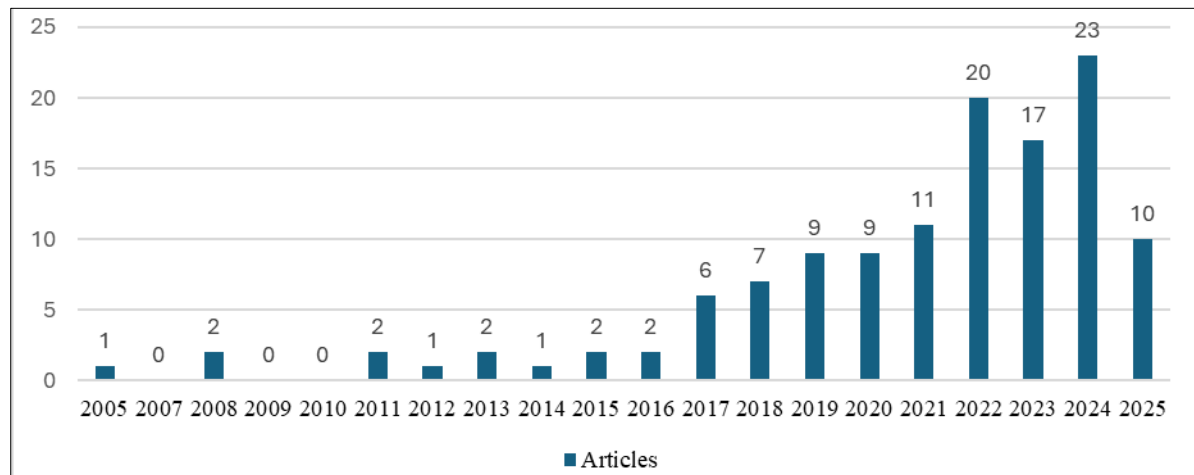


Figure 15. Temporal distribution of the 51 core publications (2005–2025)

In terms of consumer characteristics, the studies reviewed show an eclectic distribution of consumers across the 51 core papers (see Figure 16), though this distribution is skewed. In the 32 identifiable general sample empirical studies, general consumers are the largest group (22, 68.8%), and many studies were done on general samples, revealing no specification of a generational and/or demographic group. There was no dominance of any given group of targeted respondents; the most frequent group, at 28.1%, was Generation Y/millennials, students, and young adults. There was comparatively little unique attention to Generation Z (Kota et al., 2022) and Generation Y (Rajadurai et al., 2018; Bathmathan & Rajadurai, 2019), and few studies were conducted at the household level ($n = 2$; Kita et al., 2021; Bocken et al., 2018). Perhaps most interesting is that there were no working people in the data set, a group projected to make up a much larger share of shoppers and have much more spending power in the coming years.

One set of individual-level factors that were found to have a significant influence on green behaviour was cultural identity and face-saving orientation, an indicator more prevalent in more collectivist countries like China (Wei & Jung, 2017). Four other consumer-level predictors have been common across the data set: personal values, self-confidence, ecological consciousness, and environmental attachment (Anwar et al., 2024; Roster, 2024).

One of the key findings from the characteristic analysis is a persistent disconnect between the intention to purchase green and actual sustainable buying behaviour. The overwhelming majority of the 32 empirical studies measured here report purchase intention rather than actual or reported behaviour, a well-documented limitation in the green consumerism literature, as noted by Coleman et al. (2011). Among studies focusing on students and young adults, this intention-behaviour gap is especially notable, as there is often a disconnect between high levels of environmental awareness and sustained purchase behaviour (Stafford et al., 2020; Roman et al., 2015). Secondly, most studies use a cross-curricular, single-participant, multiple-times approach, which limits the ability to determine how permanent changes in green intentions translate into long-term green consumption habits. The circular closure of the lookout, the lack of professional illustrations, and the under-representation of older consumer groups weaken the generalisability of the results

found so far to economically active groups whose shopping decisions have a more direct impact on ensuring sustainable market outcomes.

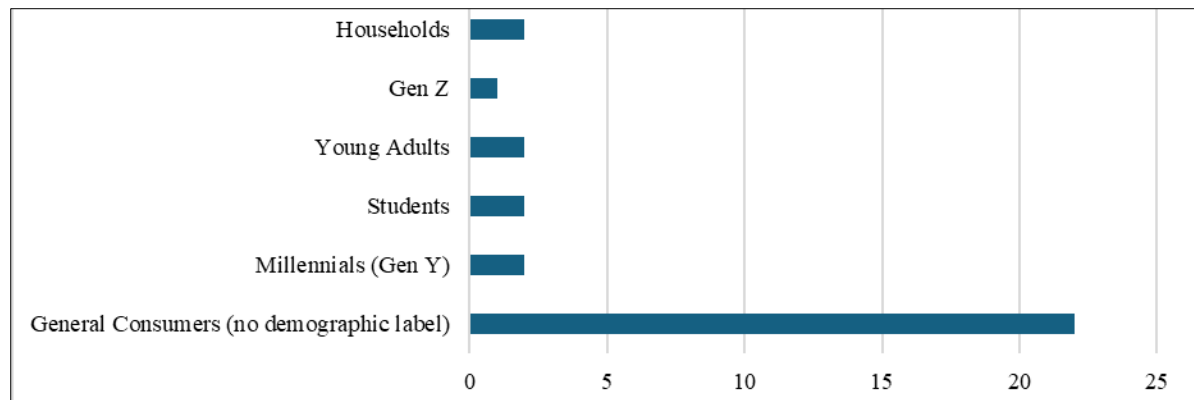


Figure 16. Distribution of consumer characteristics

4.4. Methods (M)

In reviewing the studies, different methodological approaches were used to study green consumer behaviour (Figure 17). A survey-based design combined with SEM or Partial Least Squares (PLS-SEM) was the most frequently adopted analytical method when considering the entirety of the data (Bathmathan & Rajadurai, 2019; Seock, 2024; Uikey et al., 2024; Anwar et al., 2024; Duong et al., 2024; Kumar & Pandey, 2023; Yadav et al., 2022; Roster, 2024; Wei & Jung, 2017). This preference for statistically sound, theory-testing designs that can model the complex relationships among latent constructs (such as attitudes, norms, intention, and behaviour) helps explain the dominance of SEM-based approaches.

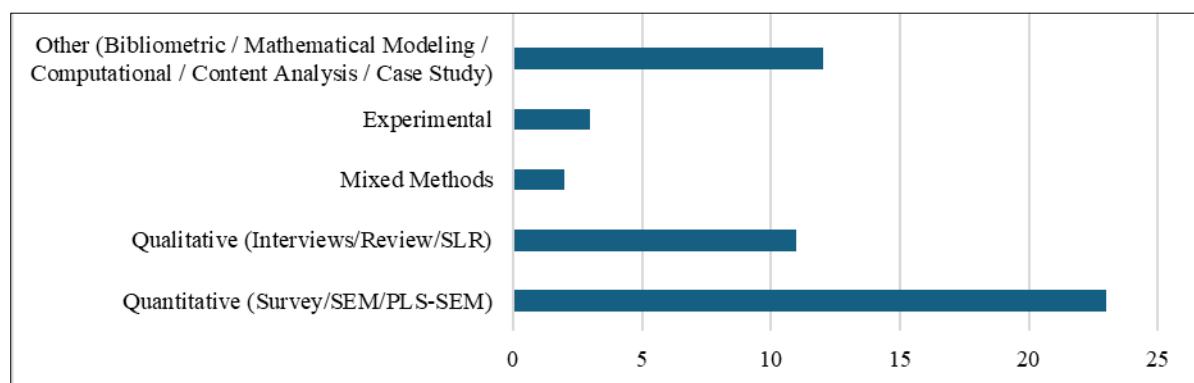


Figure 17. Distribution of methodological approaches

The second most significant methodological approach was bibliometric analysis ($n = 6/51$) (Agarwal & Singh, 2024; Haba et al., 2023; Kashyap et al., 2023; Rita & Ramos, 2022; Geng & Maimaituerxun, 2022; Corsini et al., 2019). It signifies the field's development and maturation, as well as growing interest among researchers in intellectual mapping and tracking thematic evolution. Several studies included systematic literature reviews (SLRs) (Badhwar et al., 2024; Syed et al., 2024; Bălan, 2020; Sesini et al., 2020; Ray & Nayak, 2023; Mathew & Spinelli, 2025), either as the first or as the last step in the screening process, depending on the study.

Qualitative methods were found in a few, albeit statistically significant, number of studies, largely in the form of in-depth interviews (Burton & Eike, 2023; Srividya et al., 2024) and focus group discussions (Bathmathan & Rajadurai, 2019). The qualitative designs offered deeper context and insights into motivations, values, and social norms regarding green behaviours. Computational methods, deep learning, and sentiment analysis of social

media were used in one study, making an innovative methodological step in the field of soft survey designs (Cubukcu et al., 2024). Causal approaches were also identified in a few smaller studies (Yan et al., 2024; Park et al., 2020; de Koning et al., 2024), indicating an emerging interest in causal inference methods in green consumerism research.

As with other areas of consumer behaviour, and consistent with other studies, mixed-method designs involving both qualitative and quantitative approaches were minimal, appearing in only a few studies (Rajadurai et al., 2018; Bathmathan & Rajadurai, 2019). The interaction between the framework of green consumerism and operations management research is evident in studies on green supply chain optimisation and pricing strategies (Hu et al., 2023; Mu et al., 2024), which employ mathematical modelling and game-theoretic approaches. Within this general picture of the methodological (MR) domain of green consumerism research, a high quantitative (Q) orientational ratio is observed, consistent with other adjacent consumer research domains. Research on the intention-behaviour gap, how cultural and contextual factors affect intention-behaviour relationships, and how sustainable consumption works in the longer term, however, remains insufficiently studied and could be deepened through qualitative, mixed-methods, longitudinal, and experimental designs.

5. Discussion

The results showed that the subject of green consumerism has evolved from an outlying area of sustainability research into a multifaceted field, with publishing activity having significantly reemerged after 2019 (White et al., 2019; ElHaffar et al., 2020). Based on the findings of the bibliometric analysis, several thematic clusters emerged, specifically those related to behavioural, ecological, circular economy, food, and digital sustainability issues, indicating the intellectual diversity of the research field (Donthu et al., 2021; Linnenluecke et al., 2020). The literature review also highlights that although the TPB (Ajzen, 1991) remains the most widely accepted theory, no single theory can fully explain the complexity of green consumer behaviour. Research is also organised around the fashion and food industries. It is unevenly distributed, with the majority of chapters based in Asia and Europe, and an absence of topics in other geographic areas such as Sub-Saharan Africa, the Middle East, or Latin America (Niinimäki et al., 2020). Furthermore, this literature remains largely focused on assisting young consumers, with a focus on purchase intention and quantitative SEM/PLS-SEM methods. At the same time, a few studies showcase actual behaviour and other research strategies (Carrington et al., 2010).

5.1. Theoretical implications

The current study contributes to three important aspects of the green consumerism theory. First, it validates the superiority of the TPB (Ajzen, 1991). It calls for future incorporation into TPB alongside other models, such as VBN, NAM, and Social Practice Theory (SPT), to better explain the moral and practical aspects of sustainable consumption (Stern et al., 1999). Second, UTAUT, TAM, Dual-Process Theory, and Game Theory suggest that the field has moved from a traditional psychology-based approach to a more holistic one that incorporates technology adoption and market factors. Third, by continuing to dwell on the intention-behaviour relationship, it is apparent that theories are needed to bridge this gap and account for the development of sustainable consumption habits (Carrington et al., 2010; White et al., 2019).

5.2. Policy implications

The TCCM context analysis reveals a significant geographic imbalance, with Sub-Saharan Africa, Latin America, and the Middle East remaining largely under-represented despite facing growing environmental challenges (ElHaffar et al., 2020; Linnenluecke et al.,

2020). Policymakers in these areas need to promote local research and formulate locally adapted sustainability policies, rather than those from Asia or Europe (United Nations, 2016). The sound research interests in the fields of fashion and food reveal that policies promoting responsible consumption (e.g., eco-labelling, green certification, and sustainable procurement) need further nurturing (White et al., 2019). Moreover, the lack of economically active adults (EAA) in the empirical studies reveals a policy gap. It underscores the need for sustainability activities aimed at EAA, which accounts for the majority of household spending.

5.3. Managerial implications

The findings indicate that environmental awareness is a necessary but not sufficient precondition for triggering green purchasing behaviour, a finding relevant to marketing practitioners (White et al., 2019). To narrow the intention-behaviour gap, awareness initiatives need to be paired with affordability, accessibility, and convenience, as well as credible and trustworthy eco-labelling (Carrington et al., 2010). The research also underscores the under-researched dimension of digital and social commerce, which offers opportunities for marketing practitioners to roll out and test green nudging interventions online (White et al., 2019). Lastly, the high level of engagement among Generation Y and student consumers suggests a potential need for brands to develop targeted sustainability programs for their working and older customers, who will influence consumer outcomes through their purchasing power (Wei & Jung, 2017).

5.4. Future research directions

Future studies should combine the integrated findings from the bibliometric and TCCM analyses and (1) extend the work to focus on actual behaviour and attenuate the intention-behaviour gap, which longitudinal studies will facilitate; (2) be geographically representative, including more sub-Saharan African countries as well as more countries in the Middle East and Latin America; (3) produce integrative frameworks that combine the views of TPB, VBN, NAM and SPT; (4) explore emerging contexts such as social commerce, AI-based green marketing, and app-based sustainability tools (Yan et al., 2024; Kumar & Pandey, 2023); (5) collect more qualitative and mixed-method approaches capturing the contextual and cultural influences (Wei & Jung, 2017); and (6) investigate an under-explored sector of green fintech, sustainable mobility and app-based sustainability tools in the circular economy.

5.5. Limitations

There are some limitations in this study. The limitation to Scopus-indexed publications is a restriction on the number of sources, which may create publication or citation bias and exclude relevant publications in other languages, non-indexed publications, etc. (Donthu et al., 2021; Linnenluecke et al., 2020; Zupic & Čater, 2015). The TCCM coding was carried out for 51 studies that were manually selected (Paul & Rosado-Serrano, 2019; Singh & Dhir, 2019) to be included in the core studies, with some interpretative judgment involved in the classification process, and systematic criteria were used to resist the introduction of further errors (Tranfield et al., 2003; Linnenluecke et al., 2020).

6. Conclusion

The analysis of the previously mentioned studies was undertaken using both a bibliometric approach and a thorough systematic review of literature, inspired by TCCM methodology, for a period covering the period 2005 to 2025 to create one of the most comprehensive integrated reviews of green consumerism research (Donthu et al., 2021; Singh & Dhir, 2019; Linnenluecke et al., 2020). The results provide a picture of the macro- and

micro-level features of the development of the field's ideas: theoretical, contextual, consumer, and methodological characteristics. Although there is a great diversity of research on green consumerism and considerable growth, there are still gaps in theoretical integration, geographical representation, digital consumption contexts, and methodological diversity (ElHaffar et al., 2020; White et al., 2019). This study employs a bibliometric analysis and a TCCM-based systematic literature review to examine the development of research on green consumerism between 2005 and 2025. It offers valuable insights for researchers and marketers, as well as directions for future research and marketing strategies for green consumerism. The results demonstrate that the study of green consumerism is a quickly expanding multidisciplinary research area and that the concepts of sustainable consumption and green purchase behaviour are substantial research themes (White et al., 2019; Peattie, 2010). The current review shows the enduring influence of the TPB and the emerging application of other theoretical frameworks, along with a need for greater integration of theory (Ajzen, 1991; Stern et al., 1999).

The pros and cons of the research are also significant: both the research's geographical scale and the dominance of quantitative cross-sectional studies are under-represented, and actual consumer behaviour is under-represented (ElHaffar et al., 2020). This research is useful for researchers, policymakers, and practitioners in the realm of Sustainable Consumption Promotion.

The study does not include all publications and is limited to English-language studies published in open-access journals and indexed by Scopus. Future studies could expand database coverage, include a more varied range of methodologies, and examine other less-studied contexts and consumer groups to contribute to research on green consumer behaviour (Donthu et al., 2021; Zupic & Čater, 2015).

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding information

The authors declared no financial support for the research, authorship, and/or publication of this article.

Acknowledgments

The authors are grateful to the chief editor, the editorial team, and anonymous reviewers for their valuable comments and suggestions, which significantly improved the quality of this article.

References

- Agarwal, S., & Singh, D. (2024). A bibliometric and thematic review of green marketing and green consumer behavior research from 2000 to 2022. *Serbian Journal of Management*, 19(1), 51–70. <https://doi.org/10.5937/sjm19-45515>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alonso González, P., Extremo Martín, C., Otero Enríquez, R., De La Cruz Modino, R., Arocha Alonso, F. N., Rodríguez, S. G., & Parga Dans, E. (2025). Insights into organic food consumption in tenerife (Spain): Examining consumer profiles and preferences. *Sustainability*, 17(5), 2123. <https://doi.org/10.3390/su17052123>
- Amberg, N., & Fogarassy, C. (2019). Green consumer behavior in the cosmetics market. *Resources*, 8(3), 137. <https://doi.org/10.3390/resources8030137>
- Anwar, M. S., Abbas, M., Osman, N. H. Bt., Tauheed, R., Bin Razalli, Mohd. R., Abdul Rahim, M. K. I., Kafi, Md. A., & Allumi, N. A. (2024). Examining the mediating role of environmental attachment: Exploring the role of green environmental awareness and sense of responsibility in promoting sustainable product consumption among Pakistani consumers. *Journal of Infrastructure Policy and Development*, 8(8), 4797. <https://doi.org/10.24294/jipd.v8i8.4797>

- Aria, M., & Cuccurullo, C. (2017). Bibliometrix: An R tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975. <https://doi.org/10.1016/j.joi.2017.08.007>
- Autio, M., & Heinonen, V. (2004). To Consume or Not to Consume?: Young people's environmentalism in the affluent Finnish society. *YOUNG*, 12(2), 137–153. <https://doi.org/10.1177/1103308804042104>
- Badhwar, A., Islam, S., Tan, C. S. L., Panwar, T., Wigley, S., & Nayak, R. (2024). Unraveling green marketing and greenwashing: A systematic review in the context of the fashion and textiles industry. *Sustainability*, 16(7), 2738. <https://doi.org/10.3390/su16072738>
- Bălan, C. (2020). How does retail engage consumers in sustainable consumption? A systematic literature review. *Sustainability*, 13(1), 96. <https://doi.org/10.3390/su13010096>
- Bathmathan, V., & Rajadurai, J. (2019). Green marketing mix strategy using modified measurement scale: A performance on Gen Y green purchasing decision in Malaysia. *International Journal of Engineering and Advanced Technology*, 9(1), 3612–3618. <https://doi.org/10.35940/ijeat.A2699.109119>
- Bhardwaj, A. K., Garg, A., Ram, S., Gajpal, Y., & Zheng, C. (2020). Research trends in green product for environment: A bibliometric perspective. *International Journal of Environmental Research and Public Health*, 17(22), 8469. <https://doi.org/10.3390/ijerph17228469>
- Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behavior in emerging economies of the East. *Journal of Cleaner Production*, 87, 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Bocken, N. M. P., Mugge, R., Bom, C. A., & Lemstra, H.-J. (2018). Pay-per-use business models as a driver for sustainable consumption: Evidence from the case of HOMIE. *Journal of Cleaner Production*, 198, 498–510. <https://doi.org/10.1016/j.jclepro.2018.07.043>
- Brochado, A., Teiga, N., & Oliveira-Brochado, F. (2017). The ecological conscious consumer behavior: Are the activists different? *International Journal of Consumer Studies*, 41(2), 138–146. <https://doi.org/10.1111/ijcs.12321>
- Burton, M., & Eike, R. (2023). The sustainability-conscious consumer: An exploration of the motivations, values, beliefs, and norms guiding garment life extension practices. *Sustainability*, 15(15), 12033. <https://doi.org/10.3390/su151512033>
- Campos, S., Doxey, J., & Hammond, D. (2011). Nutrition labels on pre-packaged foods: A systematic review. *Public Health Nutrition*, 14(8), 1496–1506. <https://doi.org/10.1017/S1368980010003290>
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behavior of ethically minded consumers. *Journal of Business Ethics*, 97(1), 139–158. <https://doi.org/10.1007/s10551-010-0501-6>
- Catană, Ș.-A., Toma, S.-G., & Grădinaru, C. (2022). Circular economy applied to the automotive industry. *Ovidius University Annals. Economic Sciences Series*, 22(1), 516–522. <https://doi.org/10.61801/OUAESS.2022.1.70>
- Chen, Y., Mandler, T., & Meyer-Waarden, L. (2021). Three decades of research on loyalty programs: A literature review and future research agenda. *Journal of Business Research*, 124, 179–197. <https://doi.org/10.1016/j.jbusres.2020.11.057>
- Chistov, V., Aramburu, N., & Carrillo-Hermosilla, J. (2021). Open eco-innovation: A bibliometric review of emerging research. *Journal of Cleaner Production*, 311, 127627. <https://doi.org/10.1016/j.jclepro.2021.127627>
- Chopra, A., Jagose, J., & Pandey, A. (2025). Health is wealth-eating for tomorrow: Factors influencing purchase intention of plant-based diets in India. *Cogent Business & Management*, 12(1), 2443567. <https://doi.org/10.1080/23311975.2024.2443567>
- Coleman, L. J., Bahnan, N., Kelkar, M., & Curry, N. (2011). Walking the walk: How the theory of reasoned action explains adult and student intentions to go green. *Journal of Applied Business Research (JABR)*, 27(3), 107. <https://doi.org/10.19030/jabr.v27i3.4217>
- Cooper, T. (2005). Slower consumption reflections on product life spans and the "throwaway society." *Journal of Industrial Ecology*, 9(1–2), 51–67. <https://doi.org/10.1162/1088198054084671>
- Corsini, F., Laurenti, R., Meinherz, F., Appio, F. P., & Mora, L. (2019). The advent of practice theories in research on sustainable consumption: Past, current and future directions of the field. *Sustainability*, 11(2), 341. <https://doi.org/10.3390/su11020341>
- Cubukcu Cerasi, C., Selim Balcioglu, Y., Huseynov, F., & Kilic, A. (2024). A comprehensive deep learning algorithm to understand the role of social media in consumer perception towards green consumption. *RAE - Revista de Administração de Empresas*, 64(4). <https://ideas.repec.org/a/fgv/eaerae/v64y2024i4a91618.html>
- De Koning, J., Lavanga, M., & Spekkink, W. (2024). Exploring the clothing overconsumption of young adults: An experimental study with communication interventions. *Journal of Cleaner Production*, 467, 142970. <https://doi.org/10.1016/j.jclepro.2024.142970>

- De Medeiros, J. F., & Ribeiro, J. L. D. (2017). Environmentally sustainable innovation: Expected attributes in the purchase of green products. *Journal of Cleaner Production*, 142, 240–248. <https://doi.org/10.1016/j.jclepro.2016.07.191>
- Diaconeasa, M.-C., Popescu, G., Maehle, N., Nelgen, S., & Capitello, R. (2022). Media discourse on sustainable consumption in europe. *Environmental Communication*, 16(3), 352–370. <https://doi.org/10.1080/17524032.2021.1999295>
- Dodd, T., Graves, C. & Hentzen, J. (2022). Impact and university business training courses delivered to the marginalised: a systematic review. *Academy of Management Learning and Education*, Vol. 21 No. 3, pp. 449-469. <https://doi.org/10.5465/amle.2021.0244>
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- Druckman, A., & Jackson, T. (2008). Household energy consumption in the UK: A highly geographically and socio-economically disaggregated model. *Energy Policy*, 36(8), 3177–3192. <https://doi.org/10.1016/j.enpol.2008.03.021>
- Druckman, A., Sinclair, P., & Jackson, T. (2008). A geographically and socio-economically disaggregated local household consumption model for the UK. *Journal of Cleaner Production*, 16(7), 870–880. <https://doi.org/10.1016/j.jclepro.2007.05.004>
- Duong, N. H., Luu, T. B., Ho, T. H., Tran, M. L., Ho, T. N., & Ho, T. T. (2024). An empirical investigation of sustainable consumption behavior among vietnamese students: Integrating the theory of planned behavior and theory of consumption value. (2024). *Journal of Logistics, Informatics and Service Science*. <https://doi.org/10.33168/JLISS.2024.0713>
- ElHaffar, G., Durif, F., & Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. *Journal of Cleaner Production*, 275, 122556. <https://doi.org/10.1016/j.jclepro.2020.122556>
- Geng, Y., & Maimaituerxun, M. (2022). Research progress of green marketing in sustainable consumption based on citespace analysis. *Sage Open*, 12(3), 21582440221119835. <https://doi.org/10.1177/21582440221119835>
- Goh, Y.-N., & Abdul Wahid, N. (2015). A review on green purchase behavior trend of malaysian consumers. *Asian Social Science*, 11(2), p103. <https://doi.org/10.5539/ass.v11n2p103>
- Gram-Hanssen, K. (2011). Understanding change and continuity in residential energy consumption. *Journal of Consumer Culture*, 11(1), 61–78. <https://doi.org/10.1177/1469540510391725>
- Haba, H. F., Bredillet, C., & Dastane, O. (2023). Green consumer research: Trends and way forward based on bibliometric analysis. *Cleaner and Responsible Consumption*, 8, 100089. <https://doi.org/10.1016/j.clrc.2022.100089>
- Han, M. S., Hampson, D. P., Wang, Y., & Wang, H. (2022). Consumer confidence and green purchase intention: An application of the stimulus-organism-response model. *Journal of Retailing and Consumer Services*, 68, 103061. <https://doi.org/10.1016/j.jretconser.2022.103061>
- Hargreaves, T. (2011). Practice-ing behavior change: Applying social practice theory to pro-environmental behavior change. *Journal of Consumer Culture*, 11(1), 79–99. <https://doi.org/10.1177/1469540510390500>
- Hojnik, J., Ruzzier, M., & Konečnik Ruzzier, M. (2019). Transition towards sustainability: Adoption of eco-products among consumers. *Sustainability*, 11(16), 4308. <https://doi.org/10.3390/su11164308>
- Hu, H., Cao, Y., Yi, D., & Li, Q. (2023). How to distribute green products in competition with brown products? Direct selling versus agent selling? *Sustainability*, 15(14), 10961. <https://doi.org/10.3390/su151410961>
- Jacobs, K., Petersen, L., Hörisch, J., & Battenfeld, D. (2018). Green thinking but thoughtless buying? An empirical extension of the value-attitude-behavior hierarchy in sustainable clothing. *Journal of Cleaner Production*, 203, 1155–1169. <https://doi.org/10.1016/j.jclepro.2018.07.320>
- Jalas, M., Hyysalo, S., Heiskanen, E., Lovio, R., Nissinen, A., Mattinen, M., Rinkinen, J., Juntunen, J. K., Tainio, P., & Nissilä, H. (2017). Everyday experimentation in energy transition: A practice-theoretical view. *Journal of Cleaner Production*, 169, 77–84. <https://doi.org/10.1016/j.jclepro.2017.03.034>
- Jensen, C. L. (2017). Understanding energy efficient lighting as an outcome of dynamics of social practices. *Journal of Cleaner Production*, 165, 1097–1106. <https://doi.org/10.1016/j.jclepro.2017.07.213>
- Julia, T., Rahman, M. P., & Kassim, S. (2016). Shariah compliance of green banking policy in bangladesh. *Humanomics*, 32(4), 390–404. <https://doi.org/10.1108/H-02-2016-0015>
- Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). "Why do we buy green products?" An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*, 14(2), 689. <https://doi.org/10.3390/su14020689>

- Kar, S. K., Harichandan, S., & Roy, B. (2022). Bibliometric analysis of the research on hydrogen economy: An analysis of current findings and roadmap ahead. *International Journal of Hydrogen Energy*, 47(20), 10803–10824. <https://doi.org/10.1016/j.ijhydene.2022.01.137>
- Kashyap, N., Khandai, S., & Mathew, J. (2023). Sustainable consumption: A bibliometric study. *Dynamic Relationships Management Journal*, 12(2). <https://doi.org/10.17708/DRMJ.2023.v12n02a05>
- Kessler, M. M. (1963). Bibliographic coupling between scientific papers. *American Documentation*, 14(1), 10–25. <https://doi.org/10.1002/asi.5090140103>
- Keupp, M. M., & Gassmann, O. (2009). The past and the future of international entrepreneurship: A review and suggestions for developing the field. *Journal of Management*, 35(3), 600–633. <https://doi.org/10.1177/0149206308330558>
- Kita, P., Žambochová, M., Strelinger, J., & Kitová Mazalánová, V. (2021). Consumer behavior of Slovak households in the sphere of organic food in the context of sustainable consumption. *Central European Business Review*, 10(1), 1–17. <https://doi.org/10.18267/j.cebr.256>
- Kota, B. R., Debs, L., & Davis, T. (2022). Exploring generation z's perceptions of green homes. *Sustainability*, 14(16), 10148. <https://doi.org/10.3390/su141610148>
- Kremmydas, C., & Kostis, P. C. (2023). Advancing sustainability: Green product satisfaction, circularity, and sustainable development. *International Journal of Social Ecology and Sustainable Development*, 15(1), 1–12. <https://doi.org/10.4018/IJSESD.335037>
- Tomris Küçün, N., Duman Alptekin, H., & Çildir, Ç. (2026). A comprehensive examination of consumer behavior and natural disasters: A bibliometric and TCCM-based review. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 19(1), 234–257. <https://izlik.org/JA94MC49SW>
- Kumar, A., & Pandey, M. (2023). Social media and impact of altruistic motivation, egoistic motivation, subjective norms, and ewom toward green consumption behavior: An empirical investigation. *Sustainability*, 15(5), 4222. <https://doi.org/10.3390/su15054222>
- Kumar, S., & Yadav, R. (2021). The impact of shopping motivation on sustainable consumption: A study in the context of green apparel. *Journal of Cleaner Production*, 295, 126239. <https://doi.org/10.1016/j.jclepro.2021.126239>
- Kumar, S., Sureka, R., & Vashishtha, A. (2020). The *Journal of Heritage Tourism*: A bibliometric overview since its inception. *Journal of Heritage Tourism*, 15(4), 365–380. <https://doi.org/10.1080/1743873X.2020.1754423>
- Lee, S. (2025). Consumer attitudes and purchase intentions toward eco-friendly agricultural and food packaging: A case study in Chungnam Province, South Korea. *Journal of Environmental & Earth Sciences*, 7(3), 47–57. <https://doi.org/10.30564/jees.v7i3.8289>
- Lin, C. A., Wang, X., & Yang, Y. (2023). Sustainable apparel consumption: Personal norms, CSR expectations, and hedonic vs. Utilitarian shopping value. *Sustainability*, 15(11), 9116. <https://doi.org/10.3390/su15119116>
- Lin, C.-W., Chien, C.-Y., Ou Yang, C.-P., & Mao, T.-Y. (2022). Encouraging sustainable consumption through gamification in a branded app: A study on consumers' behavioral perspective. *Sustainability*, 15(1), 589. <https://doi.org/10.3390/su15010589>
- Linnenluecke, M. K., Marrone, M., & Singh, A. K. (2020). Conducting systematic literature reviews and bibliometric analyses. *Australian Journal of Management*, 45(2), 175–194. <https://doi.org/10.1177/0312896219877678>
- Liu, A., Ma, E., Qu, H., & Ryan, B. (2020). Daily green behavior as an antecedent and a moderator for visitors' pro-environmental behaviors. *Journal of Sustainable Tourism*, 28(9), 1390–1408. <https://doi.org/10.1080/09669582.2020.1741598>
- Lüdeke-Freund, F., Gold, S., & Bocken, N. M. P. (2019). A review and typology of circular economy business model patterns. *Journal of Industrial Ecology*, 23(1), 36–61. <https://doi.org/10.1111/jiec.12763>
- Maciaszczyk, M., Kwasek, A., Kocot, M., & Kocot, D. (2022). Determinants of purchase behavior of young e-consumers of eco-friendly products to further sustainable consumption based on evidence from Poland. *Sustainability*, 14(4), 2343. <https://doi.org/10.3390/su14042343>
- Mathew, M., & Spinelli, R. (2025). Decoding sustainable drivers: A systematic literature review on sustainability-induced consumer behavior in the fast fashion industry. *Sustainable Production and Consumption*, 55, 132–145. <https://doi.org/10.1016/j.spc.2025.02.011>
- 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>
- Mu, Z., Shen, W., Li, Q., Xia, Y., Sun, H., & Cheng, L. (2024). Optimal green product segmentation and differential pricing in a platform supply chain. *Journal of Industrial and Management Optimization*, 20(4), 1371–1394. <https://doi.org/10.3934/jimo.2023128>

- Mylan, J. (2015). Understanding the diffusion of Sustainable Product-Service Systems: Insights from the sociology of consumption and practice theory. *Journal of Cleaner Production*, 97, 13–20. <https://doi.org/10.1016/j.jclepro.2014.01.065>
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189–200. <https://doi.org/10.1038/s43017-020-0039-9>
- Noor, E. Al. (2017). Determinants of generation Z green purchase decision: A SEM-PLS approach. *International Journal of Advanced and Applied Sciences*, 4(11), 143–147. <https://doi.org/10.21833/ijaas.2017.011.023>
- Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22–36. <https://doi.org/10.3200/ENVT.48.5.22-36>
- Park, H. S., Ulusoy, E., Choi, S. Y., & Lee, H. E. (2020). Temporal distance and descriptive norms on environmental behaviors: A cross-cultural examination of construal-level theory. *Sage Open*, 10(1), 2158244020914576. <https://doi.org/10.1177/2158244020914576>
- Paul, J., & Rosado-Serrano, A. (2019). Gradual Internationalisation vs Born-Global/International new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830–858. <https://doi.org/10.1108/IMR-10-2018-0280>
- Paul, J., Khatri, P., & Kaur Duggal, H. (2023). Frameworks for developing impactful systematic literature reviews and theory building: What, why and how? *Journal of Decision Systems*, 1–14. <https://doi.org/10.1080/12460125.2023.2197341>
- Paul, J., Lim, W. M., O'Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, 45(4). <https://doi.org/10.1111/ijcs.12695>
- Peattie, K. (2010). Green consumption: Behavior and norms. *Annual Review of Environment and Resources*, 35(1), 195–228. <https://doi.org/10.1146/annurev-environ-032609-094328>
- Rajadurai, J., Bathmanathan, V., & Azami, N. (2018). Gen y green purchasing behavior in relation to energy conservation and environmental preservation products in malaysia. *International Journal of Engineering & Technology*, 7(4.35), 810–818. <https://doi.org/10.14419/ijet.v7i4.35.23113>
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419–1427. <https://doi.org/10.1016/j.resconrec.2010.06.007>
- Ramos, R. F., Rita, P., & Moro, S. (2019). From institutional websites to social media and mobile applications: A usability perspective. *European Research on Management and Business Economics*, 25(3), 138–143. <https://doi.org/10.1016/j.iiedeen.2019.07.001>
- Ray, S., & Nayak, L. (2023). Marketing sustainable fashion: Trends and future directions. *Sustainability*, 15(7), 6202. <https://doi.org/10.3390/su15076202>
- Rita, P., & Ramos, R. F. (2022). Global research trends in consumer behavior and sustainability in e-commerce: A bibliometric analysis of the knowledge structure. *Sustainability*, 14(15), 9455. <https://doi.org/10.3390/su14159455>
- Roman, T., Bostan, I., Manolică, A., & Mitrica, I. (2015). Profile of green consumers in Romania in light of sustainability challenges and opportunities. *Sustainability*, 7(6), 6394–6411. <https://doi.org/10.3390/su7066394>
- Roster, C. A. (2024). Effects of personal values and clothing style confidence on consumers' interest in upcycled clothing products. *Sustainability*, 16(15), 6393. <https://doi.org/10.3390/su16156393>
- Sahakian, M., & Wilhite, H. (2014). Making practice theory practicable: Towards more sustainable forms of consumption. *Journal of Consumer Culture*, 14(1), 25–44. <https://doi.org/10.1177/1469540513505607>
- Šálková, D., Čábelková, I., & Hommerová, D. (2024). Ethical consumption: What makes people buy "ethical" products. *Central European Business Review*, 13(2), 27–52. <https://doi.org/10.18267/j.cebr.346>
- Santos, Z. R., Cheung, C. M. K., Coelho, P. S., & Rita, P. (2022). Consumer engagement in social media brand communities: A literature review. *International Journal of Information Management*, 63, 102457. <https://doi.org/10.1016/j.ijinfomgt.2021.102457>
- Sathyapriya, P., & Sekar, P. (2020). Green product and consumer behavior: An analytical study. *EPRA International Journal of Research & Development (IJRD)*, 536–540. <https://doi.org/10.36713/epra4467>
- Schwartz, S. H. (1977). Normative influences on altruism. In *Advances in experimental social psychology* (pp. 221–279). [https://doi.org/10.1016/s0065-2601\(08\)60358-5](https://doi.org/10.1016/s0065-2601(08)60358-5)
- Seock, Y., Shin, J., & Yoon, Y. (2024). Embracing environmental sustainability consciousness as a catalyst for slow fashion adoption. *Sustainable Development*, 32(4), 4071–4081. <https://doi.org/10.1002/sd.2889>

- Sesini, G., Castiglioni, C., & Lozza, E. (2020). New trends and patterns in sustainable consumption: A systematic review and research agenda. *Sustainability*, 12(15), 5935. <https://doi.org/10.3390/su12155935>
- Setyo, W., Mukhamad, N., Ujang, S., & Yudha, A. (2024). Broadening influence: Scale development for subjective norms across extended social groups in green purchasing. *Environment and Social Psychology*, 9(8). <https://doi.org/10.59429/esp.v9i8.2940>
- Shove, E. (2003). Converging conventions of comfort, cleanliness and convenience. *Journal of Consumer Policy*, 26(4), 395–418. <https://doi.org/10.1023/A:1026362829781>
- Singh, S., & Dhir, S. (2019). Structured review using TCCM and bibliometric analysis of international cause-related marketing, social marketing, and innovation of the firm. *International Review on Public and Nonprofit Marketing*, 16(2–4), 335–347. <https://doi.org/10.1007/s12208-019-00233-3>
- Srividya, N., Atiq, R., & Volety, N. S. (2024). Qualitative research on responsible consumption concerning apparel. *Cleaner and Responsible Consumption*, 12, 100178. <https://doi.org/10.1016/j.clrc.2024.100178>
- Stafford, E. R., & Graul, A. R. H. (2020). Turning consumers green: From green marketing myopia to our 2020 vision. *Sustainability*, 13(1), 10–21. <https://doi.org/10.1089/sus.2020.29178.ers>
- Stern, P. C., Dietz, T., Abel, T. D., Guagnano, G. A., & Kalof, L. (1999). A Value-Belief-Norm Theory of support for social movements: the case of environmentalism. *Western CEDAR (Western Washington University)*, 6(2), 81–97. https://cedar.wvu.edu/hcop_facpubs/1
- Syed, S., Acquaye, A., Khalfan, M. M., Obuobisa-Darko, T., & Yamoah, F. A. (2024). Decoding sustainable consumption behavior: A systematic review of theories and models and provision of a guidance framework. *Resources, Conservation & Recycling Advances*, 23, 200232. <https://doi.org/10.1016/j.rcradv.2024.200232>
- Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British Journal of Management*, 14(3), 207–222. <https://doi.org/10.1111/1467-8551.00375>
- Uikey, A. A., Marak, Z. R., AlSaleh, D., & Baber, R. (2024). Decoding intentions to purchase organic food products in an emerging economy via artificial neural networks. *Agricultural and Resource Economics: International Scientific E-Journal*, 10(4). <https://doi.org/10.51599/are.2024.10.04.12>
- United Nations. (2016). *The sustainable development goals report 2016*. https://doi.org/10.29171/azu_acku_pamphlet_k3240_s878_2016
- Van Eck, N. J., & Waltman, L. (2014). Visualizing bibliometric networks. In Y. Ding, R. Rousseau, & D. Wolfram (Eds.), *Measuring Scholarly Impact* (pp. 285–320). Springer. https://doi.org/10.1007/978-3-319-10377-8_13
- Vieira Pereira, J. D., Viana, J. G. A., & Alves, R. R. (2019). Green consumer behavior: Evidence from the brazil – uruguay border region. *Revista Brasileira de Marketing*, 18(1), 41–57. <https://doi.org/10.5585/remark.v18i1.3755>
- Wei, X., & Jung, S. (2017). Understanding chinese consumers' intention to purchase sustainable fashion products: The moderating role of face-saving orientation. *Sustainability*, 9(9), 1570. <https://doi.org/10.3390/su9091570>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to shift consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
- Xu, J., Zhou, Y., Jiang, L., & Shen, L. (2022). Exploring sustainable fashion consumption behavior in the post-pandemic era: Changes in the antecedents of second-hand clothing-sharing in china. *Sustainability*, 14(15), 9566. <https://doi.org/10.3390/su14159566>
- Yadav, S. S., Kar, S. K., & Rai, P. K. (2022). Why do consumers buy recycled shoes? An amalgamation of the theory of reasoned action and the theory of planned behavior. *Frontiers in Environmental Science*, 10, 1007959. <https://doi.org/10.3389/fenvs.2022.1007959>
- Yan, X., Huam, H. T., & Sade, A. B. (2024). Is AI better than humans? Unveiling the boundary conditions under which virtual influencers outperform human influencers in endorsing sustainable products. *Sustainability*, 16(22), 9896. <https://doi.org/10.3390/su16229896>
- Yuan, Y., Gretzel, U., & Tseng, Y. (2015). Revealing the nature of contemporary tourism research: Extracting common subject areas through bibliographic coupling. *International Journal of Tourism Research*, 17(5), 417–431. <https://doi.org/10.1002/jtr.2004>
- Zhu, Q., & Sarkis, J. (2016). Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics*, 181, 289–302. <https://doi.org/10.1016/j.ijpe.2016.06.006>
- Zinkhan, G. M., & Carlson, L. (1995). Green advertising and the reluctant consumer. *Journal of Advertising*, 24(2), 1–6. <https://doi.org/10.1080/00913367.1995.10673471>

Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational Research Methods*, 18(3), 429–472. <https://doi.org/10.1177/1094428114562629>