

Consumer Purchase Decision Making for Sustainable Products: An Integrative Review and Conceptual Framework

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KEYWORDS <i>Sustainability, retail, consumer, purchase behaviour</i>	ABSTRACT Sustainability is a current imperative for businesses. Using a systematic literature review based approach, this research synthesizes and organizes the extant literature on consumer sustainable retail product decisions, specifically regarding environmental concerns followed by a conceptual framework of antecedents, determinants and outcomes (ADO). Four themes emerged in the first part; environmental concerns, marketing concerns, technology and pricing that gave insights. Environment related knowledge & concerns, societal norms, value orientation, health & hygiene, packaging & certification, service quality, trust, perceived risk etc are parameters that could impact consumer’s purchase intention, willingness to pay and loyalty as identified through the ADO framework
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1. INTRODUCTION

Sustainability has become a critical factor for all retail businesses today(Kotler et al., 2023). Across industries, research has highlighted that more than 60% of customers want to purchase sustainable products, even at premiums (Frey et al., 2023). Even though firms are taking many initiatives via technology, inclusivity and other sustainability-related initiatives across the value chain to reduce the gap between customers’ intention to purchase sustainable retail products and their actions in doing so (White et al., 2019), a substantial gap still exists, as reiterated by retail executives (Rodrigues, 2023). Thus, there is a need to identify and develop frameworks that outline which factors enable customers to make positive, sustainable retail purchase decisions. This study is a step in that direction.

The United Nations (UN) Brundtland Commission (1987)(1987: Brundtland Report, n.d.) defines sustainability as ‘meeting the needs of the present without compromising the ability of future generations to meet their own needs’. This perspective is associated with the more contemporary environmental, social and governance (ESG) strategy, which also aligns with the UN’s sustainable development goals (SDGs) for business compliance, investment and disclosure practices (Kretkowska, 2023). These points of view have become the foundation of the corporate philosophies of leading business firms across the globe. Businesses today realise that focusing on business growth and not overall development that integrates society into different forms will be difficult to survive and sure to fail (Kotler et al., 2021). Thus, most modern retail businesses have now either adopted or started to adopt the sustainability approach. While sustainability includes business organisations on one side, the other side includes five consumer generations: Baby Boomers (1946–1964), Generation X (1965–1980), Generation Y (or millennials) (1981–1996), Generation Z (1997–2009) and Generation Alpha (2010–2025). Of these, Gen Y and Gen Z are currently the most populous of the customer groups and Baby Boomers and Gen X occupy the most influential decision-making positions in offices. The needs of each of these five generations during the different stages of their lifecycles are different and distinct as also in the context of sustainability and businesses must acknowledge these.



Since the establishment of the UN SDGs, scholarly research in marketing has largely covered sustainability as a theme for various marketing decisions and actions. However, there is a need to organise and synthesise these data to understand consumer decision making in terms of sustainable products. Framework-based systematic literature reviews (SLR) are ideal for this purpose, as they offer possibilities for analysing and structuring content to offer insights for both scholars and practitioners. Scholars can create impact by developing conceptual grounds for new theoretical frameworks that can guide future research, and practitioners can improve their results. Framework-based reviews have gained a reputation for impact and rigour. In this study, we adopt an antecedent, determinants and outcomes (ADO) framework for the literature analysis, which is preceded by a thematic analysis to organise the content. The scope of this study was limited to the environmental dimension of the ESG concept. The specific research objectives (RO) for this study are as follows:

RO1: Identify and organise different themes for consumer sustainable retail product decisions, specifically regarding environmental concerns.

RO2: Establish the ADO for consumer sustainable retail product decisions, specifically regarding environmental concerns.

The remainder of this paper, which provides three contributions to the literature, is structured as follows. We begin with an explanation of the study methodology, followed by a descriptive snapshot over the years. Then, we present the thematic content analysis with the main findings, which summarises the extant scholarly literature on this topic (contribution one). Next, we present a detailed ADO analysis, which offers a conceptual framework for consumer decision making for sustainable retail (contribution two). Finally, we propose future research directions (contribution three).

2. METHODOLOGY

We used the preferred reporting items for systematic reviews (PRISMA) method for organising the extant literature through the four stages of identification, screening, eligibility and inclusion for the SLR (Moher et al., 2009).

2.1 Identification

The first step was to determine major keywords for the SLR. The initial search began with the SCOPUS database (Brzezinski, 2015). At this stage, the main keywords with a marketing focus were 'green' OR 'sustainable' and 'retail operations'. After reviewing 20 articles, the final list of keywords included 'green', 'eco', 'sustainable', 'circular economy' and 'recycle', 'refurbish', or 'reuse'. These keywords covered the environmental domain of sustainability and were mapped with consumer and marketing keywords in retail. The following search string was used:

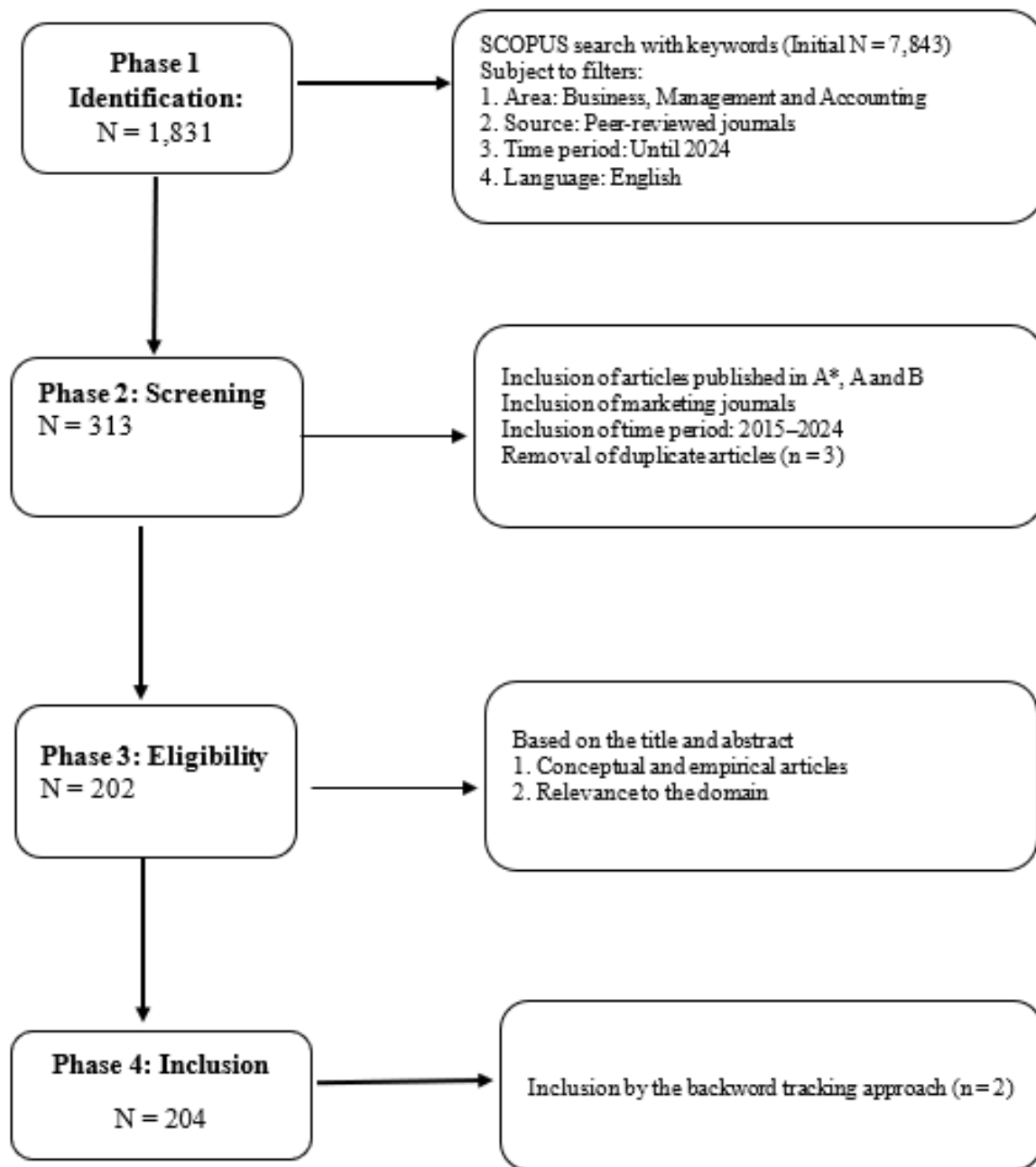
TITLE-ABS-KEY (sustainab* OR eco OR green OR environment OR 'circular economy' OR recycle OR refurbish OR reuse) AND ('retail operations' OR 'supply chain' OR logistics OR store OR assortment OR retailing OR 'e-commerce' OR merchandising OR 'category management' OR omnichannel OR 'omni channel' OR 'omni-channel') AND (consumer OR customer OR marketing) .This resulted in 1,831 articles based on the application of filters to peer-reviewed journals in the English language with business management as the domain.

2.2. Screening

Articles were chosen for further study based on their ranking of quality through the Australian Business Deans Council (ABDC) list. Articles that were ranked A* or A or B and published in the years 2015–2024 were utilised (Srivastava, R. et al., 2023), resulting in 313 papers qualifying for the SLR sample.



Figure 1: Methodology for Selecting the Sample



2.3 Eligibility

The authors read the abstracts of the 313 articles to ascertain their relevance to customer decision making, which left 202 articles. The full texts of all 202 articles were read carefully to ensure their relevance to the study's focus.

2.4 Inclusion

The authors used manual backward tracking to ensure quality (Shaffril et al., 2021). This meant reviewing the references of the chosen articles to find related works that might have been missed. This resulted in the addition of two more articles, bringing the total to 204. The final list of articles is included in Reference B.

3. DESCRIPTIVE STATISTICS

The allocation of articles among various journals underscored the superiority of sustainability and marketing-focused publications, with *Journal of Retailing and Consumer Services* the highest on the list, with 64 published papers, followed by *Asia Pacific Journal of Marketing and Logistics* (31) and *Journal of Fashion Marketing and Management* (22) (Table 1). The most impactful papers in this field are related to green purchasing behaviour, sustainable fashion consumption and eco-



friendly packaged items, with citations varying from 150 to 463 (Table 2). Jaiswal and Kant's (2018) study on green purchasing behaviour is prominent, with 463 citations (Table 2), highlighting its significance in the field. The foremost contributors in this research domain are scholars Jun-Hwa Cheah, Xuequn Wang and Xin-Jean Lim (Table 3 shows the leading contributors from 2015–2024), with each having authored four publications. Others, such as Justin Paul and Yanfeng Liu each contributed three articles. Table 3 demonstrates the increasing emphasis on sustainable consumer behaviour, the increasing academic involvement in this field and the prominent authors influencing the conversation on environmentally friendly purchase choices.

Table 1: Journals and number of articles

Journal	Number of Articles
Journal of Retailing and Consumer Services	60
Asia Pacific Journal of Marketing and Logistics	30
Journal of Fashion Marketing and Management	22
Journal of Islamic Marketing	19
Journal of Food Products Marketing	17
Journal of International Food and Agribusiness Marketing	14
International Journal of Consumer Studies	12
Journal of Strategic Marketing	9
International Journal of Retail & Distribution Management	6
European Journal of Marketing	5
Industrial Marketing Management	4
Journal of Hospitality Marketing and Management	2

Table 2: Most influential Articles on Sustainable Products Decision Making

**Table 3: Leading Contributors on Sustainable Products Decision Making**

Title	Authors	Journal	Citations	Year
Green purchasing behaviour: a conceptual framework and empirical investigation of Indian consumers	(Jaiswal & Kant, 2018)	<i>Journal of Retailing and Consumer Services</i>	463	2018
Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice	(McNeill and Moore, 2015)	<i>International Journal of Consumer Studies</i>	300	2015
Exploring purchase intention of green skincare products using the theory of planned behaviour: testing the moderating effects of country of origin and price sensitivity	(Hsu et al., 2017)	<i>Journal of Retailing and Consumer Services</i>	290	2017
Evaluating the purchase behaviour of organic food by young consumers in an emerging market economy	(Pham et al., 2019)	<i>Journal of Strategic Marketing</i>	206	2019
Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation	(Prakash et al., 2019)	<i>Journal of Retailing and Consumer Services</i>	188	2019
Altruistic or egoistic: which value promotes organic food consumption among young consumers? A study in the context of a developing nation:	(Yadav, 2016)	<i>Journal of Retailing and Consumer Services</i>	186	2016
consumer attitudes and communication in circular fashion	(Vehmas et al., 2018)	<i>Journal of Fashion Marketing and Management</i>	168	2018
Health and cosmetics: investigating consumers' values for buying organic personal care products	(Ghazali et al., 2017)	<i>Journal of Retailing and Consumer Services</i>	157	2017
Circular fashion supply chain through textile-to-textile recycling	(Sandvik & Stubbs, 2019)	<i>Journal of Fashion Marketing and Management</i>	156	2019
Understanding Chinese consumer adoption of apparel mobile commerce: an extended TAM approach	(Chi, 2018)	<i>Journal of Retailing and Consumer Services</i>	150	2018
Understanding Chinese consumer adoption of apparel mobile commerce: an extended TAM approach	(Chi, 2018)	<i>Journal of Retailing and Consumer Services</i>	150	2018

Author	Number of Articles
Jun-Hwa Cheah	4



Xuequn Wang	4
Xin-Jean Lim	4
Ashwani Kumar	4
Justin Paul	3
Yanfeng Liu	3
Shenghong Ye	3
Sushant Kumar	3
Huimin Li	3
Yanfeng Liu	3
Farzana Quoquab	3
Jihad Mohammad	3
Xi Li	3
Yanfeng Lin	3
Zhiheng Lin	3

4. THEMATIC ANALYSIS

4.1 Environmental practices and concerns that affect consumer behaviour

This analysis included 92 articles. The main focus was on understanding the influence of various environmental sustainability-related factors and practices on their influence on consumers' retail purchase behaviours. It was found that factors such as reusable packaging (Yue et al., 2024), recycled product positioning (Lin et al., 2024), multilingual packaging (Tan, F. et al., 2024) and perceived risk (Koay et al., 2024) heavily influence decision-making in retail regarding environmental concerns. Notably, it was found that perceived risk, aesthetic risk, sanitary risk and psychological risk act as a deterrent in such decisions, whereas other factors contribute positively through the green marketing mix elements (i.e. the 4Ps in building customer expectations and shaping their attitudes through building customer awareness towards these products) (Shehawy & Ali Khan, 2024). Scholars have also studied sustainable disposal practices for post-purchase behaviour in which bartering old clothes for new items emerged as a recycling practice (Woldeyohanis et al., 2024) and generated insight about the attitude intention gap during the shift in purchase behaviour (Ronda, 2024). Other factors that influenced purchase decisions were consumers' knowledge of sustainability (Han, J. et al., 2024; Koay et al., 2022), sensitivity in a particular category (McNeill et al., 2023), such as fashion or vegan products, the relationship with perceived value and its effect on consumers' purchase intentions (Habib et al., 2024), personal values (Aprianingsih et al., 2023), including altruistic and biospheric values (Mazhar et al., 2022) and individuals' environmental concerns or consciousness (Malhotra & Shaiwalini, 2024; R. Srivastava et al., 2024). Individuals' health beliefs were identified as an important influencer of environmental product purchase decisions (Mughal et al., 2023), along with consumer confidence, which is a psychological construct against their financial situation and the economic climate of the country (M. S. Han et al., 2022). A unique customer segment, LOHAS (lifestyles of health and sustainability), was identified as being more prone to environmentally sustainable products, and the perceived scarcity of such products positively influences purchase intention (M. Kaur & Manna, 2024). Apart from perceived risk, a lack of technical knowledge about ingredient specifications and clear labelling to guide consumer actions were also identified as environment-related deterrents influencing consumers' purchase intentions (Sundaraja et al., 2021). Social behaviour factors and motivations have been prominent in studies on green mile delivery (Kader et al., 2023). The main sector investigated in these studies was food, followed by fashion. Importantly, the construct of 'trust' in these studies was prominent as a mediator between various antecedents leading to green purchase intention and customer retention and loyalty (Arruda Filho, 2022; Jalil et al., 2024; N. (Lauren) Kim et al., 2021). To improve in these areas, retailers may need to explore social media, its content and reviews (Tan, F. et al., 2024; Zhai et al., 2024) along with encouraging the adoption of reusable packaging (Yue et al., 2024). Multilingual packaging could enhance consumer engagement in global markets by providing better information and presentations related to environmental sustainability (D'Souza et al., 2021). These studies covered various stakeholders: manufacturers, policymakers, suppliers, managers and customers.



4.2 Technology

In this cluster of 28 articles, technology emerged as a key theme in the SLR in contexts such as online, e-commerce, direct-to-home, mobile apps, and as an enabler of sustainable retail purchase decisions.

Information is crucial when it comes to technology's role in sustainable retail purchase decision making. Although access to information about sustainable purchase attributes across platforms reduces uncertainty (Elshaer et al., 2024; Lim, Y.H. et al., 2022), the quality of that information is even more important. Ambiguity in online reviews, such as not knowing the credibility of the source and the amount of information available, impairs decision making and creates confusion (Rahman & Mannan, 2018; Roy & Shaikh, 2024). Customers can be overwhelmed when presented with a full range of information that they value but requires careful engagement (Hsieh et al., 2024; J. Kim et al., 2018). Customers seem to enjoy technology's ability to deliver preferences and live immersive experiences (Oyama et al., 2024). The quality and credibility of information are building blocks for trust and reducing perceived risks associated with purchase decisions (Kader et al., 2023; Siddiqui et al., 2023; Srivastava, Mukherjee et al., 2023). Therefore, trust continues to be an important element in all themes. There is also an emphasis on service quality regarding online and app-based retail (Dogra et al., 2023; Quoquab et al., 2018), multichannel integration (Arora and Sahney, 2018; Lim, X.-J. et al., 2022), and financial relational bonds (Ashraf, 2019; Tan, K.-L. et al., 2024), which play an important role in building satisfaction, trust and loyalty. Several papers have highlighted COVID-19 as the triggering force for the consumer shift to online retail and the behavioural aspects involved (Baidoun & Salem, 2024; Kursan Milaković & Miocevic, 2023). Brand-related factors, such as brand image, online communities, and eWOM, have also been studied by scholars for their influence on customers' sustainable purchase intentions (Chi, 2018; Rahman & Mannan, 2018). Businesses must consider generational differences, especially for Gen Z onwards, regarding digital trends (Robertson and Kopot, 2024) and leverage their social networks and peer influence in marketing efforts to enhance customer engagement and decision making. Technology can play a major role in operational efficiency and in shaping customer experiences. Virtual and augmented realities (AR, VR) have been studied to understand the driving forces behind these technologies and how they shape customer experiences (Dai et al., 2024; Mkedder et al., 2024). The Internet of Things, blockchain and smart technologies have been studied to improve the supply chain and logistics infrastructure for retail distribution that offers competitive advantages (Alfian et al., 2019; Rahman et al., 2023; Rejeb et al., 2023).

4.3 Other marketing concerns

This theme comprised 73 articles focusing on company-related concerns regarding purchase decisions related to environmentally sustainable products and customer concerns. Most of the articles on the company side emphasised product attributes, product origin, including country of origin (COO), product identity, packaging, corporate social responsibility, corporate violations and traditional knowledge systems and practices.

Scholars have studied the effect of COO cues compared to region of origin (ROO) for their influence on sustainable purchase decisions through the mediating effect of product value and product authenticity. They found that ROO has more positive effects than COO; thus, marketers must leverage the same effort in product packaging and labelling (Ho et al., 2024; Mabalay, 2024).

Regarding product attributes, functional attributes have been studied for accrued consumer benefits. For example, scholars have studied the ready-to-drink tea category for taste, flavour, packaging, ingredients, price and brand for the benefits of delicious to drink, thirst-quenching properties and health-promoting properties to discover the ultimate customer values of enjoyment and uplifting effect (E. S. T. Wang & Yu, 2016). Similar product attributes have been studied in other sectors, such as dairy (Moradi et al., 2024) and speciality food (Cacciolatti et al., 2015).

In the context of food sustainability, religiosity and legal certifications play important roles in sustainability practices, with halal being one of them. Scholars have examined the effect of corporate violations in such contexts for their impact on consumer trust and loyalty, finding a strong correlation between the perceived severity of halal violations and consumer boycotts. Additionally, an association between perceived severity and consumer boycotts is strongly moderated by perceived corporate social responsibility, in addition to being adversely associated with it (Omar et al., 2017; Rachmawati et al., 2022). Similar studies have explored other culture-oriented health products, such as Ayurveda (ancient Indian medical system), to identify ethnocentrism as a unique influencer (Chakraborty et al., 2022).

On the consumer side, many scholars (Dinc-Cavlak & Ozdemir, 2024; Lee & Chow, 2020) have used the theory of planned behaviour to study sustainable product purchase decisions. Thus, the roles of attitude, subjective norm and perceived behavioural control in influencing purchase intention and purchase behaviour for environmentally sustainable products have been widely studied (Ho et al., 2024). Notably, attitude has been treated here through intrinsic motivation, subjective norms and perceived behavioural control as extrinsic factors. Scholars have studied individual psychological factors, such as self-concept, self-expression, extended self, self-esteem, personal gratification and pride (Jalees et al., 2024; Mohammadi et al., 2024; Seo & Lang, 2019), emotions, both positive and negative (Han, W. et al., 2024), and biological needs (Liu, Li, et al., 2023), in triggering sustainable product purchase decisions and satisfaction. Extending customer satisfaction to loyalty is also influenced by the first impression; thus, brand image and customer awareness play important roles in such contexts (Ma et al., 2024; Mabalay, 2024). Environmental concerns, including customers' environmental consciousness and knowledge, were the most studied factors from the consumer aspect of sustainable purchase decisions. Cultural values, including idealism,



relativism (Tunçel, 2022) and religious factors, were also identified as important customer influencers for such decisions (Arifin et al., 2023; Suntharalingam et al., 2023). Trust also emerged as a prominent theme fed by the ethical and fair practices of firms, transparency considerations, local contextual conditions (Alzaidi and Agag, 2022; Ma et al., 2024; Pícha et al., 2018) and customer engagement (J. Kim et al., 2018).

4.4 Pricing

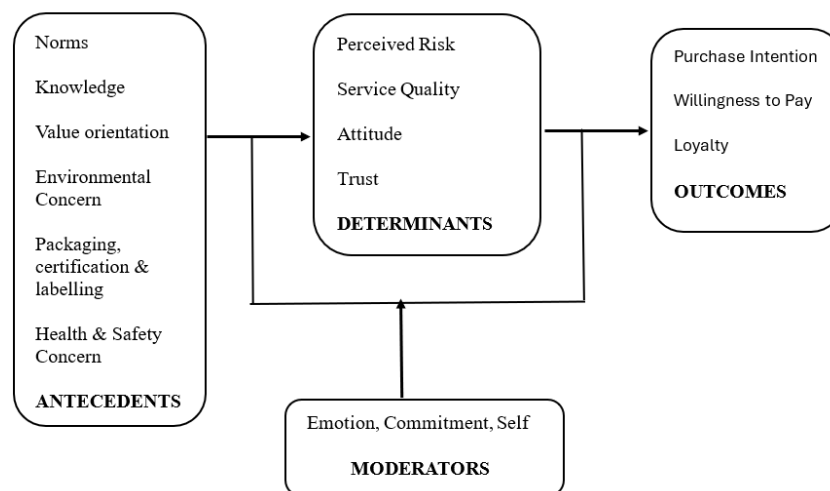
The final theme—pricing—consisted of 11 articles. Sustainability in retail is still being explored and established; thus, the major emphasis in this theme was on willingness to pay (WTP) premiums. This also considers that environmentally sustainable products incur more costs and are perceived to be higher priced than regular items, especially in food and lifestyle. Many of these studies were done in both developed and developing countries.

Scholars have studied the effect of supply chain disruptions and panic buying behaviours on pricing strategies (Soltanzadeh et al., 2024) to suggest that operations managers must consider dynamic pricing and inventory control strategies to handle such situations, and their demand should be considered dynamic rather than static. This would help businesses, governments and policymakers stabilise markets in different scenarios. The scholarly research also suggests that marketers and policymakers should build on certifications and labels to build consumer trust in the authenticity of such products, positively impacting WTP (Bannor et al., 2024). Numerous consumer trust and WTP studies have linked transparency in vendor practices and certifications that leverage consumer ethnocentrism for a product's local origin (Bannor et al., 2024; Noor et al., 2024). Even luxury brands must align their sustainability initiatives with the pro-environmental values and identities of their customers, which will cognitively direct them to invest more in sustainable brands with a long-term orientation (X. J. Lim et al., 2023). One concern was that products' trust availability and awareness of environmental benefits could help cross purchase barriers, which price may become in such products (X. J. Lim et al., 2023). Awareness can provide benefits, and sustainable practices (e.g. waste reduction) can act as a differentiator (Del Giudice et al., 2016).

5. ANTECEDENTS, DETERMINANTS AND OUTCOMES ANALYSIS

This section discusses our ADO analysis of the literature on sustainable purchase decision making. The outcome of this analysis is a conceptual framework that highlights the antecedents that may lead to customer-related actions for sustainable purchases as moderated and mediated by various factors. This framework is a novel contribution that can be further empirically validated. This section also includes future research questions that can guide scholarly work in this relevant and contemporary domain

Figure 2 Conceptual Model of the Antecedents, Determinants and Outcomes of Sustainable Consumer Purchase Decisions



5.1 Antecedents

Five major factors emerged as antecedents for customer decisions in sustainable products. These are detailed below, along with future research directions.

5.1.1 Societal norms

Norms and societal expectations heavily influence consumers' sustainable purchase decisions, with many studies using the theory of planned behaviour and reasoned action to explore the phenomenon (Lim, et al., 2022). Norms and expectations occur at the individual/self and group/society levels. At the latter level, these norms could come from different belief systems (e.g. religious), general societal trends (e.g. conscious consumption) and disruptions because of crises (e.g. COVID-19)(Liu,



Cai, et al., 2023). Peer pressure and influence also contribute to establishing the norms and expectations that strongly influence customers' adoption/non-adoption of sustainable products (Arifin et al., 2023; Y. H. Lim et al., 2022). The origin of any sustainability-related product decisions is within the individual's self, with certain internal values that could align outside of societal expectations to drive such behaviours, including the intention to purchase. The role of norms and expectations is evident across geographies, spanning sectors (e.g. fashion and food), mediums (e.g. online and offline) and situations (e.g. COVID and non-COVID). In terms of COVID, norms and expectations are also formed because of the uncertainty of the event and anxiety, leading to panic buying, revenge buying, etc.

5.1.2 Knowledge

Knowledge with reference to any dimension of environment sustainability on each or any of the four marketing mix elements (but specifically product-related) strongly influences customers who understood sustainable business practices and hence showed a high likelihood of buying or advocating such products and at time seven pay a premium for the same (Shehawy & Ali Khan, 2024). This knowledge extended beyond mere information on the supplier side and awareness on the customer side to understanding the impact and consequences of the same on a customer's product-related decisions on the environment in both the long and short term (Cacciolatti et al., 2015). The role of knowledge was particularly evident across food-based sustainable product purchase decisions.

5.1.3 Consumer value orientation

Consumer value orientation was another prominent antecedent identified in the SLR as influencing consumers' sustainable decision-making behaviour. While there is an understanding that consumption values do affect consumers' choice-based decisions (Nasiri & Shokouhyar, 2021) and behaviours, in the context of sustainable purchase decisions, values such as altruistic, egoistic and biospheric have been identified as important purchase behaviour drivers (Arruda Filho, 2022). Egoistic value refers to a pro-self approach that indicates a user's or family's care for their well-being (Yuen et al., 2022). Altruistic values are a personal value system that motivates people to act for the benefit of others or society rather than for their own benefit; a sustainable environment-related purchase is one such behaviour. A person's care for the environment and nature, and how much value they place on protecting it, are known as biospheric values. Altruistic and biospheric values have been seen to shape positive, sustainable product behaviours and outcomes, whereas egoistic values have focused more on self-interest and personal benefits. This is evident across apparel and agriculture-based contexts and may feed the norms, expectations and ecological consciousness of individuals. Thus, there can be internal linkages between the antecedent factors for sustainable purchase behaviours.

5.1.4 Environmental concerns

Environmental concern or ecological consciousness may influence consumer decision making in the sustainability context (Hosta & Zabkar, 2021). Concern for the environment is reflected in customers' acceptance of sustainability-related practices (e.g. reducing, reusing and recycling) and thus adopting used products and brands. This concern also influences waste-related behaviour, along with a preference for locally grown/sourced products that ensure better raw materials, ingredients and quality while being less damaging to the environment. Once again, the food and apparel industries demonstrate this behaviour (Talwar et al., 2022).

According to the SLR, health and safety concerns also affect consumer decision making regarding sustainable products. Given the health consciousness and food safety benefits of sustainable products, customers prefer them over conventional products, which may have more health risks from the chemicals used. Consumers also perceive that, in general, organic products provides better nutrition (Nautiyal & Lal, 2025). The primary industries in which research has been conducted across several countries are personal care and food (Román et al., 2017). Notably, health and safety concerns affect first-time purchases as well as repeat purchases.

Packaging, certification and labelling emerged as a strong antecedent factor influencing sustainable product decision making. Eco-friendly packing material reinforces faith in sustainable products' credentials (Baniyadi et al., 2025) and enhances value by supporting consumption goals and influencing purchase intention. Packaging language is important because familiar language enhances clarity and builds trust. Other sensory elements, such as graphics and visuals, also impact emotions and thus influence purchase intentions. Certifications and labelling help consumers make well-informed choices for sustainable products and assure them of the processes, standards and outcomes promised by sustainable brands (Gârdan et al., 2025). Food-based industries are largely researched for packaging and certification with reference to sustainable product purchases.

5.2 Future research on the antecedents of sustainable consumer decision making

This SLR identified six major antecedent groups that influence purchase intention for sustainable products. Future research must empirically test and validate each of these while exploring each group in detail. Some of these antecedents may have more importance than others, and consumers assign different weights to them when making purchase decisions. Thus, the weight of these antecedents may explain and predict consumer purchase intention better by following Fishbein's multi-attribute (Wilkie & Pessemier, 1973) decision-making approach. The belief systems for each one of these may also play a role in setting the consumer attitude towards sustainable product purchase and may be explored.

Further, the multistage decision-making process would have different marketing communication needs to inform and educate customers, which can be researched. The role of new age technologies such as AI for personalisation and customisation for



different product categories of sustainable products needs to be discovered, especially for an enhanced consumer understanding of these products, which helps them make decisions. Added to this is the construct of psychological ownership, which may also be built in through immersive technologies, such as AR, VR and mixed reality. Even new factors, such as the importance of premium services and product presentation in driving consumer engagement, must be explored, especially in luxury product categories (Rahman et al., 2023). This variable suggests that luxury retailers can effectively integrate sustainability initiatives while maintaining brand identity, enhancing the shopping experience and fostering long-term customer loyalty. Additionally, factors such as seller reputation and greenwashing by sellers need to be explored for their impact on consumers' sustainable retail decisions along with the consumer choice structure and specific sustainability-related variables, such as carbon footprint awareness, zero-waste commitment and green packaging aesthetic appeal. Thus, scholars could study directions that align with the following proposed research goals:

- Empirically, test and validate the identified antecedents for the sustainable product purchase decision.
- Determine the relative importance of each identified antecedent with reference to a sustainable product purchase decision.
- Identify specific customer beliefs that feed into these antecedents.
- Discover the role of Industry 4.0 technologies in the sustainable product purchase decision.

Explore new factors, such as product presentation in different formats, including tech-enabled ones, for their effect on sustainable product purchase decisions

5.3 Determinants

This section presents the constructs that may play the important roles of mediator and/or moderator in explaining the relationships between the antecedents and outcomes of sustainable retail purchase decision making, as identified in the SLR.

5.3.1 Perceived risk

Perceived risk plays a crucial role in shaping consumer behaviour, particularly by heightening uncertainty and anticipating negative outcomes across various purchasing contexts. Three perceived risks emerged from the extant literature: financial risk (where consumers fear monetary loss due to poor product quality), sanitary risks (consumer doubts about product hygiene) and psychological risks (fear of right processes and certifications not being followed and thus lack of assurance). This was especially true for second hand/reused product. These risks create hesitancy towards sustainable products (Koay et al., 2024; Nasiri & Shokouhyar, 2021). Regarding online sustainable shopping, perceived risk led to cart abandonment and reduced purchase intentions (Nguyen et al., 2022; Roy & Shaikh, 2024). In certain instances, it led to a deeper search for other alternatives, as consumers sought assurances of sustainability (Nguyen et al., 2022; Yuen et al., 2022). Thus, perceived risk seems to be an important determinant in sustainable purchase decisions in retail, especially as a moderator and in some cases as a mediator.

5.3.2 Service quality

Service quality emerged as an important determinant of consumers' sustainable retail purchase decisions. It comprised elements such as responsiveness, ease of access and trust, which enhanced consumer experiences and engagement with retailers (Quoquab et al., 2018; Sharma et al., 2022) and influenced customer satisfaction, loyalty and purchase intentions across companies' sustainability initiatives. As with traditional business practices, high responsiveness ensures the timely fulfilment of customer needs, fostering revisit intentions and encouraging cross-buying sustainable behaviours (Raman, 2019; Sharma et al., 2022). Similarly, in virtual environments, e-service quality plays a pivotal role in shaping sustainability-related purchase intentions by providing consumers with seamless interaction and browsing experiences for sustainable products (Mkedder et al., 2024; Zhai et al., 2024). Effective service delivery in cross-border e-commerce, characterised by timely logistics and reliable shipment tracking, further builds trust and strengthens consumer purchase intentions for such products (Jian et al., 2023). Service quality, which is also effective in volatile markets, especially through competitive positioning (Baumann et al., 2017), was seen as both a moderator and mediator of sustainable retail purchase behaviour.

5.3.3 Consumer attitudes

Consumer attitude reflects consumers' evaluative beliefs and emotional predispositions towards products, services or behaviours, aligning their actions with personal values and external influences. With sustainable products, perceived value affects consumer attitudes through values such as ecological and biospheric. Thus, consumer attitudes significantly enhances environmentally conscious behaviour and purchase intentions (Ghazali et al., 2017; Mazhar et al., 2022; Pham et al., 2019). Concerns over health, food safety and environmental benefits further shape attitudes towards sustainable products and act as a mediator to drive both willingness to buy and actual purchase decisions (S. Kumar et al., 2023; Pham et al., 2019). Regarding e-commerce and sustainable products, attitudes towards online platforms, trust and convenience play pivotal roles in influencing consumer satisfaction and purchase decisions. Consumer attitude is also affected by factors such as perceived convenience, prior experience, participation and engagement (Lee & Chow, 2020). In turn, consumer attitudes significantly influence decisions related to eco-friendly packaging, where altruistic and egoistic values balance personal gains with societal welfare. These values impact purchase intentions by promoting sustainable consumption (Pham et al., 2019; Prakash et al., 2019). Similarly, attitudes fostered through perceived product value, including hedonic and environmental benefits, also enhance repurchase intentions (Ghazali et al., 2017; Oyama et al., 2024). Furthermore, for sustainable retail in omnichannel



settings, attitudes towards delivery precision and shopping fluency enhance consumer satisfaction, driving stronger purchase intentions (Robertson and Kopot, 2024; Mkedder et al., 2024; Oyama et al., 2024). These findings demonstrate that consumer attitudes serve as an important mediator for sustainable retail purchase behaviours.

5.3.4 Trust

Here, trust refers to consumer trust (i.e. the confidence and faith that the customer has in the product, brand or service) (Kim et al., 2019). Consumer trust has been identified as a strong force that acts largely as a mediator of sustainable product decisions across various contexts (Bodó, 2021). Trust reduces uncertainty and perceived risk and fosters confidence in decisions related to sustainable products, brands and systems (Mou et al., 2017). It plays an essential role in both online and offline environments, enhancing consumers' willingness to engage in transactions and developing long-term loyalty for sustainable products. Trust induced by product labelling and certification significantly shapes purchase intentions by assuring product authenticity and quality to the customer (J. Kaur et al., 2023; Liang & Lim, 2021). Similarly, because of the transparency and credibility of supply chains, trust bridges the gap between consumer motivation and behaviour in green consumption (Dong et al., 2022; Jian et al., 2023). Trust created by environment-related claims plays a pivotal role in forming positive behavioural intentions and driving purchases in the context of green products (Konuk et al., 2015).

Online, trust is an important mediator between relational bonds and purchase intention, creating authentic experiences in environments like live streaming and thus encouraging buyer engagement (Tan, F. et al., 2024). Similarly, trust in the reliability of mobile commerce applications enhances behavioural intentions by emphasising safety and functionality (Siyal et al., 2024). In virtual environments such as VR stores, consumer trust in digital service reliability directly impacts purchase decisions, underscoring the importance of trust in both technological interfaces and product presentation for sustainable products (Mkedder et al., 2024). In cross-border e-commerce, trust in sustainable product providers and logistical services seemed to be critical for driving purchase intentions, especially in regions with higher perceived risks (Jian et al., 2023), along with the simplicity of platforms, timely delivery and shipment tracking.

In certain instances, trust moderates the relationship between consumer commitment and purchase behaviour (Usman et al., 2024). Overall, trust serves as a critical psychological construct, bridging gaps in information asymmetry, reducing perceived risks and enhancing consumer confidence. From organic food markets to e-commerce platforms and live-stream shopping, trust emerges as a fundamental factor shaping consumer behaviour, encouraging engagement and fostering long-term loyalty and sustainable consumption (Dogra et al., 2023; Elshaer et al., 2024).

5.3.5 Consumer emotion

Consumer emotions also emerged as important determinants in shaping sustainable retail purchasing behaviour and decision making across various contexts. Emotional experiences, such as contentment, surprise, anger and pleasure, significantly influence consumer engagement and shopping outcomes for sustainable products (Dogra et al., 2023; Zhai et al., 2024). Additionally, positive emotions generated from satisfaction with product quality or service reliability, such as in refurbished smartphone purchases, further enhance consumer trust and satisfaction, fostering long-term engagement (Nasiri & Shokouhyar, 2021). Negative emotions, such as shopper confusion and anxiety, can hinder decision making, especially in complex or crowded retail environments, for sustainable products. Studies show that inefficiency and helplessness caused by overwhelming product selection led to avoidance behaviour in fast fashion shopping contexts (Hwang et al., 2023). Emotions also interact with external moderators. For instance, social crowding amplifies the emotional impact of multilingual packaging on green product purchases (Tan et al., 2024). Therefore, managing consumer emotions is essential for driving positive purchase behaviours and enhancing customer experiences across sustainable retail environments. Positive emotions, such as enjoyment, contentment and satisfaction, enhance engagement and drive purchasing behaviour (Lv et al., 2024; Na Nongkhai et al., 2023). In the context of mobile self-ordering applications, the enjoyment derived from ease of use played a critical role in promoting customer engagement during COVID-19 (Na Nongkhai et al., 2023). Similarly, therapeutic shopping motivations triggered by emotions, such as anxiety and self-seeking, during periods of stress encourage consumption as a coping mechanism (Liu et al., 2023). Negative emotions, including anxiety, anger and guilt, are also significant drivers of behaviour, as evidenced by revenge-buying behaviours observed during the post-lockdown recovery period (Adil, 2022; Liu et al., 2023). In sustainable consumption, guilt serves as a motivating force, encouraging consumers to engage in eco-friendly behaviours to alleviate emotional discomfort (Adil, 2022). Moreover, emotions such as surprise and confusion impact consumer behaviour, particularly in complex purchasing situations in which heightened emotions can either encourage impulse buying or deter purchasing through decision fatigue for sustainable products (Hwang et al., 2023). Emotions largely seem to moderate customers' sustainable retail behaviours.

5.3.6 Consumer commitment

Consumer commitment is the willingness to invest in and continue a relationship with a product or brand for the long term (Padgett et al., 2024). It is also a vital driver of sustainable consumer behaviour, mediating the relationship between satisfaction and long-term loyalty. Customer commitment manifests in different forms, including affective, continuance and normative commitments, each of which uniquely influences consumer behaviour. Affective commitment, characterised by emotional attachment to a sustainable brand or platform, strengthens loyalty and reduces switching behaviour (Baidoun & Salem, 2024; Cui et al., 2023). In some contexts, commitment acts as a moderator (e.g. on the effect of website quality and satisfaction on repurchase intentions), highlighting its importance in fostering consumer loyalty (Dogra et al., 2023) and



consumer self-confidence in sustainable product-related information that promotes purchase behaviour (D'Souza et al., 2021b; Elseidi, 2018). Moreover, materialism and guilt serve as mediating factors between religiosity and consumer commitment (Adil, 2022). Commitment and emotions together act as powerful drivers of sustainable purchase behaviour, compelling businesses to foster deeper consumer connections and ensure sustained engagement, even in competitive markets and challenging circumstances.

5.4 Future research directions for determinants

Future research drivers in consumer behaviour must empirically validate the identified moderators and mediators and address underexplored areas in which significant gaps remain. One such area is social crowding, which influences purchase intentions by creating anxiety in crowded shopping environments, impacting consumer behaviour towards sustainable products (Tan et al., 2024a). Research should explore strategies to mitigate crowding effects and enhance shopping experiences. AI-powered digital assistance (AIPDA) is another critical area that enhances the online luxury shopping experience (Rahman et al., 2023). Future studies could investigate how AIPDA interacts with consumer emotions and trust, expanding its role in other retail sectors. Additionally, acculturation—the cultural adaptation process—seems to moderate purchase intentions (Y. H. Lim et al., 2022). Exploring how acculturation impacts loyalty and trust in multicultural retail environments beyond the food industry could offer valuable insights.

Extravagant atmospheres affect non-sustainable consumption behaviour through the interplay of social perception and consumer choice, necessitating research into balancing luxury retail atmospheres with sustainable practices (He et al., 2016). The role of service switching costs is also pivotal in customer retention strategies in competitive industries, highlighting the need for further exploration into how companies can leverage switching costs while maintaining trust, particularly in subscription and on-demand services (A. Kumar & Smith, 2018). Blockchain technology is another emerging driver that enhances trust-based transactions in pre-owned goods markets (Nigam et al., 2022). Future studies should evaluate how blockchains foster trust and transparency across diverse retail environments, including digital and omnichannel platforms.

Additionally, three new drivers require further exploration: digital multisensory cues to understand their impact on consumer engagement in virtual platforms, emotional resilience among consumers in retail settings, especially post-pandemic and in ethical AI implementation, to assess its influence on consumer trust and long-term loyalty across various retail platforms. These emerging drivers reflect the evolving landscape of consumer behaviour, integrating technological advances, cultural dynamics and psychological insights to develop innovative strategies for retail industries. Research questions could be as follows:

- To establish the moderation and mediation empirically for the identified constructs, what is the level of perceived risk, service quality, customer attitude, customer trust, customer emotion and customer commitment?
- Does social crowding mediate or moderate customers' sustainable purchase decisions, and what is its relation to customer anxiety?
- How do luxury environments implement sustainable practices?
- Can technologies such as blockchain build customer trust and avoid switching costs, even in on-demand business models?
- What is the role of AI in building consumer emotions and trust, and are there ethical considerations involved?

5.5 Outcomes

In this section, we present the various outcomes of sustainable purchase behaviours, as identified from the extant literature.

5.5.1 Purchase intention

Purchase intention is a key outcome in consumer behaviour research, representing the consumer's likelihood to buy a product based on attitudes, perceptions, trust and external influences (Dang et al., 2021). In the context of green consumption, consumer perceptions regarding health and environmental benefits significantly shape purchase intentions. Positive perceptions of natural and eco-friendly aspects encourage consumers to buy organic and sustainable products (Chao & Uhagile, 2022; Liang & Lim, 2021). These values are especially important to Gen Y, who values social influence and product visibility in sustainable products (Kopplin & Rösch, 2021). In the sustainable luxury market, multidimensional values, such as hedonic, social and economic (Yang et al., 2024), along with consumer emotions, such as pleasure and guilt, influence purchase intentions. Consumers balance conflicting emotions to justify their buying behaviour (Ghazali et al., 2017; Ki et al., 2017). Labelling, certifications and trust drive purchase intentions for green products (D'Souza et al., 2021a; Elseidi, 2018; Ki et al., 2017). During the COVID-19 pandemic, purchase intentions shifted towards online platforms, driven by convenience and safety concerns (Milaković and Miočević, 2023). Satisfaction with past experiences acts as a mediator between product experience and future purchase intentions, emphasising the importance of meeting consumer expectations (De Toni et al., 2018; Pham et al., 2019). These findings underscore that purchase intention is not an isolated outcome but a result of interactions between values, trust, emotions, etc. as antecedents, mediators and moderators across different sustainable contexts and sectors.

5.5.2 Willingness to pay

WTP—a price point up to or below which a consumer would normally purchase a product or service (Barisan et al., 2024)—



was a major outcome in the extant literature on sustainable retail purchase behaviour. It reflects the perceived value that consumers associate with various attributes, such as sustainability, certification and product quality. Research demonstrates that consumers express higher WTP when products align with their environmental and ethical values and they can trust them (Nandi et al., 2017). Similarly, studies on anti-waste labelling highlight that environmentally conscious consumers are more inclined to pay higher prices for products with sustainability-focused certifications (Del Giudice et al., 2016). In luxury markets, the interplay between consumer engagement and pro-environmental self-identity positively impacts WTP for sustainable luxury products, underscoring the importance of aligning brand values with consumer expectations (X. J. Lim et al., 2023). Further evidence suggests that consumer ethnocentrism significantly enhances WTP for locally produced goods. In B2B settings, relationship value and trust in a business network influence WTP by enhancing perceptions of sustainable product importance and value (Bannor et al., 2024; Geiger et al., 2015). These findings illustrate that WTP is driven by economic and non-economic factors. Understanding these dynamics will enable businesses to design strategies that cater to consumers' value perceptions, fostering both consumer satisfaction and sustainable consumption behaviours.

5.5.3 Loyalty

Customer loyalty reflects a customer's consistent preference for and engagement with brands over time (Närvänen et al., 2020). For sustainable retail products, it results from a combination of trust, satisfaction and value perception (Baumann et al., 2017; Cui et al., 2023). On online platforms, trust reduces perceived risks for sustainable products, fostering loyalty (Abbes et al., 2020; Cui et al., 2023). Additionally, alignment with personal or cultural values, such as religious preferences, enhances loyalty (J. Kim et al., 2018; Rahman et al., 2023). Repeat purchases are also influenced by health consciousness and trust in food safety, reinforcing trust as a key mediator in purchase behaviour (Dinc-Cavlak & Ozdemir, 2024). Competitive service excellence also plays a role in maintaining loyalty in volatile markets, emphasising the importance of differentiation and high service standards (Baumann et al., 2017). Green trust further strengthens brand equity and fosters long-term engagement with eco-friendly products (Konuk et al., 2015). These findings highlight that loyalty emerges from trust, value alignment and competitive service, ensuring long-term consumer engagement.

5.6 Future research directions

Future research must empirically validate the identified purchase decision outcomes regarding sustainable product purchase decisions. Additionally, new decision outcomes, such as hesitation to check out (HTC), which impacts whether consumers complete online transactions, must be explored (D'Souza et al., 2021a). HTC arises from concerns about product quality or environmental impact (S. Wang et al., 2024). Consumer satisfaction and pride, which demonstrate responsible consumption behaviour, may also be explored as new outcomes. Future research questions could include the following:

What are the new purchase decision outcomes with reference to sustainable product purchase decisions?

How can HTC be reduced for sustainable product purchases?

How can consumer satisfaction and pride be increased for sustainable product purchase decisions?

6. CONCLUSION AND LIMITATIONS

Sustainability has emerged as a contemporary business concern, and the environment is a critical dimension. Customers are becoming environmentally aware and conscious. as reflected in the extant literature on consumer decision making in this context. However, organisation of this academic literature is needed because the field is getting impetus, and there is a need to synthesise the knowledge from this literature to develop frameworks that support the development of both theory and practice. This integrative SLR addresses both these points through a thematic organisation of the extant literature and the development of a conceptual through an ADO analysis.

This study was limited by including that only English-language peer-reviewed journal articles in the categories of A*, A and B were taken from the ABDC list to focus on high-impact articles. To delve deeper into a specific scope, scholars may want to extend this to other academic journal listings, books, conference proceedings, etc.

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