



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

Sharizal Hashim, Tan Qinlingda and Zheng Zhangwei

EasyChair preprints are intended for rapid dissemination of research results and are integrated with the rest of EasyChair.

June 27, 2025

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

Sharizal Hashim*, Universiti Kebangsaan Malaysia, Bangi, Malaysia, hsharizal@ukm.edu.my

Qin Lingda Tan, Universiti Kebangsaan Malaysia, Bangi, Malaysia,

P132640@siswa.ukm.edu.my

Zhangwei Zheng, Universiti Kebangsaan Malaysia, Bangi, Malaysia,

P118284@siswa.ukm.edu.my

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

INTRODUCTION

Amid escalating environmental pressures and rising consumer expectations, companies are increasingly turning to targeted sustainability campaigns—strategic, time-bound initiatives aimed at achieving measurable environmental or social outcomes. Unlike broad sustainability commitments, these campaigns focus on driving behavioral and market-level changes through communication, public engagement, and innovation. Across industries, such efforts take diverse forms: carbon reduction in energy, eco-labeling in food and fashion, digital gamification in apps like Ant Forest, and incentive-based schemes such as subsidies or plastic bans (Ahmad et al., 2023; Chen et al., 2019; Ashfaq et al., 2022). These campaigns shape not only firm behavior but also consumer responses—including eco-conscious choices, recycling, reduced packaging use, and engagement in circular economy practices.

In this review, market response is defined as the measurable reactions of consumers and

markets to sustainability campaigns. These responses include both individual-level behaviors (e.g., purchase decisions, usage patterns) and broader market trends (e.g., demand shifts, attitudinal change). Responses are influenced by multiple factors, such as environmental awareness, perceived responsibility, and trust in corporate actions—yet their effectiveness varies greatly across industries, cultures, and economic contexts (Hayat et al., 2023; Balasubramanian & Sheykhmaleki, 2024). Despite the rise of sustainability campaigns, research on how they influence market response remains fragmented. Which theories have been applied? Which consumer drivers have been examined? Which industries or regions remain understudied? And what methodological approaches dominate this field?

To address these questions, this study conducts a systematic review of 94 peer-reviewed articles using the TCCM framework (Theory–Context–Characteristics–Methodology; Paul & Rosado-Serrano, 2019). The review synthesizes existing research across theoretical foundations, empirical settings, and methodological strategies, with particular emphasis on key characteristics such as sustainability-related antecedents and consumer decision outcomes (e.g., green purchase intentions). A complementary keyword co-occurrence analysis identifies thematic clusters and emerging directions, offering a visual map of how research on sustainability campaigns has evolved.

This review makes three key contributions. First, it integrates fragmented insights across disciplines, offering a consolidated view of how sustainability campaigns shape consumer behavior and market dynamics. Second, by combining the TCCM framework with keyword clustering, it uncovers theoretical blind spots, underexplored contexts, and underutilized methods. Third, it provides practical implications for campaign design and presents a roadmap for advancing future research on sustainable consumption and communication.

METHODOLOGY

Guided by the TCCM framework (Paul & Rosado-Serrano, 2019), this study systematically reviews research on sustainability campaigns and consumer behavior. The framework structures the analysis around four dimensions—Theory, Context, Characteristics, and Methodology—allowing for a clear classification of key concepts, empirical settings, studied variables, and methods. This approach supports the identification of dominant patterns, theoretical gaps, and opportunities for future research.

This study strictly follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guideline (Page et al., 2021). Articles were selected without restrictions on publication date, language, or disciplinary focus. The 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. The example searching string used in Scopus is as follows: ((*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*"))*

A total of 890 records were initially retrieved from Scopus and Web of Science. After removing duplicates using EndNote, 590 unique articles remained. To ensure consistency and minimize bias, the research team collaboratively defined and applied a unified set of inclusion and exclusion criteria throughout all screening and eligibility stages. Discrepancies were resolved through discussion. Title and abstract screening excluded 490 articles: 329 unrelated to business-focused sustainability research (e.g., medicine, chemistry, physics, or engineering), 86 non-empirical (books, chapters, letters, or reviews), and 75 published in non-SCI/SSCI-indexed journals or with an impact factor below 1 (Paul et al., 2023). Full-text assessment excluded 6 additional articles that addressed only one of the two core topics—sustainability campaigns or market responses—without linking them.

Ultimately, 94 articles met the criteria and were included in the final synthesis. At this stage, a structured content analysis was conducted. The TCCM framework guided data extraction, covering publication details, theoretical foundation, empirical context, methodological approaches, influencing factors, and decision-making variables. These data provided the analytical basis for the review presented in the following sections. The complete literature selection process is illustrated in Figure 1.

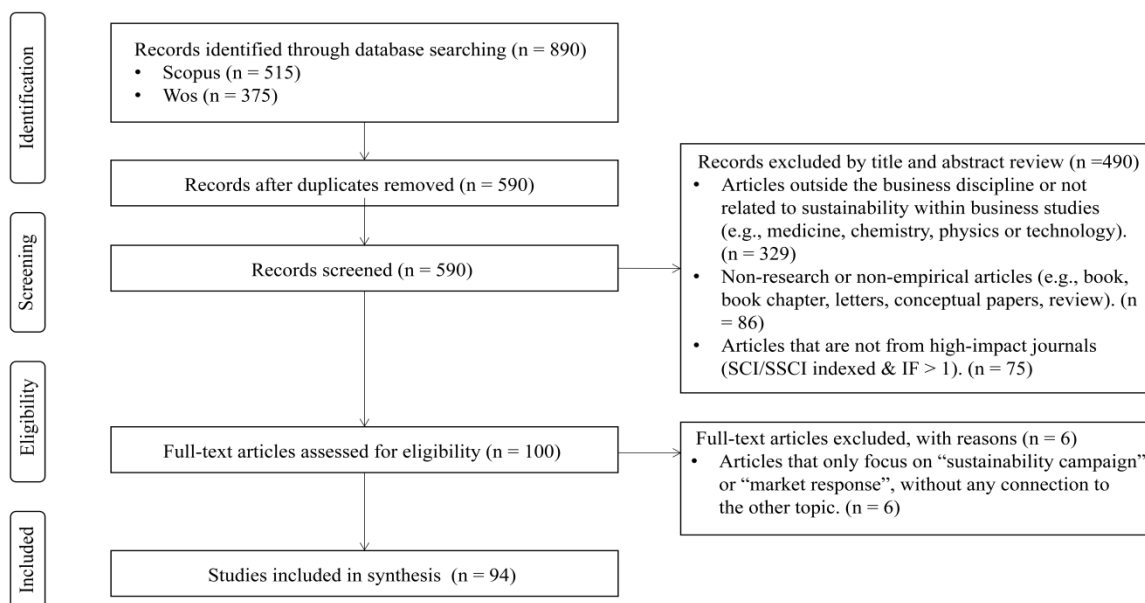


Figure 1. Flow diagram of article selection using PRISMA protocol.

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.

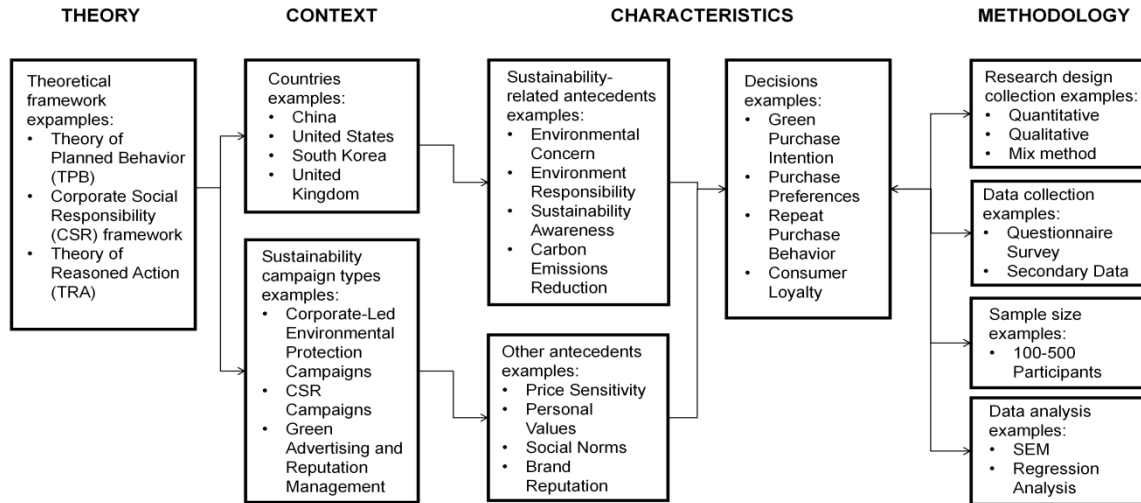


Figure 2. Overview of TCCM-based review, adapted from Buitrago and Camargo (2021).

Review of Theories

Behavioral theories dominate the literature, with the Theory of Planned Behavior (TPB, 22 studies) and the Theory of Reasoned Action (TRA, 5) most frequently applied to explain green consumption and sustainable purchasing. These frameworks provide a robust basis for understanding how attitudes, subjective norms, and perceived behavioral control influence consumer intentions and behaviors. For instance, Ahmad et al. (2023) applied TPB to examine the link between corporate social responsibility (CSR) and green purchasing intentions, while Al-Swidi et al. (2021) used TRA to analyze green behaviors among young consumers.

Social psychological theories—such as Social Exchange Theory (3 studies), Signaling Theory (2), Impression Formation Theory (2), and Balance Theory (1)—offer complementary perspectives by focusing on consumer identity, trust, and attribution processes. These frameworks enrich the behavioral lens by addressing how social and relational cues from brand sustainability efforts shape consumer attitudes. For example, Ghazali et al. (2018) examined the role of religious values in green purchasing using Social Exchange Theory, while Gidaković et al. (2022) drew on Signaling and Impression Formation Theories to assess the impact of brand sustainability on purchase intentions.

Green marketing and sustainability theories—especially the CSR framework (14 studies) and Green Consumer Behavior Theory (4)—are also frequently used to explain sustainable consumption. The CSR framework, in particular, connects firm-level sustainability initiatives with consumer-level responses, highlighting how socially responsible practices foster favorable attitudes and purchase behaviors. Liu et al. (2023), for instance, found a positive

link between CSR practices and Generation Z's green purchasing in China.

Innovation and technology adoption theories—such as the Expectation Confirmation Model (ECM, 2 studies) and the Task-Technology Fit Model (TTFM, 1)—represent an emerging yet increasingly relevant strand that addresses digital enablers of sustainable behavior. These models capture how consumers engage with technological innovations, such as digital platforms like Ant Forest, to facilitate environmentally responsible actions. Ashfaq et al. (2023) illustrate this through their analysis of technology-enabled green engagement.

Review of Contexts

The review of contexts reveals substantial geographical and thematic diversity in sustainable consumption research, with China, the United States, South Korea, the United Kingdom, and Australia emerging as key focal regions. China leads with 28 studies, reflecting the country's rapid adoption of sustainability policies and market-based environmental reforms. These studies primarily examine how CSR initiatives influence green purchasing behaviors (Ahmad et al., 2023; Hayat et al., 2023; Cui et al., 2024). The United States (15 studies) emphasizes psychological drivers of consumer awareness, focusing on corporate sustainability strategies and green product labeling (Chen et al., 2019; Fuller & Grebitus, 2023).

South Korean research (8 studies) spans multiple sectors, illustrating how consumers evaluate firm-level sustainability practices. For instance, Ju and Chang (2016) found higher awareness of green packaging and waste management than of procurement practices in the foodservice industry. Jung et al. (2020) demonstrated CSR's positive influence on brand image and loyalty in traditional fashion, while Kim et al. (2024) explored how visual consistency in green promotions shapes ethical dining behavior. In the sportswear sector, Kim and Oh (2020) reported that perceived sustainability enhances purchase intentions, with consumer skepticism acting as a negative moderator.

In the United Kingdom, studies concentrate on food and retail consumption, often revealing that green choices are driven by values other than environmental concern. Clonan et al. (2015) showed that health and animal welfare outweighed ecological considerations in meat consumption, while Gordon-Wilson et al. (2022) identified green values—rather than price consciousness—as drivers of packaging-free shopping among highly responsible consumers. Knight et al. (2022) highlighted how message relevance and source credibility foster engagement with sustainability messaging on social media. In Australia, though represented by only two studies, research investigates the intention–behavior gap, showing that situational conditions, environmental engagement, and implementation intentions moderate pro-environmental actions (Grimmer et al., 2016; Grimmer & Miles, 2017).

In terms of campaign typologies, corporate-led environmental initiatives dominate, especially in China and the United Kingdom, where firms focus on carbon reduction and eco-friendly product innovation (Ahmad et al., 2023). CSR-oriented campaigns are more common in emerging markets, where corporate social involvement reinforces brand loyalty and consumer

engagement (Ghazali et al., 2018). In contrast, green advertising and reputation management prevail in developed economies as tools to build trust and promote green consumption (Kim et al., 2023). Cross-sectoral themes such as sustainable supply chain management and green procurement are increasingly emphasized, particularly in apparel and food industries where transparency and environmental credentials shape consumer preferences (Asadi et al., 2022; Balasubramanian & Sheykhmaleki, 2024). Although less frequently studied, cultural and social campaigns—especially in Southeast Asia—highlight the influence of religious values and habitual green practices on pro-environmental purchasing, underscoring the importance of cultural alignment in sustainability efforts (Ghazali et al., 2018).

Review of Characteristics

The review of characteristics identifies three interrelated dimensions: sustainability-related antecedents, other influencing factors, and consumer decision outcomes. Sustainability-related antecedents are especially prominent, reflecting continued scholarly emphasis on the psychological and contextual drivers of green consumption. Environmental concern, featured in 35 studies, is the most commonly examined factor and a key predictor of green purchase intentions (Ahmad et al., 2023; Asadi et al., 2022). Closely related constructs such as environmental responsibility (28 studies) and sustainability awareness (26) also receive sustained attention for their role in shaping pro-environmental decisions (Al-Swidi & Saleh, 2021; Calderon-Monge et al., 2020). Additional variables—including concern about carbon emissions (19), eco-label awareness (17), habitual green consumption (15), and policy influence (12)—further illustrate the multifaceted nature of sustainability engagement (Alfaro & Chankov, 2022; Cho et al., 2024; Sun et al., 2022).

Beyond sustainability-specific constructs, a range of other antecedents inform consumer responses. Price sensitivity, addressed in 32 studies, is frequently identified as a major inhibitor, with consumers often weighing environmental benefits against perceived financial costs (Bernard et al., 2013; Grimmer & Miles, 2017). Personal values (29 studies), social norms (22), brand reputation (21), consumer trust (20), and family-related considerations (16) are consistently associated with motivational and normative influences on sustainable behavior (Ashfaq et al., 2023; Gidaković et al., 2024; Knight et al., 2022). Additionally, advertising and promotional strategies, cited in 15 studies, underscore the role of mediated communication in shaping consumer attitudes toward green products (Kyu Kim et al., 2020; Ross & Milne, 2021).

Decision-related outcomes are most often captured through intention-based measures. Green purchase intention—examined in 40 studies—is the dominant dependent variable, reflecting widespread interest in motivational antecedents of sustainable consumption (Dagher & Itani, 2014; Hosseini-Motlagh et al., 2024). Related constructs include purchase preferences (28 studies), repeat purchase behavior (19), and consumer loyalty (18), which extend the focus toward behavioral reinforcement and long-term brand engagement (Neumann et al., 2021; Alfaro & Chankov, 2022). Other variables such as decision-making processes (17) and green product selection (14) indicate an increasing effort to link cognitive evaluation with concrete

purchasing actions (Chang, 2011; Castellari et al., 2019; Ashfaq et al., 2023).

Review of Methodology

The methodological review of the selected studies covers four core dimensions: research design, data collection, sample size, and analytical techniques. Quantitative designs predominate, featured in 60 studies, reflecting a field-wide emphasis on structured, statistically grounded approaches to examining sustainability-related consumer behavior. Mixed-methods designs appear in 22 studies, facilitating the integration of statistical rigor with contextual interpretation, while 13 studies adopt qualitative designs—typically case-based or exploratory—used to investigate cultural, psychological, or industry-specific nuances.

Data collection is overwhelmingly survey-based, with 72 studies employing self-administered questionnaires to capture consumer attitudes and behavioral intentions. This reliance on primary survey data highlights the field's preference for scalable, respondent-centered designs. Secondary data analysis and literature-based reviews are also evident, particularly in conceptual or theory-building studies, where empirical generalizability is not the primary goal.

Sample sizes are generally moderate: 38 studies involve 100–300 participants, while only 14 studies exceed 500. This distribution suggests a trade-off between practical feasibility and external validity, with larger samples remaining relatively uncommon due to logistical constraints. Nonetheless, most samples are sufficiently powered for multivariate analyses, reflecting an acceptable standard for behavioral consumer research.

Analytical techniques are led by structural equation modeling (SEM), applied in 30 studies for its capacity to test complex, multivariate relationships among latent constructs. Regression analysis is employed in 20 studies, valued for its flexibility in modeling linear associations and predicting behavioral outcomes. Multivariate techniques such as factor analysis and cluster analysis (15 studies), along with descriptive or frequency-based methods (10 studies), round out the analytical toolkit, enabling researchers to explore both structure and distribution in consumer response patterns.

Review of Keywords and Topics

In addition to the TCCM analysis, a keyword co-occurrence analysis was conducted on the 94 articles using VOSviewer. This helped group related keywords into five clusters, each reflecting a key research theme in sustainable consumption. Figure 3 shows the network of author keywords.

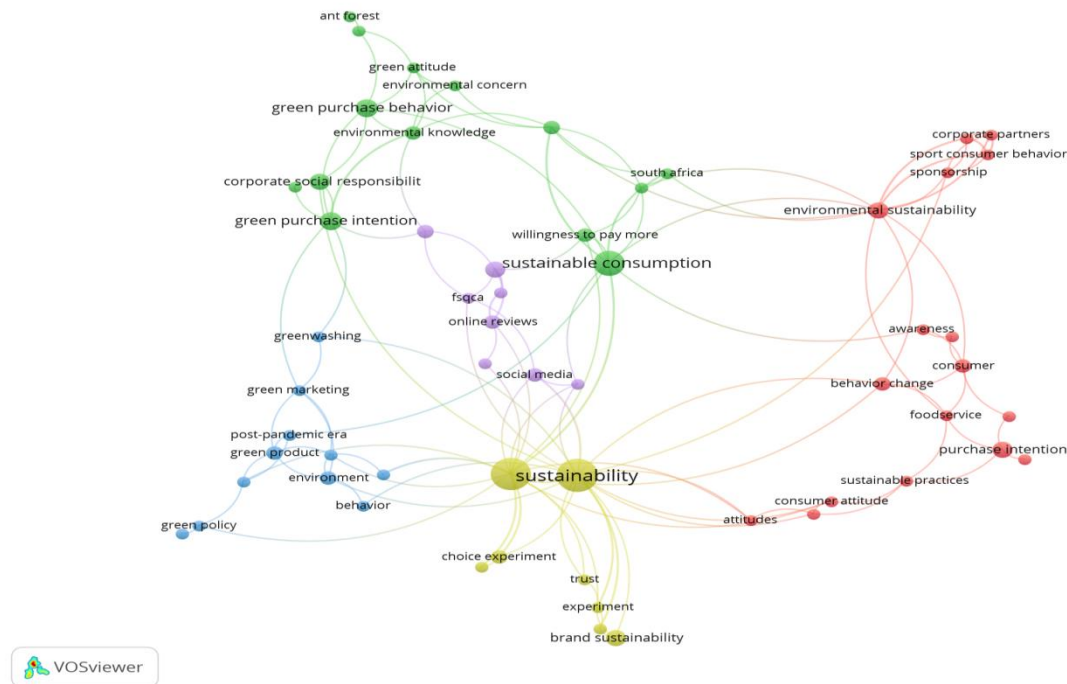


Figure 3. Co-occurrence of author keywords.

Cluster 1 (red) focuses on environmental sustainability and consumer behavior. Keywords such as “environmental sustainability” (11 times) and “behavioral change” (5) show how both companies and consumers play a role in promoting sustainable actions. Terms like “sponsorship behavior” and “sports consumer behavior” suggest that some studies look at specific industries, especially sports, where sponsorship is used to influence consumers' environmental attitudes. This cluster shows growing interest in how corporate efforts, especially in public-facing sectors, help build trust and encourage green behavior.

Cluster 2 (blue) highlights research on green purchasing and environmental concern. Frequently used terms include “green purchase intention” (7), “green purchase behavior” (6), and “environmental knowledge” (6). These keywords point to the importance of what consumers know and feel about the environment when making purchase decisions. The inclusion of “environmental responsibility” suggests that people who feel personally responsible for the environment are more likely to choose green products. Studies in this cluster focus on how awareness and concern can lead to more sustainable consumption.

Cluster 3 (green) centers on green marketing and the use of social media. Terms like “green marketing” (5), “greenwashing” (3), and “social media” (4) reflect both opportunities and risks in promoting green products. Companies often use digital channels to improve their image and connect with consumers. However, concerns about greenwashing—when firms make misleading environmental claims—show that consumer trust remains a major issue. This cluster discusses how marketing strategies can influence behavior, but only when they are seen as credible.

Cluster 4 (yellow) relates to consumer psychology and decision-making theories. It includes terms like “Theory of Planned Behavior” (4) and “trust” (3), showing that many studies apply psychological models to explain how consumers make green choices. Trust is a key factor in this group—it helps explain why some people are willing to pay more for green products. This cluster supports the idea that both personal beliefs and confidence in companies shape sustainable decision-making.

Cluster 5 (purple) looks at industry-specific and cultural contexts. Keywords such as “apparel” (2), “food service” (5), and “South Africa” (5) suggest that some studies focus on certain regions or sectors. These works explore how cultural values or business practices in different industries affect green behavior. By comparing sectors and locations, this cluster brings out useful insights into how sustainability works across contexts.

DISCUSSIONS AND FUTURE DIRECTIONS

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?

Contextual Findings and Future Directions

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?

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?

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?

Terminology Challenges and Future Directions

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?

Summary of Future Directions

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.

CONCLUSION

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.

References

- Ahmad, W., Jafar, R. M. S., Waheed, A., Sun, H., & Kazmi, S. S. A. S. (2023). Determinants of CSR and green purchase intention: Mediating role of customer green psychology during COVID-19 pandemic. *Journal of Cleaner Production*, 389, 135888. <https://doi.org/10.1016/j.jclepro.2023.135888>
- Alfaro, V. N., & Chankov, S. (2022). The perceived value of environmental sustainability for consumers in the air travel industry: A choice-based conjoint analysis. *Journal of Cleaner Production*, 380, 134936. <https://doi.org/10.1016/j.jclepro.2022.134936>
- Al-Swidi, A., & Saleh, R. M. (2021). How green our future would be? An investigation of the determinants of green purchasing behavior of young citizens in a developing Country. *Environment, Development and Sustainability*, 1-33. <https://doi.org/10.1007/s10668-020-01220-z>
- Asadi, S., Nilashi, M., Iranmanesh, M., Ghobakhloo, M., Samad, S., Alghamdi, A., ... & Mohd, S. (2022). Drivers and barriers of electric vehicle usage in Malaysia: A DEMATEL approach. *Resources, conservation and recycling*, 177, 105965. <https://doi.org/10.1016/j.resconrec.2021.105965>
- Ashfaq, M., Tandon, A., Zhang, Q., Jabeen, F., & Dhir, A. (2023). Doing good for society! How purchasing green technology stimulates consumers toward green behavior: A structural equation modeling–artificial neural network approach. *Business Strategy and the Environment*, 32(4), 1274-1291. <https://doi.org/10.1002/bse.3188>
- Ashfaq, M., Zhang, Q., Zafar, A. U., Malik, M., & Waheed, A. (2022). Understanding Ant Forest continuance: effects of user experience, personal attributes and motivational factors. *Industrial Management & Data Systems*, 122(2), 471-498. <https://doi.org/10.1108/IMDS-03-2021-0164>
- Balasubramanian, M., & Sheykhmaleki, P. (2024). Comprehending the Consumer Behavior toward Sustainable Apparel. *Sustainability*, 16(18), 8026. <https://doi.org/10.3390/su16188026>
- Bernard, J. C., Hustvedt, G., & Carroll, K. A. (2013). What is a label worth? Defining the alternatives to organic for US wool producers. *Journal of Fashion Marketing and Management: An International Journal*, 17(3), 266-279. <https://doi.org/10.1108/JFMM-01-2013-0009>
- Booth, A. (2016). Searching for qualitative research for inclusion in systematic reviews: a structured methodological review. *Systematic reviews*, 5, 1-23. <https://doi.org/10.1186/s13643-016-0249-x>

- Buitrago R., R. E., & Camargo, M. I. B. (2021). Institutions, institutional quality, and international competitiveness: Review and examination of future research directions. *Journal of Business Research*, 128, 423–435. <https://doi.org/10.1016/j.jbusres.2021.02.024>
- Calderon-Monge, E., Pastor-Sanz, I., & Garcia, F. J. S. (2020). Analysis of sustainable consumer behavior as a business opportunity. *Journal of Business Research*, 120, 74-81. <https://doi.org/10.1016/j.jbusres.2020.07.039>
- Castellari, E., Ricci, E. C., Stranieri, S., Marette, S., Sarnataro, M., & Soregaroli, C. (2019). Relationships between health and environmental information on the willingness to pay for functional foods: The case of a new aloe vera based product. *Nutrients*, 11(11), 2781. <https://doi.org/10.3390/nu11112781>
- Chang, C. (2011). Feeling ambivalent about going green. *Journal of Advertising*, 40(4), 19-32. <https://doi.org/10.2753/JOA0091-3367400402>
- Chen, K. J., Marsh, T. L., Tozer, P. R., & Galinato, S. P. (2019). Biotechnology to sustainability: Consumer preferences for food products grown on biodegradable mulches. *Food Research International*, 116, 200-210. <https://doi.org/10.1016/j.foodres.2018.08.013>
- Cho, M., Ko, E., & Borenstein, B. E. (2024). The interaction effect of fashion retailer categories on sustainable labels: the role of perceived benefits, ambiguity, trust, and purchase intention. *International Journal of Advertising*, 1-23. <https://doi.org/10.1080/02650487.2024.2306763>
- Clonan, A., Wilson, P., Swift, J. A., Leibovici, D. G., & Holdsworth, M. (2015). Red and processed meat consumption and purchasing behaviours and attitudes: impacts for human health, animal welfare and environmental sustainability. *Public health nutrition*, 18(13), 2446-2456. <https://doi.org/10.1017/S1368980015000567>
- Cui, M., Li, Y., & Wang, S. (2024). Environmental Knowledge and Green Purchase Intention and Behavior in China: The Mediating Role of Moral Obligation. *Sustainability* (2071-1050), 16(14). <https://doi.org/10.3390/su16146263>
- Dagher, G. K., & Itani, O. (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 13(3), 188-195. <https://doi.org/10.1002/cb.1482>
- Fuller, K., & Grebitus, C. (2023). Consumers' preferences and willingness to pay for coffee sustainability labels. *Agribusiness*, 39(4), 1007-1025. <https://doi.org/10.1002/agr.21810>
- Ghazali, E. M., Mutum, D. S., & Ariswibowo, N. (2018). Impact of religious values and habit

- on an extended green purchase behaviour model. *International Journal of Consumer Studies*, 42(6), 639-654. <https://doi.org/10.1111/ijcs.12472>
- Gidaković, P., Koklič, M. K., Zečević, M., & Žabkar, V. (2022). The influence of brand sustainability on purchase intentions: the mediating role of brand impressions and brand attitudes. *Journal of Brand Management*, 29(6), 556-568. <https://doi.org/10.1057/s41262-022-00280-y>
- Gidaković, P., Zabkar, V., Zečević, M., Sagan, A., Wojnarowska, M., Sołtysik, M., ... & Cleff, T. (2024). Trying to buy more sustainable products: Intentions of young consumers. *Journal of cleaner production*, 434, 140200. <https://doi.org/10.1016/j.jclepro.2023.140200>
- Gordon-Wilson, S., Modi, P., & Eastman, J. K. (2022). Values, personality traits, and packaging-free shopping: A mixed-method approach. *Business Ethics, the Environment & Responsibility*, 31(2), 546-561. <https://doi.org/10.1111/beer.12418>
- Grimmer, M., & Miles, M. P. (2017). With the best of intentions: a large sample test of the intention-behaviour gap in pro-environmental consumer behaviour. *International Journal of Consumer Studies*, 41(1), 2-10. <https://doi.org/10.1111/ijcs.12290>
- Grimmer, M., Kilburn, A. P., & Miles, M. P. (2016). The effect of purchase situation on realized pro-environmental consumer behavior. *Journal of Business Research*, 69(5), 1582-1586. <https://doi.org/10.1016/j.jbusres.2015.10.021>
- Guerreiro, J., & Pacheco, M. (2021). How green trust, consumer brand engagement and green word-of-mouth mediate purchasing intentions. *Sustainability*, 13(14), 7877. <https://doi.org/10.3390/su13147877>
- Hayat, K., Jianjun, Z., Ali, S., & Ageli, M. M. (2023). Eco-advertising and ban-on-plastic: The influence of CSR green practices on green impulse behavior. *Journal of the Knowledge Economy*, 14(4), 3741-3770. <https://doi.org/10.1007/s13132-022-01014-w>
- Hoang, V., Saviolidis, N. M., Olafsdottir, G., Bogason, S., Hubbard, C., Samoggia, A., ... & Nguyen, D. (2023). Investigating and stimulating sustainable dairy consumption behavior: An exploratory study in Vietnam. *Sustainable Production and Consumption*, 42, 183-195. <https://doi.org/10.1016/j.spc.2023.09.016>
- Hosseini-Motlagh, S. M., Johari, M., Zirakpourdehkordi, R., & Choi, T. M. (2024). Sustainable Operations for Fashion Manufacturing: A Dynamic Time-Varying Framework. *IEEE Transactions on Engineering Management*. <https://doi.org/10.1109/TEM.2024.3400993>
- Jaeger, S. R., Harker, F. R., & Ares, G. (2023). Consumer insights about sustainable and

- 'beyond organic' agriculture: A study of biodynamics in the United Kingdom, Australia, Singapore, and Germany. *Journal of Cleaner Production*, 401, 136744. <https://doi.org/10.1016/j.jclepro.2023.136744>
- Ju, S., & Chang, H. (2016). Consumer perceptions on sustainable practices implemented in foodservice organizations in Korea. *Nutrition research and practice*, 10(1), 108-114. <https://doi.org/10.4162/nrp.2016.10.1.108>
- Jung, J., Kim, S. J., & Kim, K. H. (2020). Sustainable marketing activities of traditional fashion market and brand loyalty. *Journal of Business Research*, 120, 294-301. <https://doi.org/10.1016/j.jbusres.2020.04.019>
- Kim, S., Childs, M. L., & Baek, T. H. (2023). Awe and guilt: Desirability and feasibility appeals in social media green campaigns. *Journal of Consumer Behaviour*, 22(2), 314-328. <https://doi.org/10.1002/cb.2127>
- Kim, Y., & Oh, K. W. (2020). Effects of perceived sustainability level of sportswear product on purchase intention: Exploring the roles of perceived skepticism and perceived brand reputation. *Sustainability*, 12(20), 8650. <https://doi.org/10.3390/su12208650>
- Knight, H., Haddoud, M. Y., & Megicks, P. (2022). Determinants of corporate sustainability message sharing on social media: A configuration approach. *Business Strategy and the Environment*, 31(2), 633-647. <https://doi.org/10.1002/bse.2941>
- Kyu Kim, Y., Yim, M. Y. C., Kim, E., & Reeves, W. (2021). Exploring the optimized social advertising strategy that can generate consumer engagement with green messages on social media. *Journal of Research in Interactive Marketing*, 15(1), 30-48. <https://doi.org/10.1108/JRIM-10-2019-0171>
- Liu, Y., Niu, J., Zhou, Y., & Huang, R. (2023). Achieving corporate sustainable development through social responsibility, green activities, and stakeholders management: A multidirectional cause analysis. *Sustainable Development*, 31(4), 2997-3007. <https://doi.org/10.1002/sd.2564>
- Neumann, H. L., Martinez, L. M., & Martinez, L. F. (2020). Sustainability efforts in the fast fashion industry: consumer perception, trust and purchase intention. *Sustainability Accounting, Management and Policy Journal*, 12(3), 571-590. <https://doi.org/10.1108/SAMPJ-11-2019-0405>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., ... & Moher, D. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. *bmj*, 372. <https://doi.org/10.1136/bmj.n71>
- Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization 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/10.1080/12460125.2023.2197700>

Reyes-Menendez, A., Correia, M. B., Matos, N., & Adap, C. (2020). Understanding online consumer behavior and eWOM strategies for sustainable business management in the tourism industry. *Sustainability*, 12(21), 8972. <https://doi.org/10.3390/su12218972>

Ross, S. M., & Milne, G. R. (2021). Price? Quality? Or sustainability? Segmenting by disposition toward self-other tradeoffs predicts consumers' sustainable decision-making. *Journal of Business Ethics*, 172, 361-378. <https://doi.org/10.1007/s10551-020-04478-5>

Rusyani, E., Lavuri, R., & Gunardi, A. (2021). Purchasing eco-sustainable products: Interrelationship between environmental knowledge, environmental concern, green attitude, and perceived behavior. *Sustainability*, 13(9), 4601. <https://doi.org/10.3390/su13094601>

Sun, Y., Leng, K., & Xiong, H. (2022). Research on the influencing factors of consumers' green purchase behavior in the post-pandemic era. *Journal of Retailing and Consumer Services*, 69, 103118. <https://doi.org/10.1016/j.jretconser.2022.103118>

Zhang, X. V., & Chan, S. H. G. (2021). Do knowledge and experience value affect green tourism activity participation and buying decision? A case study of natural dyeing experience in China. *Sustainability*, 13(15), 8579. <https://doi.org/10.3390/su13158579>