

## Responsible Consumption Behavior, Crucial Goals for Sustainable Development: A Systematic Review and Future Research Prospects

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### ABSTRACT

Responsible consumption has been recognized as one of the efforts to achieve the SDGs. There is little time left until 2030 to achieve SDGs, but the responsible consumption aspect still requires much refinement. This academic literature review carried out using the PRISMA method attempts to analyze the previous studies descriptively and thematically in order to perform analysis synthesis to report the studies' results regarding responsible consumption. A total of 68 articles were obtained from 5 databases. This comprehensive study reveals that the concept of responsible consumer behavior in a sustainable context has evolved in a more specific direction. It is no longer being a general statement of direct support for the SDGs, instead, its implementation focuses on consumers' consumption consciousness to make their choices wiser, influenced by various internal and external factors. This study results in a framework for developing research topics on sustainable behavior so that further studies can quickly implement research themes across various industrial sectors and from multiple perspectives.

### KEYWORDS

Responsible Consumption  
Sustainable Behavior  
SDGs  
Consumer Behavior  
Systematic Literature Review

## INTRODUCTION

Throughout three industrial revolutions, the global community has witnessed a period of unprecedented economic prosperity. However, this era, characterized by an abundance of resources, has had serious repercussions, including the depletion of vital resources and extensive environmental damage. It has consequently exacerbated the separation between human society and the natural environment (Shi et al., 2021). How can we effectively resolve the demands of environmental sustainability while simultaneously pursuing further economic expansion (Nangia et al., 2023)? This is a conundrum that has arisen as a result of the ongoing and determined effort to achieve economic growth and social advancement. The present urgent issue underlines the need for a fundamental shift in our perspective on resource utilization, including the adoption of environmentally favorable and sustainable practices (Shi et al.,

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2020). The Sustainable Development Goals (SDGs), which serve as a comprehensive framework consisting of 17 interconnected objectives to be realized by 2030, are the manifestation of this global consensus. The establishment of sustainable consumption and production patterns is a crucial objective of this framework (Bebbington & Ungerman, 2018).

A fundamental reevaluation of consumer behavior, which occupies a pivotal position at the intersection of production and consumption, is essential to achieving these Sustainable Development Goals (SDGs) (Haron et al., 2005). As global affluence continues to rise, aided in part by the increasing prevalence of spending, a global phenomenon known as consumerism emerges (Qalati et al., 2021). Increased consumption indicates an improvement in societal well-being and economic growth. However, it also presents significant threats to the sustainability of the environment, social fairness, and public health (Johnson & Chattaraman, 2019; Kautish et al., 2022). Consumers emerge as crucial actors in the pursuit of sustainable development amidst this complex terrain (Nangia et al., 2023; Shiel et al., 2020; Yang et al., 2018). Thus, the concept of responsible consumption behavior (RCB) is significant because it acknowledges the influential role of consumers in reducing waste, making informed product decisions, and choosing sustainable alternatives (Nangia et al., 2023). Scholars have widely acknowledged the significance of sustainable consumption in promoting long-term development (Abdulrazak & Quoquab, 2018; Bulut et al., 2017; Fischer & Barth, 2014; Quoquab et al., 2019). It has been discovered that the adoption of sustainable consumption practices significantly improves a country's prospects for sustainable development (Quoquab & Mohammad, 2020). Meanwhile, the concept of responsible consumer behavior is not a new phenomenon; it has been the subject of in-depth study by scientists from a variety of academic disciplines, including sociology, economics, geography, social psychology, and environmental psychology (Giannetti et al., 2020). Arora and Mishra (2023) evaluated global consumers to determine their impact on environmental protection.

Resource Conservation Behavior (RCB) is, at its core, the prudent use of Earth's resources (Neve & Sachs, 2020; Sachs et al., 202). The examination of consumers who prioritize environmental considerations has been a subject of study for decades, with scholars classifying these consumers as "green," "socially conscious," "sustainable," or "environmentally conscious" (Arora & Mishra, 2023; Castaneda et al., 2015; Duong, 2022; Joshi & Rahman, 2015; Pauuolien et al., 2022; Yarimoglu & Binboga, 2019). Numerous perspectives on RCB have been examined, with an emphasis on the ethical aspects of consumer behavior, particularly in relation to consumer engagement in consuming activities. The existing corpus of literature has also examined RCB from a variety of angles. The role of corporate social responsibility (CSR) has been thoroughly analyzed by business and management scholars (Chkanikova & Mont, 2015; Chung, 2020; J. Park & Ha, 2012). In addition, research has been conducted on the effects of socially responsible behavior (Eckhardt et al., 2010; O. D. Johnson, 2016; Yang et al., 2017), the adoption of environmentally friendly products (Jacob-John et al., 2021), and environmentally conscious consumption as well as its relationship to patterns of consumerism. Also, research has established a correlation between responsible consumer behavior (RCB) and pro-environmental actions, such as the purchase of environmentally beneficial products, recycling, and waste reduction (Chen & Chai, 2010; Naalchi Kashi, 2019; Wang, 2017).

Given the present state of affairs, it is imperative that researchers, policymakers, and practitioners from all over the world collaborate to promote sustainable consumption. In spite of this, the timeframe for achieving the Sustainable Development Goals (SDGs) by 2030 is gradually shrinking. The challenge of reconciling academic knowledge with practical application persists, particularly when it comes to gaining an understanding of the psychological factors that influence consumer behavior in the domain of consumption. In addition to ecological considerations, researchers have examined the factors that influence the adoption of sustainable behaviors among various individuals (White et al., 2019). In order to make well-informed decisions that contribute to the advancement of the Sustainable Development Goals (SDGs), it is necessary to conduct a comprehensive and meticulous investigation of consumers.

This present work is of great significance because it effectively consolidates and synthesizes a substantial corpus of prior research findings, thereby shedding light on two crucial aspects. This study provides a comprehensive analysis of the current state of research on RCB by conducting a comprehensive literature review. It also investigates the potential for RCB to have enduring and sustainable effects on the environment, society, and economy. This analysis is founded on thematic perspectives derived from prior scholarly works. The findings have the potential to contribute to future research on sustainable consumer behavior, including the development of conceptual frameworks, exploration of relevant factors, and identification of understudied areas.

## **METHODOLOGY**

A systematic literature review (SLR) was used to answer the research questions, and this present research was based on the requirements for a high-quality literature review. According to Hart (2018), the quality of a review depends on appropriate breadth and depth, accuracy and consistency, clarity and brevity, as well as practical analysis and synthesis. Over time, systematic literature reviews have been used to assess available information on a particular topic by combining the findings of qualitative and quantitative studies. A new methodology has been developed with the help of quality assurance standards to make reviews according to various objectives and requirements (Moher et al., 2009). The evaluation of the recent literature has resulted in new conceptualizations or frameworks within a fragmented and emerging field of research (Torraco, 2005).

A systematic literature review is a method for understanding large amounts of information (Petticrew & Roberts, 2008; Popay et al., 2006). A literature review is becoming increasingly important because of the increased development and specialization of academic knowledge production. The academic literature emphasizes that systematic reviews must be carried out according to a certain process that includes several steps (Hart, 2018). Following this requirement, a systematic review of the literature was carried out in the sequence of five different steps:

### **Planning: Preparation of Research Questions and Research Objectives**

The first phase was done by planning research and formulating research questions. The research was carried out to analyze relevant literature in the context of responsive consumption behavior or sustainable consumerism; thus, the research questions were formulated as follows: (1) What is the development of the research topic on responsible consumer behavior based on the description of the profile articles from previous research? (2) How does the picture of responsible consumer behavior provide a long-term or continuous impact on the environment, society, and economy? This systemic literature review was aimed at achieving two main research objectives: (1) to develop the state-of-the-art descriptive perspective of existing literature, as reflected in the year of publication and the title of the journal, and (2) to obtain a thematic perspective that depends on a sustainable context (environmental concern, future orientation), the context of behavior (responsible consumption, consumer engagement in sustainable consumptions), and the contexts of implementation of sustainable consumerism.

### **Collecting Data: Comprehensive Search**

The second phase was collecting the data. We started collecting data from popular databases such as Scopus, Web of Science, Science Direct, Thompson Reuters, and DOAJ. These five databases were selected because they are the largest and most complete databases summarizing research data from various

publishers in the field of social sciences. In addition, these databases allow ranking based on quotations, so they are considered to have the best quality articles (Kemper & Ballantine, 2019).

Based on research questions, we compiled keyword strings that would be used to look for research literature around the topic of responsible consumption behavior or sustainable consumerism. A combination of different keywords such as AND, OR, and NOT was used in advanced search to obtain relevant and specific articles. The keyword strings used in this study were as follows: ("responsible" OR "sustainable" OR "sustainability" OR "green" OR "ethical") AND ("consumption" OR "consume" OR "using" OR "eating") AND ("behavior" OR "attitude" OR "act" OR "habits" OR "role").

In addition, we imposed the following initial restrictions on the publication of articles: i) Articles must be published in business and management journals, marketing, consumer behavior, economics, or the social sciences. ii) Articles must have or mention responsible consumption, sustainable consumption, green consumption, or ethical consumption. iii) Articles must be written in English. iv) Articles must be published in academic journals. v) Articles must not be peer-reviewed.

### **Choosing and Evaluating Studies**

Consumer behavior evolves over time and changes significantly from year to year (Malhotra & Peterson, 2001). Therefore, we selectively reviewed relevant articles over the past twenty years to understand sustainable consumer behavior in the millennium and digital era. We followed the process suggested by Petticrew and Roberts (2008). The entire process of this study is shown in Figure 1.

### **Analyzing The Study Descriptively and Thematically**

This section was designed to present the results and findings of the analysis, depicted in a narrative of previously defined codes. This section was done using the template analysis referenced by King (2012). The primary purpose of the analysis template is to identify, organize, and analyze relevant information consistently (Page et al., 2021). Qualitative-shaped data from the collection of selected articles was analyzed to answer research questions. The template analysis covered a set of questions, instructions, or steps to analyze data in a systematic and structured way. The template analysis performed in this SLR phase is described in Table 1.

### **Reporting and Using The Results**

The results of the review process are presented in the results and discussion section. These results facilitate the development of research agendas, including suggestions for new study directions. Some implications for achieving the SDGs based on consumer behavior aspects are also discussed, as well as the development of consumer-based behavioral aspects based on responsible consumption patterns.

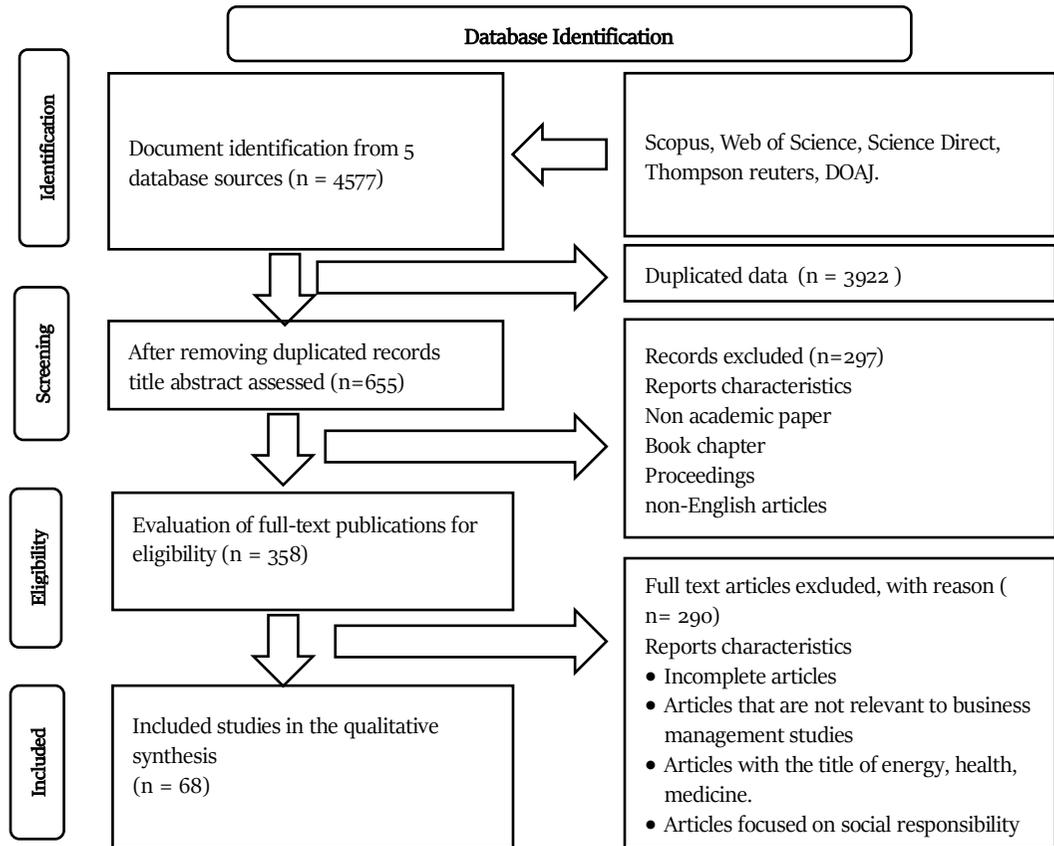


Figure 1. Diagram of the inclusion and exclusion of research

Table 1. Descriptive and thematic categories

	Category	Information About Category
Descriptive	Years	Year of the official journal article publication
	Title and variables research	Topics and actual variables related to RCB
	Journal publications	Scope of journals that publish RCB articles
Thematic	Context of responsible/sustainable consumption in previous research	Conceptualization of responsible consumer behavior that has a long-term or sustainable impact on the environment, society, and economy
	Important dimensions in previous research	Updated dimensions and driving factors related to RCB/sustainable consumption research in an effort to support the SDGs' achievements
	Visible gaps and knowledge to be dug in the next research	Discovery of gaps in previous research and information needed for future research in context

**RESULT AND DISCUSSION**

The first objective of this systematic literature review is to obtain a descriptive perspective from existing literature on issues and the development of topics regarding RCB in a sustainable context. The categories

used for this descriptive analysis were obtained from a collection of articles categorized based on years of publication and types of publisher. The distribution of articles according to years of publication is shown in Figure 2. The articles selected were published in 2000–2023. There was research on RCB before 2000, but it affirmed that pro-environment does not lead to achievements or has any correlation with the SDGs. Overall, the research topic on RCB shows increasing development along with the urgency of achieving the SDGs. Most research occurred after 2020, continued to increase until early 2023, and kept increasing as the urgency of achieving the SDGs increased. Based on the results of reviewing the title and abstract sections, this present study focuses on presenting topics on the range of sectors and those that are relatively new.

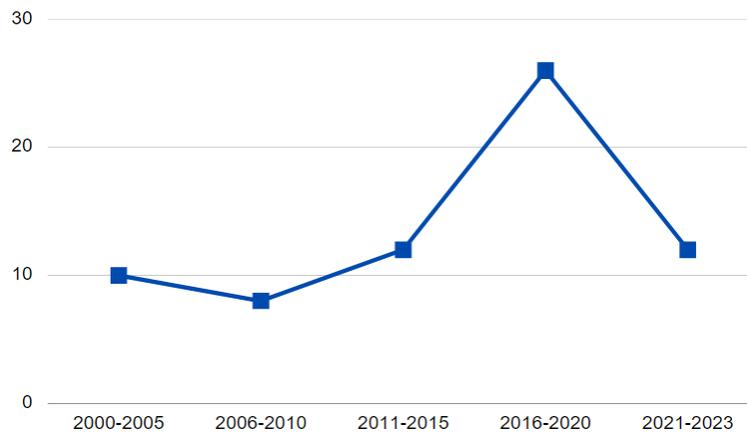


Figure 2. Distribution of articles by years of publication

The distribution of articles based on journals in which they were published is presented in Table 2. The articles were published in 48 different journals; some of them mostly discuss RCB, such as the Journal of Cleaner Production, Ecological Economics, Journal of Business Research, Sustainability Journals, Consumption Markets and Culture, and Exploring Sustainable Consumption. These journals have a specific scope related to responsible consumption. The articles are qualified as they are published in these reputable journals and have gone through a good selection and editorial process. The large number of journals discussing RCB indicates that this topic is interesting and well-researched, proven by the fact that three of those journals cover the same publication topics.

Table 2. Distribution of articles reviewed based on journals

Journal Name	Article Reviewed	Percentage
Journal of Cleaner Production	13	19.1%
Sustainability	12	10.3%
Ecological Economics	7	10.3%
Journal of Business Research	7	10.3%
Sustainability: Science, Practice and Policy	2	2.9%
Consumption, Markets, and Culture	2	2.9%
Exploring Sustainable Consumption	2	2.9%
Journal of Public Policy & Marketing	2	2.9%
Journal of Marketing Management	2	2.9%
Journal of Retailing and Consumer Services	2	2.9%
Journal of Sustainability Research	2	2.9%
Local Environment	2	2.9%
other journals	13	1.1%

We discovered that 80.8% of research articles on responsible consumption in a sustainable context are distributed to at least six publishers, which are presented in Figure 3. Elsevier, Emerald, Sagepub, Springer, Taylor & Francis, and MDPI are known as large publishers and have published various journals. They all have an excellent reputation, demonstrated by the impact of their networks to reach a broad audience, including researchers, academics, practitioners, and policymakers. In other words, articles loaded by these publishers have a high impact. These selected 68 articles inform that the topic of responsible consumption is crucial, as proved by publications in six of the world's top publishers. Journals and publishers that publish articles on the pro-environmental consumer behavior domain vary, and the articles selected represent how academicians continue to explore the achievements of SDGs through RCB. The increasing number of studies, the continuously evolving variation of topics (approaching from different perspectives), and the wide range of journals and publishers available are very beneficial for the development of research topics in the context of responsible consumption and sustainable consumerism to provide a high impact factor on the achievement of the SDGs.

One criterion that may be very important in a systematic discussion about RCB is the number of quotes obtained from each article. Having 3,178 citations, the article entitled "Sustainable Food Consumption: Exploring the Consumer Attitude – Behavioral Intention Gap" written by Vermeir & Verbeke in 2006 was considered to have a high impact on the development of RCB-based research. This article was published in Springer's Agriculture Environment and Ethics journal. We found that Vermeir & Verbeke later continued to do the same research in 2008 and recorded a second high quotation of 1463 in the RCB context associated with the Theory of Planned Behavior in the Ecological Economics journal published by Elsevier, proving that these two researchers have a great impact on the development of RCB.

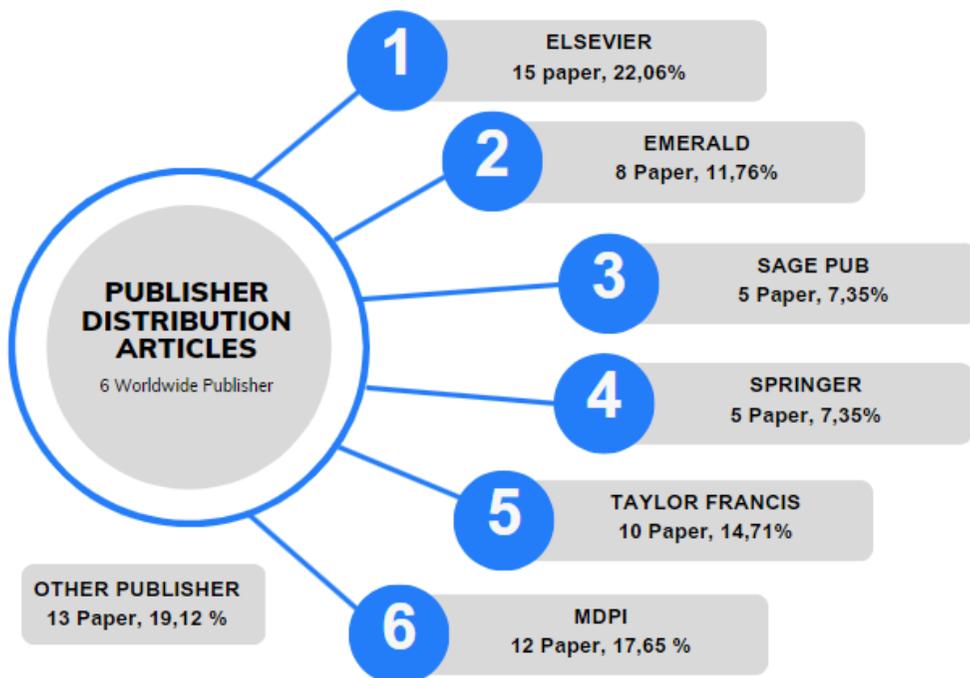


Figure 3. Articles distribution by publishers

After obtaining descriptive data on the article's profile, the next step was to obtain a thematic perspective from existing literature on responsible consumer behavior that has a long-term or sustainable impact on the environment, society, and economy. This second review aims to analyze and synthesize the information available in those articles based on the following categories: 1) conceptualization of

responsible consumer behavior that has a long-term or sustainable impact on the environment, society, and economy; 2) updating the dimensions and driving factors involved in responsible consumption research in a sustainable context; and 3) discovering the gaps found in previous research and the information needed for future studies regarding responsible consumption behavior in a sustainable context that impacts the environment, society, and economy.

### 1. Conceptualization of responsible consumer behavior and sustainable consumption

According to past research, "sustainable" is an ecological term used for shared prosperity. It becomes the socio-ecological perspective necessary for the survival of humans and other organisms. The word "consumption", on the other hand, refers to the use of resources (Peattie & Collins, 2009; Vermeir & Verbeke, 2006). The term "sustainable consumption" is viewed as a concept that contains two backward meanings at once because, according to its meaning, "consuming" means using, spending, or destroying something, which is the opposite of "preserving" something (Kates et al., 2005). Environmental well-being, economic benefits, and social benefits are three aspects considered in sustainable development (Balderjahn et al., 2013). In line with this motto, sustainable consumption should focus on maintaining the balance of consumption necessary for sustainable economic, social, and environmental development.

Table 3 provides a summary of the definitions of sustainable consumption found in the chosen literature. We summarized research on responsible consumer behavior and discovered two phrases: responsible consumption (RC) and sustainable consumerism (SC). The definitions listed in Table 3 show how various authors have defined responsible consumption in a sustainable context. Lee (2014), for example, defined sustainable consumption as ecologically and socially responsible eating habits. On the other hand, Hornibrook et al., (2015) described sustainable consumption as eating habits that focus on quality of life and meet basic needs. In addition, some researchers considered sustainable consumption from an environmental perspective (Hornibrook et al., 2015; Vittersø & Tangeland, 2015; Wolff & Schönherr, 2011). According to this research stream, maintaining consumption patterns can help reduce waste and overuse of natural resources. Other research focused on keeping the needs of the next generation out of danger (Lee, 2014). Quoquab et al., (2019) maintained that sustainable consumption consists of three main components: concern for quality of life, environmental well-being, and concern for future generations. Previous research concluded that to support sustainable consumption, people must consume food wisely to meet basic needs and avoid enjoying food too much. In short, sustainable consumption encourages eating habits that focus on the quality of life rather than material gain. In addition, it promotes awareness of the importance of paying attention to the environment for the next generation.

Responsible and sustainable consumption are related concepts with similar meanings. The presentation of previous research reveals the difference between RCB and SC, but the distinction is not fundamental. Responsible consumption refers to making wise and ethical choices as a consumer. It relates to consumers' consideration regarding the impact of their purchase decisions on social, economic, and environmental situations. This behavior aims to minimize the negative effects of purchasing on society and the environment through chosen consumption patterns. Responsible consumption includes discretion in buying ethically produced products, supporting fair trade practices, choosing environmentally friendly options, and reducing waste. Meanwhile, sustainable consumption focuses on sustainable consumer patterns in the long term while paying attention to the impact of those patterns on the earth. Of course, this big focus starts with resource efficiency, minimizing waste and pollution, and ensuring that consumption levels are not excessive.

A number of researchers have agreed that responsible consumption and sustainable consumerism are the same concepts, emphasizing consumption's ethical and social aspects. Sustainable consumerism covers a broader range of topics, taking into account environmental considerations and the sustainability

of overall consumer patterns. Responsible consumption is part of sustainable consumption since it focuses on ethical choices while sustainable consumption includes responsible choices in the context of broader environmental sustainability. Both concepts are essential for creating a more just and environmentally conscious society.

Table 3. Definitions of responsible consumption in a sustainable context

Author and Year	Definitions
Abdulrazak & Quoquab (2018)	Focusing on the economic activity of choosing, using, and disposing of goods and services and how these can be altered to bring social and environmental benefit.
Crespo et al., (2017)	The way consumers behave and redefine the model of society as one that contributes to sustainability by reducing consumption.
Bennett & Collins (2009)	Minimizing the use of capital while reducing waste and pollution is good, and 'environmentally friendly' or 'green' product consumption should be encouraged.
Fuchs & Lorek (2005)	Acquiring efficiency in consumption and the eco-efficiency of consumption. Improving the efficiency of consumption can be seen as a necessary prerequisite for achieving sustainable consumption.
Peattie & Collins (2009)	Consumption practice whereby each person consumes only their 'earth-share' and considers social and ecological well-being.
Sanne (2002)	The way to achieve sustainable development. Individuals are the catalysts of such change in behavior. From the economic point of view, SC is assumed to be based on consumers' decisions on rational and deliberate considerations of how to satisfy their preferences.
Seyfang (2004)	The efficient way of consuming goods/services. The individuals who adopt such consumption behavior are the driving force of market transformation, incorporating both social and environmental concerns when making purchasing decisions.
Stevens (2010)	An inefficient route to sustainable production and, ultimately, sustainable development. Integrated government approaches that simultaneously address consumption and production are needed to correct the market and system failures that impede progress on sustainability.
Arora & Mishra (2023)	Using services and related products that respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations.

Based on the results of the literature review, we summarized and combined the concepts of responsible consumption that have a long-term or sustainable impact on the environment, society, and economy. After thoroughly conducting studies from various kinds of literature, we noticed that responsible consumption behavior, or consumerism that leads to sustainability, has five aspects: (i) meeting basic human needs; (ii) being oriented towards concern for environmental well-being; (iii) having concern for the quality of life; (iv) using a life cycle approach; and (v) being concerned with the needs of future generations.

- (i) Meeting the most essential human needs. Sustainable consumption means controlling the desire to buy goods and services that meet basic needs rather than the wish for luxury and excessive purchases. Consumption enables humans to meet their needs and desires. Meeting these basic needs often results in the sacrifice of the environment and the needs of future generations, so in

order to shape a responsible consumption pattern, it is necessary to be involved in the next aspect of caring for the environment (Quoquab & Mohammad, 2016).

- (ii) Caring for the environment. A trend toward increasing irresponsible consumption leads to a negative impact on ecosystems. Indeed, an uncontrolled increase in consumption will have consequences (Shi et al., 2021). Meeting additional consumer needs has resulted in the overuse of natural resources, given their limited availability. As a result, the use and misuse of environmental resources continue to increase, gradually draining Earth's resources. In a situation like this, sustainable consumption is a must. This is because sustainable consumption requires meeting current needs while considering environmental well-being. This shows how important it is to reduce resource use, pollution, and waste.
- (iii) Having a concern about the quality of life. According to Abdulrazak & Quoquab (2018), contemporary marketing advances have removed the conventional marketing philosophy that focuses on meeting consumer needs without considering other essential elements. In this conventional philosophy, many marketers offer goods and services that directly meet customer needs, but uneducated consumers respond to such offers by buying and using the products without considering the effects or consequences of post-consumption. The result is a worse quality of life in the long run. Quality of life should be prioritized over material living standards for sustainable consumption.
- (iv) Caring for future generations. Many people enjoy excessive spending and consumption. Excess marketing is triggered by excess consumption, which results in excessive use of natural resources. According to Bancheva-Preslavskva & Dallmer (2020), "It seems increasingly clear that we actually consume beyond the optimal scale of the macroeconomy, and the decline in biodiversity is an important indicator of this mistake." Natural resources will be scarce in the future. This condition is vulnerable to meeting the needs of future generations if we do not control and monitor our consumption habits. The actions and choices of people have direct and indirect impacts on the environment, social equity, and well-being. Considering those impacts, everyone should consider a "life cycle thinking" approach to sustainability.
- (v) The life cycle thinking should be a concern as a way to understand how everyday actions affect the environment. Individuals and manufacturing companies alike must be aware of this life cycle. It differs from the conventional business method, which focuses on immediate factors such as sourcing raw materials, cost, quality, and price without considering the impact after production and consumption.

## 2. Updating dimensions and related driving factors in responsible consumption research in a sustainable context

Our analysis discovered that most research needs to consider particular theories when explaining the phenomenon of responsible consumption in this sustainable context. This is because they tend to take a general point of view: sustainable. Some other studies use or combine these sustainable elements with more specific theories. Based on our analysis of consumer behavior and marketing perspectives, we found that the most commonly used theories are the theory of planned behavior, the theory of reasoned action, the theory of response stimulus, the theory of value, the theory of social cognition, the culture theory, the economic theory, the innovation diffusion theory, and the worldview theory. These theories are more consistent with the UN's goal of achieving the SDGs. A summary of the theories used to explore responsible consumption behavior in a sustainable context is presented in Figure 4.

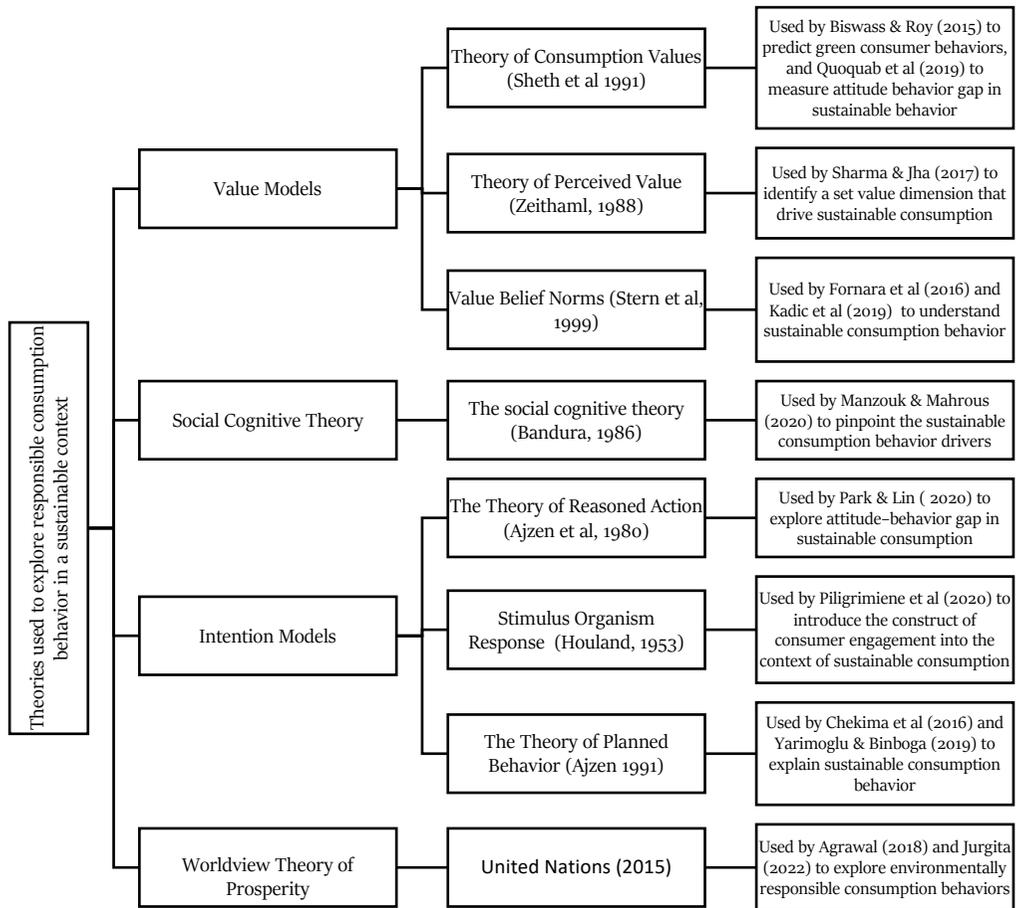


Figure 4. Theories used to explore responsible consumption and sustainability

Based on the four major theories used to explore responsible consumption behavior in a sustainable context, we outlined several pre-end variables as predictors of sustainable behavior. Some of the most commonly found variables as determinants of consumer behavior are subjective norms, attitudes towards sustainability, perceived behavioral intention, and values (Aertsens et al., 2009; Crespo et al., 2017; Marzouk & Mahrous, 2020; H. J. Park & Lin, 2020; Piligrimiene et al., 2020; Sharma & Jha, 2017). Environmental-related aspects such as environmental awareness, environmental knowledge, ambient concern, and environmental well-being also become variables that emerge as predictors of consumer behavior in sustainable aspects (Abdulrazak & Quoquab, 2018; Chekima, Chekima, et al., 2016; Yarimoglu & Binboga, 2019). In addition to these variables, previous research used conditional variables such as regulation, policy, opportunity, social reason, lifestyle, and others. The variation of these predictor variables is very open because of the patterns of responsible consumption associated with sustainability, which is highly multidisciplinary.

We only found a few variables raised as mediators and moderators, unlike predictive variables. In a study conducted by Duong (2022) and Akintimehin et al., (2022), we noted that intention and attitude towards green products have a significant role in mediating personality traits towards sustainable behavior. Then, consumer engagement with the environment is also proven to mediate sustainable behavior (Kadic-Maglajlic et al., 2019; Piligrimiene et al., 2020). Meanwhile, for moderators, some variables appear in the earlier research literature, such as sociodemographic factors carried out by

Chekima, Wafa, et al., (2016) and Aertsens et al., (2009). Sharma & Jha (2017) considered the environment's attitude as a moderator of the relationship between value and SCB and consumer efficacy as a moderator of the relationship between attitude and SCB. Modifying variables include independent variables, such as age, area of residence, property ownership, level of income, and level of education. Other sociodemographic variables cover the area of residence of consumers, property ownership, and household size as potential moderators of the relationship between conservation behavior and sustainable buying behavior. Kadic-Maglajlic et al., (2019) examined emotional intelligence as a moderator of the relationship between consumer engagement and SCB. A variable moderator is a predictor that can strengthen or weaken the influence of the variable, thus allowing many emerging variables to become moderators. However, only a few variables appear because responsible behavior in a sustainable context is still a relatively new concept.

Table 4. State-of-the-Art Research Related to RCB/SCB

Author and Year	Predictor	Variable Roles		Findings
		Mediator	Moderator	
(Palakshappa & Dodds, 2021)	brand co-creation; value co-creation, brand co-creation			An expanded brand co-creation framework emphasizes the significance of integrating sustainability and places consumers at the center of SDG12 mobilization.
(Paužuolienė et al., 2022)	shopping habits, uneaten food, waste food, consumption habits			Consciousness (behavior and attitude) of the consequences of consumption is the essential starting point for responsible consumption. Sustainable consumption habits have emerged in society as a result of growing environmental and climate change awareness.
(Fischer et al., 2021)	behavior change, self-empowerment, systems change, reflection on current discourses and practices			Most articles in the journal focus on communication as a means of intervention and gradual changes in individual behavior ("weak sustained consumption"), with little reference to communication theory and science.
(Aertsens et al., 2009)	values, attitudes, cognitive and affective, emotions, subjective norms, moral control, security, hedonism, stimulation		socio-demographic factors	The theory of values and the theory of planned behavior have been cited as relevant theories for comprehending the organic food preferences of consumers.
(Duong, 2022)	conscientiousness, agreeableness, extraversion, neuroticism, and openness to experience	green purchase intention, attitude toward green products		Other personality characteristics (agreeableness, conscientiousness, openness to experience, and neuroticism) are strongly related to green consumption.
(Agrawal & Gupta, 2018)	conscious consumption, need-based purchase, collaborative consumption, repair and reuse, and waste disposal			Humanity's reckless rate of current consumption is seen as the primary cause of all environmental problems, according to environmentally responsible consumption behaviors.
(Semperebon et al., 2019)	green consumption, pro-environmental behavior			Green consumption studies have identified five network groups: consumer and company characteristics and actions, consumer intentions, perceptions, and cognitive mechanisms, environmental concern consequences, attitudes regarding eco-expertise, and behavioral management

Table 4. State-of-the-Art Research Related to RCB/SCB (continued)

Author and Year	Predictor	Variable Roles		Findings
		Mediator	Moderator	
(Akintimehin et al., 2022)	CSR, eco consumption, recycling	attitudes toward ethical consumption		It was discovered that a commitment to corporate social responsibility is associated with a favorable attitude toward ethical consumption and an intention to engage in ethical consumption.
(Piligrimiene et al., 2020)	perceived behavioral efficacy, environmental attitude, perceived responsibility, condition for SC, social environment, SC promotion	engagement behavior		The results demonstrate a significant mediating role for the consumer engagement construct, suggesting its implementation in the context of sustainable consumption.
(Marzouk & Mahrous, 2020)	perceived behavioral control, attitudes toward conservation, subjective norms, self-preference, perceived moral obligation, public media influence	environment and conservation behavior	consumers' area of living and home-ownership	Self-preference, the influence of the public media, the perception of moral obligation, and the perception of behavioral control explain both energy and water conservation. Energy conservation is explained by attitudes toward conservation while water conservation is explained by subjective norms. The relationship between the two categories of SCB is moderated by the location and homeownership of consumers.
(H. J. Park & Lin, 2020)	environmental concern, subjective norm, utilitarian value, interpersonal differences, availability risk, and economic risk.			Examining variables such as perceived values, risks, environmental concern, perceived consumer efficacy, subjective norms, and demographics in order to comprehend the disparity.
(Kadic-Magljajlic et al., 2019)	self-identity, consumer values	engagement	emotional intelligence	Pro-environmental and pro-social involvement are important indicators of consumption behavior that is both environmentally and socially responsible. Emotional intelligence has a significant direct impact on pro-environmental behavior and improves the effect of involvement on pro-environmental and pro-social consumption behavior.

Table 4. State-of-the-Art Research Related to RCB/SCB (continued)

Author and Year	Predictor	Variable Roles		Findings
		Mediator	Moderator	
(Quoquab et al., 2019)	environmental well-being, quality of life, and future concern			The results demonstrate SCB in 24 items with a three-dimensional construct: the scale encompasses life quality, concern for the environment, and concern for future generations.
(Yarimoglu & Binboga, 2019)	environmental concern, perceived consumer effectiveness, altruism, narcissism			Environmental consciousness, altruism, and perceived consumer efficacy are identified as the model's antecedents.
(Sharma & Jha, 2017)	environmental attitude, perceived consumer effectiveness, and values.		environmental attitude, perceived consumer effectiveness	Identifying a set of valued dimensions that drive sustainable consumption practices. Internally oriented values are more likely to be moderated by attitude than externally oriented values.
(Chekima, et al., 2016)	environmental knowledge, man-nature orientation, environmental advertising		demographics in terms of education level, gender, and income	The results imply that cultural values and environmental advertising are the main factors influencing customers' decision to make sustainable purchases, although environmental knowledge is not significantly associated.
(Crespo et al., 2017)	environmental knowledge, environmental attitudes, behavior toward the environment			Improving environmental awareness and attitudes is consequently and significantly influenced by enhancing knowledge through teaching strategies.
(Lee, 2014)	attitude toward sustainable development efforts, parental influence, and supportive behaviors for environmental organizations			Young educated consumers in Hong Kong's sustainable consumption patterns are predicted by six factors: pro-environment, environmental concern, involvement with environmental organizations, support for sustainable development initiatives, parental influence, and recycling behavior.

### 3. Gaps in the research of responsible consumer behavior in a sustainable context

This systematic literature review noted some aspects that need further investigation. In this regard, we addressed knowledge gaps in the research of responsible consumer behavior in a sustainable context based on conceptual definitions, research findings, implementation, and behavioral gaps. Sustainable consumption has been defined variously throughout the literature. However, such definitions are incomplete and usually cover only some of the essential elements of sustainable consumption. From the point of view of lifestyle and consumer behavior, for example, some studies have observed sustainable consumption from a different perspective. From a product and production process perspective, other studies have shown that more efficient product production is the first step toward sustainable consumption.

Only a few researchers have considered scales that reflect sustainability aspects, such as the environment and quality of life. Other experts employed measures that only reflect environmental well-being. This is due to the fact that implementing continuous responsible consumption behavior differs across countries. From the consumer's perspective, this condition is justified because sustainable products have a higher price. However, on the demand side, consumers in specific regions or countries may not be willing to pay a slightly higher price due to a lack of awareness and low income. It implies that knowledge, awareness, sustainability policy implications, and SC must still be uniform worldwide.

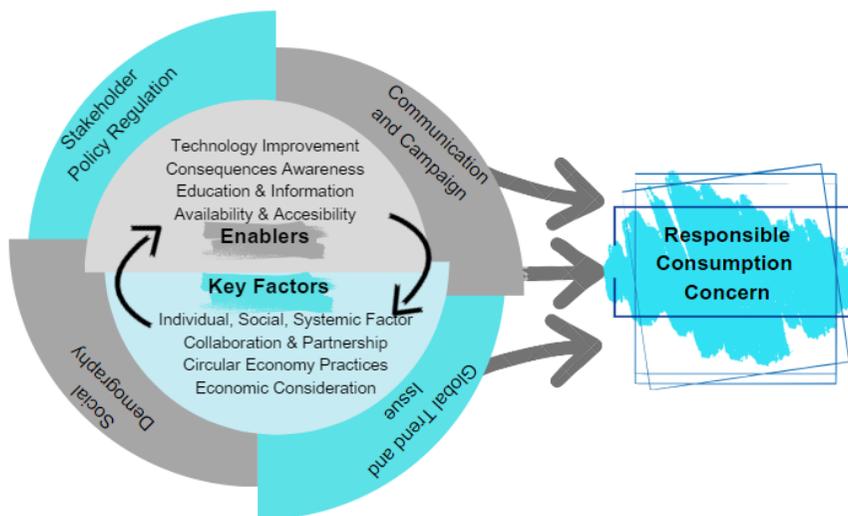


Figure 5. Research on sustainable consumer behavior framework

Most of the empirical research that empirically investigates the phenomenon of sustainable consumption focuses on behavior, ignoring cognitive aspects and attitudes. The attitude aspect indicates how one sees the phenomenon while the behavioral aspect shows how one acts. Conversely, the cognitive component shows a strong desire to do certain actions in the future. Although behavior affects the final actions of an individual, looking at the outcomes of behavior alone is not enough to understand the phenomenon of sustainable consumption. It is crucial to conduct research in order to explain attitude elements in the minds of consumers because these elements can better predict future intentions (Rundle-Thiele & Bennett, 2001). The cognitive component is also crucial since people must have a solid commitment to sustainable consumption practices.

## **IMPLICATION OF THE RESEARCH**

We summarized the gaps obtained from the literature review in an illustration that combines the aspects related to responsible consumer behavior research in a sustainable context. This illustration can be a reference for future research, as depicted in Figure 5. Sustainable consumption is not just about how consumers behave when choosing greener consumption patterns; it is a collaborative concept involving various stakeholders. The results of this literature review affirm that to meet future knowledge needs, it is necessary to involve various perspectives that cover responsible consumer behavior, including policy and regulatory perspectives, communications and campaigns, global trend creation, and social demographic perspectives. These four perspectives can influence both the key and supporting factors of responsible consumer behavior. Thus, studies that have been carried out will have implications for those that will be conducted in the future. Further research on responsible consumption behavior will at least involve these four perspectives with varied, focused, and in-depth discussions.

Meanwhile, the practical implications of this research are related to campaigns to increase or even change consumption patterns in a more responsible direction. Responsible production and consumption have become a concern in recent times, and various research results have been implemented to create good practices. Our present research also confirms that supporting factors for sustainable consumption refer to factors or elements that facilitate and encourage real behavior in responsible consumption. These drivers are critical in encouraging individuals and communities to make environmentally and socially responsible choices in their consumption patterns. These driving factors of sustainable consumption can be categorized into three main dimensions: individual, social, and systemic. They influence and motivate individuals and society to adopt sustainable consumption practices. It is important to note that these contributing factors are interrelated and often mutually reinforcing. By addressing these factors collectively, sustainable consumption can be promoted more effectively.

## **RESEARCH LIMITATION**

Our research has identified several important insights for the development of sustainable consumption topics in the future. However, we also acknowledge a number of limitations in our research to be further improved by future studies. First, our research was only oriented towards reviewing literature published globally, so the findings are very general and possibly have a very high bias regarding demographic elements or conditions of the analysis unit that are specific to a characteristic. Second, our thematic perspective analysis-synthesis was limited to three aspects, including conceptualizing responsible consumption, dimensions, and driving factors of responsible consumption, as well as knowledge gaps related to responsible consumption. This limitation needs to be anticipated by conducting similar research with more focused and specific thematic perspectives, for example by involving behavioral theory, value theory, and consumption theory.

## **CONCLUSION**

Structured articles selected based on years of publications (between 2000 and 2023) indicate that the discussed topic has been developed over the last two decades. Overall, the research on RCB

shows increasing development along with the urgency of achieving the SDGs. Journals and publishers that publish articles related to consumer behavior in the environment are numerous, signaling that this RCB topic is exciting and much researched. Other evidence reveals that researchers continue to explore the achievement of SDGs through RCB. The continuous increase in research, the unending expansion of topics, and the range of journals and publishers available are very beneficial for developing research topics in responsible consumption or sustainable consumerism. Research topics on consumer behavior today lead to more specific aspects such as socially responsible consumption, ecologically responsible consumption, economically responsible consumption, and environmentally responsible consumption. Although briefly containing the same aspects, some differences will benefit knowledge and implementation. We need to pragmatically look at previously existing sustainable concepts and theories with the emergence of more specific discourse likely to help explain the occurring phenomena and be able to form new theories capable of explaining responsible consumption in continuous aspects to the dimensions that represent it.

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