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From Awareness to Action: a Systematic Review of Sustainability Campaigns and Market Response

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From awareness to action: A systematic review of sustainability campaigns and market response

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Abstract:

This systematic literature review examines sustainability campaigns and market responses using the TCCM framework (Theory, Context, Characteristics, and Methodology). Based on 94 studies from Scopus and Web of Science, the review highlights the most commonly applied theoretical frameworks in this field, such as the Theory of Planned Behavior (TPB) and Corporate Social Responsibility (CSR), as well as the dominant role of countries like China and the United States in this research domain. The study identifies several key types of sustainability campaigns, including corporate-led environmental protection initiatives, CSR efforts, green advertising, and sustainable supply chain management, with each type showing varied impacts across regions. Environmental concern and price sensitivity are the most frequently discussed antecedents of green consumption, while gaps in research on post-purchase behaviors like brand loyalty are noted. Methodologically, quantitative surveys dominate, though mixed methods and advanced techniques such as machine learning are underutilized. Future research should address these gaps, focusing on integrating diverse theories, expanding into underexplored regions, and standardizing terminology to improve cross-study comparability.

Keywords: Environmental; Sustainability; Sustainability campaigns; Market response; Consumer behavior; systematic literature review; TCCM framework

1. Introduction

In response to global environmental challenges, companies are increasingly launching targeted sustainability campaigns to address issues such as climate change, resource scarcity, and social responsibility. Sustainability campaigns, as defined in this study, are strategic initiatives designed to achieve measurable outcomes within a defined timeframe. These campaigns aim to promote specific sustainability goals, such as reducing environmental impact, enhancing social responsibility, or fostering eco-conscious behaviors, by leveraging communication strategies, public engagement, and innovative solutions. Unlike broader sustainability initiatives, these campaigns focus on driving behavioral and market-level changes through clearly defined objectives.

In various industries, sustainability campaigns take diverse forms. The energy and environmental sectors focus on carbon emission reduction, minimizing virgin plastic usage, and promoting renewable energy (Ahmad et al., 2023). The agriculture and food industries emphasize eco-friendly farming, food waste reduction, and sustainable consumption (Chen et al., 2019), while the transportation and tourism sectors implement electric vehicle subsidies and carbon taxes to encourage greener travel (Asadi et al., 2022; Alfaro & Chankov, 2022). Similarly, the fashion and textiles industry prioritizes sustainable garment production, and the construction sector promotes green building initiatives (Balasubramanian & Sheykhmaleki, 2024; He & Chen, 2021).

Sustainability campaigns are also embedded in corporate marketing strategies. Green advertising and eco-labels help consumers identify environmentally friendly products (Fuller et al., 2023; Owusu-Sekyere et al., 2019), while public education campaigns raise environmental awareness (Clonan et al., 2015). On the consumer side, eco-conscious behaviors—such as reducing packaging

waste, tracking carbon footprints, and adopting circular economy practices like recycling and purchasing second-hand goods—are becoming more prevalent (Elshaer et al., 2024; McNeill et al., 2020). Government policies further enhance sustainability efforts through initiatives like plastic bans, subsidies, and carbon offset programs (Hayat et al., 2023). Technological innovations, such as apps like Ant Forest and advancements in energy efficiency, support these initiatives by encouraging consumer participation (Ashfaq et al., 2022; Zhao et al., 2015).

In this study, market response refers to the measurable reactions of consumers and markets to sustainability campaigns. These responses encompass individual-level behaviors, such as purchasing decisions and usage patterns, as well as aggregated market-level trends, including shifts in demand and feedback loops. Tangible actions, such as purchases, and perceptual changes, like shifts in attitudes and trust, are critical components of market response. Sustainability campaigns influence these responses by addressing key behavioral drivers, including environmental awareness, perceived social responsibility, and trust in corporate initiatives. However, their effectiveness varies significantly across industries, countries, and consumer groups, shaped by contextual factors such as cultural norms, economic conditions, and industry-specific dynamics (e.g., Hayat et al., 2023; Ahmad et al., 2023; Balasubramanian & Sheykhmaleki, 2024).

This study seeks to answer the core research question: How do sustainability campaigns influence consumer and market responses across theoretical, contextual, characteristic, and methodological dimensions, and what gaps exist for advancing research on their effectiveness? To address this, the study employs the TCCM framework (theory-context-characteristics-methodology; Paul & Rosado-Serrano, 2019) to systematically review the influence of sustainability campaigns on market

responses. It examines key theoretical foundations, research contexts, and methodologies, while emphasizing the characteristic dimension through an analysis of antecedents and decision variables, such as environmental concern and purchase intentions. Additionally, a keyword clustering analysis identifies dominant themes and emerging research directions, offering a comprehensive overview of the field.

This study makes three key contributions. First, it systematically integrates fragmented insights across disciplines, providing a holistic understanding of how sustainability campaigns shape consumer and market behaviors. Second, by combining the TCCM framework with keyword clustering, it identifies critical theoretical and methodological gaps, as well as underexplored contexts and key drivers of sustainable behavior. Third, it offers practical implications for designing effective sustainability campaigns and provides a roadmap for advancing research in this domain.

2. Methodology

This study utilizes the TCCM framework (Paul & Rosado-Serrano, 2019) to conduct a systematic literature review on sustainability campaigns and consumer behavior, aiming to organize existing research, identify gaps, and propose future research directions. The TCCM framework—structured around key dimensions of Theory, Context, Characteristics, and Methodology—ensures a comprehensive evaluation by integrating theoretical approaches, data sources, stakeholder perspectives, analytical methods, and relevant journals. Systematic literature reviews can adopt various forms, including framework-based reviews, theory-driven reviews, meta-analyses, and bibliometric reviews (Dhaliwal et al., 2020; Zhao et al., 2020; Kar & Harichandan, 2022; Camargo, 2021). The structured approach of TCCM facilitates a systematic analysis of selected journals, organizing critical findings

and highlighting gaps, particularly in the interaction between sustainability campaigns and consumer behavior. This methodology provides a robust roadmap for advancing research in this field, addressing underexplored areas and offering clear directions for future inquiry.

This study conducted a systematic literature review of research on sustainability campaigns and their market responses, employing a comprehensive search strategy to ensure broad and inclusive coverage, strictly following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Page et al., 2021). Articles were selected without restrictions on publication date, language, or disciplinary focus. The primary databases used were Scopus and Web of Science (WoS), recognized for their extensive and authoritative repositories. The search was performed on October 7, 2024, targeting titles, abstracts, and keywords to capture a wide range of relevant studies. Keywords (Table 1) included terms such as "sustaina* campaign," "sustaina* activit*," "sustaina* strateg*," "sustaina* effort*," and "sustaina* polic*," alongside related phrases like "green campaign" and "eco-friendly strateg*." These were combined with terms like "market re*," "market feedback," "consumer re*," "consumer behavi*," and "purchas*" to ensure comprehensive coverage of literature addressing market responses and consumer behavior.

Table 1. Searching strategies used in this study.

Database	Search strategy	Search results
Scopus	((TITLE-ABS-KEY ("sustaina* campaign" OR "sustaina* activit*" OR "sustaina* strateg*" OR "sustaina* effort*" OR "sustaina* polic*" OR "green campaign" OR "green activit*" OR "green strateg*" OR "green effort*" OR "green polic*" OR "eco-friendly campaign" OR "eco-friendly activit*" OR "eco-friendly strateg*" OR "eco-friendly effort*" OR "eco-friendly polic*") AND TITLE-ABS-KEY ("market re*" OR "market feedback" OR "consumer re*" OR "consumer behavi*" OR "purchas*"))	515

Database	Search strategy	Search results
Web of Science (WOS)	(TS=("sustaina* campaign" OR "sustaina* activit*" OR "sustaina* strateg*" OR "sustaina* effort*" OR "sustaina* polic*" OR "green campaign" OR "green activit*" OR "green strateg*" OR "green effort*" OR "green polic*" OR "eco-friendly campaign" OR "eco-friendly activit*" OR "eco-friendly strateg*" OR "eco-friendly effort*" OR "eco-friendly polic*")) AND TS=("market re*" OR "market feedback" OR "consumer re*" OR "consumer behavi*" OR "purchas*")	375
Total	-	890

During the identification and eligibility phases, a total of 890 papers were retrieved. After removing duplicates using Endnote, 590 unique papers remained. To minimize bias, the authors collaborated to screen the literature and established unified inclusion and exclusion criteria (Table 2). Discrepancies were resolved through discussions. A review of titles and abstracts resulted in the exclusion of 490 papers that did not meet the criteria. Due to the broad search scope, which included titles, abstracts, and keywords, a high exclusion rate was anticipated. Many articles unrelated to the topic, particularly those outside the business field (e.g., medicine, chemistry, energy research, technology, law), were excluded during the manual review. Additionally, articles that did not simultaneously address sustainability campaigns and consumer behavior, such as those focused solely on sustainability-related policies or corporate sustainability performance, were excluded. Furthermore, only articles published in SSCI or SCI-indexed journals with an impact factor above 1 were included, and studies failing to meet this standard were removed (Basu et al., 2022; Khatri and Duggal, 2022; Paul et al., 2023).

Table 2. Inclusion and exclusion criteria for study selection.

Inclusion criteria	Exclusion criteria
1. Only articles from SSCI OR SCI journal with an impact factor above 1 will be retained. 2. Articles related to sustainability campaign and market response	1. Articles outside the business discipline or not related to sustainability within business studies, such as those in medicine, chemistry, physics or technology, will be excluded. 2. Articles that do not simultaneously cover sustainability

Inclusion criteria	Exclusion criteria
will be preserved.	campaign and market response topics will be excluded.

After discussions, 94 articles were selected for the final review. At this stage, a comprehensive content analysis was conducted, focusing on extracting, coding, and organizing data from these articles. The study applied the TCCM framework to extract key information from selected articles, including title, publication year, journal, theoretical framework, national context, data collection methods, sampling techniques, influencing factors, and decision-making variables. This extraction process formed the foundation for the detailed content analysis presented in subsequent sections. A detailed workflow of the literature selection process is shown in Figure 1.

[Insert Figure 1]

3. Distribution of reviewed articles

Table 3 presents the rankings, impact factors, and publication volumes of the journals analyzed in this study. A quantitative assessment of the 94 selected papers revealed a broad disciplinary spread and significant academic authority. Most articles (62.7%) were published in Q1 journals indexed in SCI and SSCI, reflecting the high level of influence and recognition these works have within the field of sustainability campaigns and market responses. Q2 journals (35%) also contributed valuable insights, especially in specialized industries and markets.

Table 3. Selected Journals.

Source title	Index	IF	Papers
Sustainability (Switzerland)	SCI Q2	3.3	18
Journal of Cleaner Production	SCI Q1	9.7	8

Source title	Index	IF	Papers
Business Strategy and the Environment	SSCI Q1	12.5	5
Foods	SCI Q1	4.7	3
International Journal of Consumer Studies	SSCI Q1	8.6	3
Journal of Business Research	SSCI Q1	10.5	3
Behavioral Sciences	SSCI Q2	2.5	2
European Sport Management Quarterly	SSCI Q1	3.6	2
Food Research International	SCI Q1	7	2
International Journal of Advertising	SSCI Q1	5.3	2
International Journal of Contemporary Hospitality Management	SSCI Q1	9.1	2
Journal of Brand Management	SSCI Q2	4	2
Journal of Business Ethics	SSCI Q1	5.9	2
Journal of Consumer Behaviour	SSCI Q2	4.4	2
Journal of Product and Brand Management	SSCI Q1	5.2	2
Journal of Retailing and Consumer Services	SSCI Q1	11	2
Renewable and Sustainable Energy Reviews	SCI Q1	16.3	2
Resources Conservation and Recycling	SCI Q1	11.2	1
Industrial Management & Data Systems	SCI Q1	4.2	1
Nutrients	SCI Q1	4.8	1
Energy Policy	SCI Q1	9.3	1
Sustainable Production and Consumption	SCI Q1	10.9	1
IEEE Transactions on Engineering Management	SCI Q1	4.6	1
Journal of Environmental Management	SCI Q1	8	1
Global Environmental Change	SCI Q1	8.6	1
International Journal of Production Economics	SCI Q1	9.8	1
PLoS ONE	SCI Q1	2.9	1
Environment, Development and Sustainability	SCI Q2	4.7	1
Public Health Nutrition	SCI Q2	3	1
Agribusiness	SCI Q2	2.1	1
BioResources	SCI Q2	1.3	1
Agrekon	SCI Q2	1.6	1
Nutrition Research and Practice	SCI Q3	2	1
Journal of Human Nutrition and Dietetics	SCI Q3	2.9	1
Journal of Advertising	SSCI Q1	5.4	1
Journal of Consumer Psychology	SSCI Q1	4	1
Journal of Hospitality & Tourism Research	SSCI Q1	4.4	1
International Journal of Hospitality Management	SSCI Q1	9.9	1
Business Ethics The Environment & Responsibility	SSCI Q1	3.6	1
Journal of the Knowledge Economy	SSCI Q1	4	1
Journal of Research in Interactive Marketing	SSCI Q1	9.6	1
Sustainable Development	SSCI Q1	9.9	1
Sustainability Accounting, Management and	SSCI Q1	5.2	1

Source title	Index	IF	Papers
Policy Journal			
Journal of Environmental Psychology	SSCI Q1	6.1	1
International Journal of Physical Distribution and Logistics Management	SSCI Q1	5.9	1
Journal of Fashion Marketing and Management: An International Journal	SSCI Q2	3.2	1
Marketing Intelligence and Planning	SSCI Q2	3.6	1
Frontiers in Psychology	SSCI Q2	2.6	1
Asia Pacific Journal of Marketing and Logistics	SSCI Q2	3.9	1

The interdisciplinary nature of the literature is evident, with studies spanning environmental science, business management, and consumer behavior. This diversity highlights the dual role of sustainability campaigns as both environmental initiatives and key components of business strategy and consumer decision-making. For example, the *Journal of Cleaner Production* is frequently cited as a leading journal in environmental and sustainability research, while the *Journal of Business Research* and *Business Strategy and the Environment* underscore the relevance of sustainability in corporate management and marketing. Additionally, research from fields like food science and fashion management demonstrates the broad applicability of sustainability campaigns across various industries and contexts.

Overall, the distribution of these articles across high-quality journals and multiple disciplines underscores the academic authority and interdisciplinary scope of research on sustainability campaigns and market responses.

4. TCCM-based review

This study adopts the TCCM framework, proposed by Paul and Rosado-Serrano (2019), to systematically analyze sustainability campaigns and market responses across theory, context,

characteristics, and methodology. A conceptual model summarizing the TCCM results, inspired by Buitrago and Camargo (2021), is presented in Figure 2 for a visual representation of key findings. Detailed data for each reviewed articles are provided in the Appendix.

[Insert Figure 2]

4.1. Review of theories

The review of theories from the 94 selected studies identifies four primary theoretical categories.

First, behavioral theories, particularly the Theory of Planned Behavior (TPB, used in 22 studies) and the Theory of Reasoned Action (TRA, used in 5 studies), dominate the literature. These frameworks are widely applied to explain consumer decision-making in green consumption and sustainable purchasing, providing a robust foundation for understanding how attitudes, subjective norms, and perceived behavioral control shape intentions and behaviors. For instance, Ahmad et al. (2023) used TPB to examine the link between corporate social responsibility (CSR) and green purchasing intentions, while Al-Swidi et al. (2021) applied TRA to analyze young consumers' green behaviors.

Second, social psychological theories—including Social Exchange Theory (3 studies), Signaling Theory (2 studies), Impression Formation Theory (2 studies), and Balance Theory (1 study)—provide complementary insights into consumer social identity, trust, and attribution processes. These theories help explain how brand sustainability efforts influence consumer attitudes. For example, Ghazali et al. (2018) used Social Exchange Theory to investigate the role of religious values in green purchasing behavior, while Gidaković et al. (2022) applied Signaling and Impression Formation Theories to explore the impact of brand sustainability on purchase intentions.

Third, green marketing and sustainability theories, such as Green Consumer Behavior Theory (4 studies) and CSR framework (14 studies), play a critical role in understanding sustainable consumer behavior. CSR framework, in particular, is frequently used to examine how companies foster green consumption through socially responsible practices, influencing consumer attitudes and purchasing behaviors. Liu et al. (2023), for example, demonstrated the positive effect of CSR on Generation Z's green purchasing behaviors in China.

Finally, innovation and technology adoption theories, such as the Expectation Confirmation Model (ECM, 2 studies) and the Task-Technology Fit Model (TTFM, 1 study), are increasingly relevant in the digital age. These models explore how technological innovations, including digital platforms like Ant Forest, promote sustainable behavior, as shown by Ashfaq et al. (2023).

In conclusion, behavioral theories dominate green consumption research, while social psychological, green marketing, and technology adoption theories offer valuable complementary perspectives. Future research should integrate these frameworks to develop a more comprehensive understanding of consumer decision-making in sustainability, addressing the interplay of motivations, social influences, and technological innovations in shaping sustainable behaviors.

4.2. Review of contexts

The review of contexts in the literature reveals the geographical and thematic diversity of sustainable consumption behaviors, with significant research focusing on country-specific studies and sustainability campaign types. Key regions where sustainability-related consumer behaviors have been extensively studied include China, the United States, South Korea, the United Kingdom, and Australia.

China leads the field with 28 studies examining corporate social responsibility (CSR) initiatives and their impact on green purchasing behaviors, reflecting the country's rapid adoption of sustainability policies and market responses (Ahmad et al., 2023; Hayat et al., 2023; Cui et al., 2024). The United States (15 articles), emphasize consumer awareness of corporate sustainability strategies and green product labeling, focusing on psychological factors driving purchasing decisions (Chen et al., 2019; Fuller & Grebitus, 2023).

South Korea (8 articles) features prominently with research across various industries, highlighting consumer perceptions of sustainability practices. Ju and Chang (2016) found that while consumers were less aware of green procurement, they were more familiar with green packaging and waste management in the foodservice sector, which shaped their perception of corporate social contribution. Similarly, Jung et al. (2020) demonstrated the positive effect of CSR on brand image, consumer trust, and loyalty in traditional fashion markets, while Kim et al. (2024) explored how color consistency in sustainability promotions influenced ethical dining behaviors. Additionally, Kim and Oh (2020) showed that perceived sustainability in sportswear positively impacted purchase intentions, with skepticism serving as a negative moderator.

In the United Kingdom, studies focus on consumer perceptions in the food and retail sectors. Clonan et al. (2015) found that health and animal welfare concerns were stronger drivers than environmental sustainability in meat consumption. Gordon-Wilson et al. (2022) highlighted how green consumption values, rather than value consciousness, drove packaging-free shopping, particularly among consumers with high responsibility. Knight et al. (2022) showed how message relevance and trust in the source significantly influenced consumer engagement with corporate sustainability messages on

social media.

Australia, represented by two studies, focuses on how situational factors, implementation intentions, and environmental engagement moderate the relationship between pro-environmental purchase intentions and actual behavior (Grimmer et al., 2016; Grimmer & Miles, 2017).

In terms of sustainability campaigns, several broad themes emerge. Corporate-led environmental protection campaigns dominate, particularly in China and the United Kingdom, where efforts focus on reducing carbon emissions and promoting eco-friendly products (Ahmad et al., 2023). CSR campaigns are also prevalent, particularly in emerging markets, where they enhance brand loyalty and consumer engagement through corporate social involvement (Ghazali et al., 2018). In developed countries, green advertising and reputation management are critical, with companies using these tools to build trust and promote green products (Kim et al., 2023). Sustainable supply chain management and green procurement practices are increasingly important, especially in sectors like apparel and food, where transparency and eco-friendly practices are seen as essential to consumer choice (Asadi et al., 2022; Balasubramanian & Sheykhmaleki, 2024).

While social and cultural campaigns receive less attention, they play a crucial role in raising environmental awareness, particularly in developing regions. For instance, Southeast Asia shows how religious values and green habits drive pro-environmental purchasing behaviors, underscoring the significance of cultural contexts in shaping sustainability efforts (Ghazali et al., 2018).

This review highlights the need to contextualize sustainability campaigns according to regional and cultural factors to enhance their effectiveness. The diverse case studies not only reveal variations in

green consumption behaviors across different countries but also provide a foundation for future research on the long-term impacts of these initiatives across diverse socio-economic and cultural contexts (Kim & Oh, 2020; Rusyani et al., 2021). By understanding how regional and cultural differences shape green behaviors, businesses, policymakers, and researchers can design more effective strategies to promote sustainable consumption globally.

4.3. Review of characteristics

The review of characteristics focuses on three key dimensions: sustainability-related antecedents, other antecedents, and corresponding decisions (dependent variables). By assessing these variables statistically, the review highlights their frequency and influence on consumer behavior.

Sustainability-related antecedents are prominent throughout the literature, reflecting strong academic interest in the drivers of green consumption. Environmental concern, cited in 35 studies, is the most frequently mentioned factor and serves as a primary motivator for green purchase intentions (Ahmad et al., 2023; Asadi et al., 2022). Other key antecedents include environmental responsibility (28 mentions) and sustainability awareness (26 mentions), demonstrating their significant role in shaping consumer decisions (Al-Swidi & Saleh, 2021; Calderon-Monge et al., 2020). Additional factors such as carbon emissions reduction (19 mentions), awareness of green product labels (17 mentions), and habitual green consumption (15 mentions) are also important (Alfaro & Chankov, 2022; Cho et al., 2024). The influence of environmental policy is discussed in 12 studies, underscoring its role in guiding consumer behavior (Asadi et al., 2022; Sun et al., 2022).

Beyond sustainability, other antecedents influencing consumer decisions are also examined. Price

sensitivity, noted in 32 studies, is identified as a major barrier, with consumers often weighing the higher costs of eco-friendly products (Bernard et al., 2013; Grimmer & Miles, 2017). Personal values (29 mentions), social norms (22 mentions), brand reputation (21 mentions), consumer trust (20 mentions), and family concerns (16 mentions) also play critical roles in decision-making (Ashfaq et al., 2023; Gidaković et al., 2024; Knight et al., 2022). Advertising and promotion, mentioned in 15 studies, highlight the media's impact on consumer attitudes toward green products (Kyu Kim et al., 2020; Ross & Milne, 2021).

Regarding decisions, green purchase intention is the most frequently studied variable, appearing in 40 studies, demonstrating the widespread interest in understanding consumer intent within sustainable consumption (Dagher & Itani, 2014; Hosseini-Motlagh et al., 2024). Purchase preferences (28 mentions) focus on consumer choices among alternatives (Asadi et al., 2022; Cho et al., 2024), while repeat purchase behavior (19 mentions) emphasizes consumer loyalty and its role in long-term marketing strategies (Neumann et al., 2021; Alfaro & Chankov, 2022). Consumer loyalty (18 mentions), decision-making processes (17 mentions), and green product selection (14 mentions) further illustrate the significance of these factors in sustainable behavior (Chang, 2011; Castellari et al., 2019; Ashfaq et al., 2023).

In summary, green purchase intention emerges as the most extensively discussed decision-related theme, while environmental concern and price sensitivity are the most frequently mentioned sustainability-related and other antecedents, respectively. These factors provide insights into the complex decision-making process surrounding sustainable consumption, offering valuable theoretical and empirical foundations for future research.

4.4. Review of methodology

The review of methodology in the selected studies highlights four main aspects: research design, data collection, sample size, and data analysis. These dimensions reveal key trends in how green consumer behavior and sustainable consumption intentions are studied.

Quantitative research dominates the field, featuring in 60 studies, reflecting a reliance on structured data to examine sustainability-related consumer behavior. Mixed methods are used in 22 studies, combining quantitative and qualitative approaches for a more comprehensive understanding, while 13 studies employ qualitative research, often for in-depth exploration of specific cases or contexts.

Surveys are the most common data collection method, used in 72 studies, indicating a preference for direct consumer feedback to analyze consumption patterns. Literature reviews and secondary data analysis are also commonly employed, particularly in studies focused on theory development.

Most studies feature sample sizes ranging from 100 to 500 participants, with 38 studies using 100-300 participants, and only 14 studies exceeding 500 participants. While larger samples enhance external validity, practical limitations often result in moderate sample sizes.

In terms of data analysis, structural equation modeling (SEM) is the most frequently employed technique, appearing in 30 studies, due to its capacity to handle complex causal relationships. Regression analysis is used in 20 studies, while multivariate analysis (15 studies) and frequency analysis (10 studies) are also commonly applied.

Overall, the methodological review shows a strong preference for quantitative approaches, with

surveys as the primary data collection method and moderate sample sizes being common. SEM is the dominant analytical tool, reflecting the complexity of the relationships examined in green consumer behavior research.

4.5. Review of keywords and topics

In addition to the TCCM analysis, a keyword clustering analysis of the 94 articles was conducted using the co-occurrence analysis feature in VOSviewer to achieve clustering and visualization (see Figure 3). The clusters revealed key themes and directions within the body of research, with each cluster reflecting distinct research focuses.

[Insert Figure 3]

Cluster 1 (red) primarily centers on environmental sustainability and consumer behavior. Keywords such as "environmental sustainability" (11 occurrences) and "behavioral change" (5 occurrences) highlight how both corporations and consumers engage in environmental protection initiatives to drive sustainable behavior change. Terms like "sponsorship behavior" (5 occurrences) and "sports consumer behavior" (7 occurrences) further emphasize the role of corporations in specific sectors, such as sports, in promoting green actions and influencing consumer behavior through sponsorship. This cluster underscores the importance of corporate involvement in fostering sustainable behavior, particularly in building consumer trust and environmental commitments.

Cluster 2 (blue) focuses on green purchasing behavior and environmental concern. Keywords like "green purchase intention" (7 occurrences), "green purchase behavior" (6 occurrences), and "environmental knowledge" (6 occurrences) reflect the attitudes and actions of consumers toward

green products. This cluster suggests that consumers' environmental awareness and concern are crucial drivers of green consumption. By enhancing environmental knowledge and awareness, companies can effectively encourage consumers to make eco-friendly choices. The term "environmental responsibility" (2 occurrences) also indicates that consumers' sense of responsibility and positive attitudes toward environmental protection significantly influence their purchasing decisions.

Cluster 3 (green) highlights research on green marketing and social media. Keywords such as "green marketing" (5 occurrences), "greenwashing" (3 occurrences), and "social media" (4 occurrences) reflect the opportunities and challenges businesses face when promoting green products. Discussions within this cluster focus on how effective marketing, such as social media campaigns, can enhance the brand image of green products, while also acknowledging the potential negative impact of greenwashing. Additionally, the term "green product" (5 occurrences) indicates that companies' green transformation in product design and marketing can shape consumer behavior.

Cluster 4 (yellow) revolves around consumer psychology and behavioral theories. Keywords like "Theory of Planned Behavior" (4 occurrences) and "trust" (3 occurrences) shed light on the psychological drivers and decision-making mechanisms behind green product selection. This cluster demonstrates that trust plays a critical role in consumers' willingness to pay a premium for green products. Brands that build trust can attract environmentally conscious consumers. The research within this cluster provides strong theoretical support for understanding how consumers make decisions when confronted with green product choices.

Cluster 5 (purple) addresses industry-specific sustainability practices. Keywords such as "apparel" (2 occurrences), "food service" (5 occurrences), and "South Africa" (5 occurrences) reflect sustainable

practices within specific industries and regions. The research explores how different cultural contexts and industry characteristics affect sustainable behavior, revealing cross-industry and cross-cultural trends in green consumption. This cluster offers valuable case studies and insights for future research on green consumption behavior across different industries and cultures.

Overall, the keyword clustering analysis reveals a deep exploration of multiple dimensions within sustainability research, covering consumer behavior, corporate sustainability practices, green marketing strategies, consumer psychology and decision-making mechanisms, and sustainability practices in specific industries and countries. The clusters not only illustrate the research focus across various fields and themes but also provide important references and insights for future studies on sustainable consumption.

5. Findings and future research

5.1. Theoretical insights and future directions

Behavioral theories, particularly the TPB and TRA, dominate the existing body of research on green consumer behavior. These frameworks are widely employed to explain how attitudes, subjective norms, and perceived behavioral control influence consumer intentions toward sustainable products (Ahmad et al., 2023; Al-Swidi & Saleh, 2021). However, while these theories are valuable, they often focus on individual-level factors and may overlook broader social, cultural, and technological influences on sustainable behavior. To address this, future research should aim to integrate behavioral theories with social psychological theories, such as Social Exchange Theory and Signaling Theory, to better capture the complexities of consumer motivations and behaviors in green consumption contexts

(Ghazali et al., 2018; Gidaković et al., 2022). Additionally, the application of innovation and technology adoption models, such as the Expectation Confirmation Model (ECM), is underexplored. As technological innovation, such as digital platforms, continues to play an important role in shaping green behavior, more research is needed to investigate the sustained influence of technology on green consumption (Ashfaq et al., 2023). Emerging technologies such as virtual reality (VR) and augmented reality (AR) also provide unique opportunities to engage consumers and promote sustainable consumption, particularly in the retail and fashion industries (Zhang & Chan, 2021). Future research could address the question: How can the integration of behavioral theories, such as TPB and TRA, with social psychological frameworks (e.g., Social Exchange Theory) and technology adoption models (e.g., ECM) provide a more holistic understanding of consumer motivations in adopting sustainable consumption behaviors across different cultural contexts?

5.2. Contextual findings and future research

Geographically, the reviewed studies cover a diverse range of countries, yet there remains a significant gap in understanding the cultural and regional specificities that shape sustainability-related behaviors. Research from Southeast Asia, the Middle East, and Latin America is particularly limited, despite these regions presenting unique socio-cultural dynamics that influence consumer behavior. For example, religious values and green habits have been shown to significantly impact green purchasing in Southeast Asia (Ghazali et al., 2018), indicating the importance of culturally specific factors in shaping sustainable consumption. Expanding the geographical scope of sustainability research to include more culturally diverse contexts could offer valuable insights into how social norms, values, and religious beliefs influence consumer behavior. Cross-cultural studies should also investigate how

regional differences impact the long-term effects of sustainability initiatives (Kim & Oh, 2020; Rusyani et al., 2021), particularly for high-cost or operationally challenging green products such as electric vehicles and green buildings (Sun et al., 2022). A pressing research question is: What role do regional socio-cultural factors, such as religious values and social norms, play in shaping consumer preferences for high-cost sustainable products, such as electric vehicles, in underexplored regions like Southeast Asia and Latin America?

5.3. Characteristics of green consumption and future directions

The review of characteristics reveals that environmental concern, sustainability awareness, and price sensitivity are the most frequently discussed antecedents of green consumption (Ahmad et al., 2023; Asadi et al., 2022). However, there is a need for more research on less-explored drivers, such as environmental policy, carbon emissions reduction, and green product labeling. Additionally, the literature focuses heavily on green purchase intentions, but less attention has been given to post-purchase behaviors such as brand loyalty and repeat purchases of sustainable products (Neumann et al., 2021; Alfaro & Chankov, 2022). Future studies should address this gap by examining the long-term effects of green consumption and the factors that contribute to sustained consumer engagement with sustainable brands. Understanding the full consumer journey, from intention to post-purchase loyalty, is critical for advancing both theoretical development and practical applications. This is especially important in industries like retail and fashion, where building consumer trust through sustained engagement can drive long-term loyalty to green products (Grimmer & Miles, 2017). Thus, future research should explore: What are the key drivers of consumer loyalty and repeat purchasing behaviors for sustainable products, and how do these factors vary across industries, such as

retail and fashion, and different levels of environmental engagement?

5.4. Methodological insights and future directions

Methodologically, quantitative research methods dominate the literature, with surveys being the most commonly used data collection method (72 studies). While these methods effectively capture consumer attitudes and behaviors, future research should incorporate mixed methods approaches that combine qualitative insights with quantitative data to provide a more nuanced understanding of the motivations behind green consumption (Ashfaq et al., 2023). Additionally, experimental designs and longitudinal studies should be explored to capture the dynamic and evolving nature of consumer attitudes toward sustainability over time. SEM is the most frequently used analytical technique, highlighting its suitability for examining complex relationships between variables (Asadi et al., 2022). However, advanced techniques like machine learning and big data analytics remain underutilized and could offer valuable insights into large-scale patterns of green consumption and their drivers (Hoang et al., 2023). By leveraging these methods, future studies can better capture emerging trends and provide actionable insights for businesses and policymakers. A key research question could be: How can advanced analytical techniques, such as machine learning and big data analytics, be utilized to identify large-scale trends in green consumption and predict long-term shifts in consumer behavior toward sustainable products?

5.5. Terminology challenges and recommendations

One of the key challenges identified in this review is the inconsistency in the terminology used across studies. Terms such as "green purchase behavior," "sustainable consumption behavior," and

"environmental consumption intention" are often used interchangeably, despite subtle differences in meaning that may lead to confusion (Gidaković et al., 2022; Alfaro & Chankov, 2022). Additionally, sustainability labels, such as organic or eco-friendly certifications, vary in their definitions and applications, further complicating the comparability of findings across different studies (Bernard et al., 2013; Chen et al., 2019). To address these issues, future research should prioritize the standardization of terminology within the field of sustainability. Developing a clear glossary of key terms and ensuring consistency in their application across studies would improve the comparability and generalizability of research findings. Cross-disciplinary studies should also adopt harmonized terminology to facilitate integration across fields, enhancing conceptual coherence and fostering collaboration in sustainability research (Jaeger et al., 2023; Reyes-Menendez et al., 2020). An important question for future research is: How can the development of a standardized glossary of sustainability-related terms, including "green purchase behavior" and "sustainable consumption," enhance cross-disciplinary research and improve the comparability of findings in sustainability studies?

5.6. Future research summary

This review underscores the need for integrating diverse theoretical frameworks, expanding research into underexplored cultural and regional contexts, and employing more varied methodological approaches to advance our understanding of sustainability activities and market responses. Future research should focus on narrowing the gap between consumers' green intentions and their actual behaviors, especially in the context of high-cost or operationally challenging green products, such as electric vehicles and green buildings (Sun et al., 2022). Additionally, the long-term effects of green consumption, including loyalty and repeat purchasing behavior, warrant further exploration.

Technological innovations, including virtual reality (VR) and augmented reality (AR), offer promising avenues for promoting green consumption, particularly in industries like retail and fashion (Zhang & Chan, 2021). Advanced techniques such as machine learning and big data analytics can provide insights into large-scale sustainability trends and consumer patterns (Hoang et al., 2023). By addressing these gaps and standardizing terminology, future research can contribute to a more comprehensive and unified understanding of sustainable consumption, enabling more effective sustainability strategies and practices.

6. Conclusions

This systematic literature review provides a comprehensive examination of the interplay between sustainability campaigns and market responses, structured using the TCCM framework. Key findings reveal the dominance of behavioral theories, particularly TPB and TRA, in explaining green consumption, a significant geographical and thematic diversity in research contexts, and a focus on green purchase intentions as a primary decision-making variable. Methodologically, quantitative approaches predominate, with limited exploration of advanced analytical techniques or mixed-methods designs.

This study makes several theoretical contributions. It underscores the need to integrate behavioral frameworks with social psychological theories and innovation models to better capture the complexity of sustainable consumer behavior, encompassing social, cultural, and technological influences. Additionally, the review highlights gaps in understanding post-purchase behaviors, such as brand loyalty and long-term consumer engagement, calling for a broader exploration of the entire consumer journey. Finally, this study advocates for standardizing sustainability-related terminology to enhance

comparability and coherence in the field, addressing a critical challenge in cross-study analyses.

From a practical perspective, this review provides actionable insights for businesses and policymakers. Expanding research into underrepresented regions, such as Southeast Asia and Latin America, can uncover culturally specific drivers of green consumption, informing localized sustainability strategies. Furthermore, incorporating advanced analytical techniques and leveraging technological innovations, such as AR and VR, can enhance the effectiveness of sustainability campaigns, particularly in industries like retail and fashion. By addressing these gaps, future research can advance the design of more impactful sustainability initiatives, fostering consumer trust and promoting global sustainable development.

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Figures

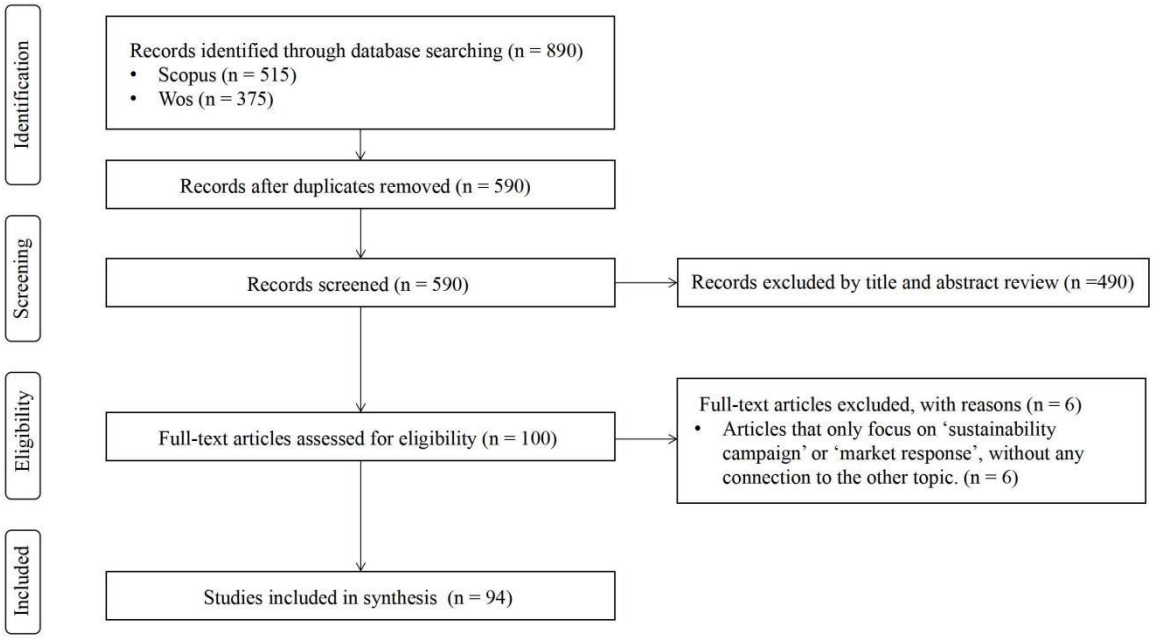

Figure 1. Flow diagram of article selection using PRISMA protocol

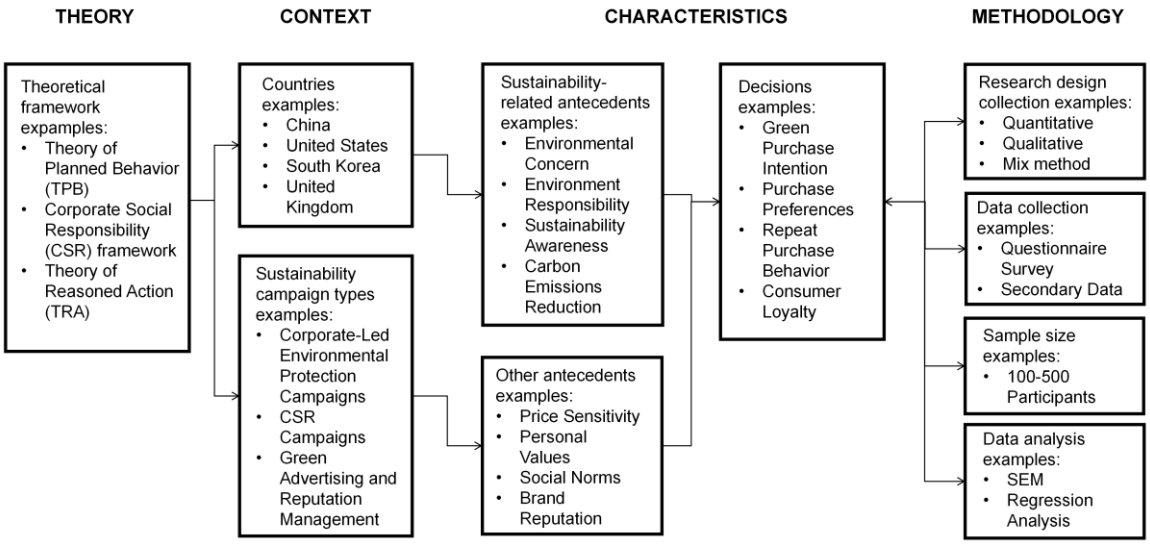

Figure 2. Comprehensive overview of review using TCCM framework, adapted from Buitrago and Camargo (2021)

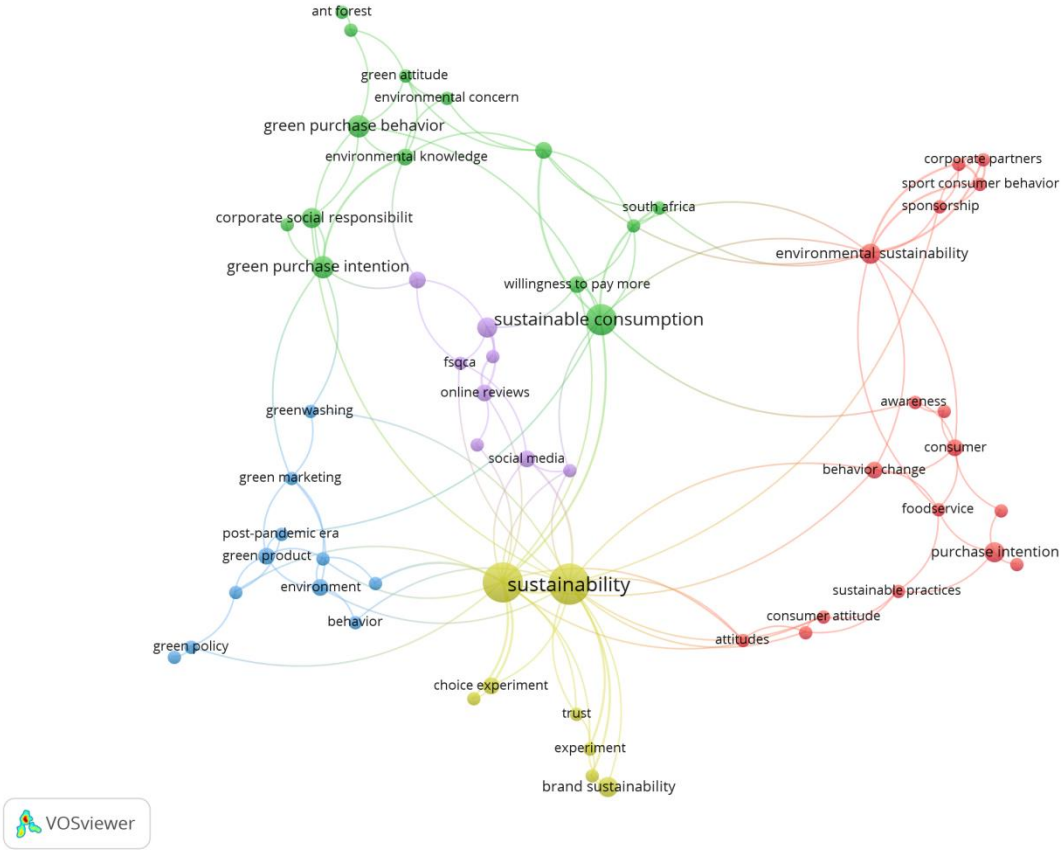

Figure 3. Co-occurrence of author keywords