

THE ROLE OF DIGITAL MEDIA MARKETING IN PROMOTING SUSTAINABLE CONSUMPTION: A SYSTEMATIC REVIEW

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Abstract

The rapid increase in social media engagement among young consumers, coupled with globalization and economic growth, has instigated notable shifts in shopping behaviors, manufacturing practices, and technological advancements. This systematic review aims to evaluate the extent literature concerning retailers' role promotes sustainable consumption among consumers. Given the absence of a comprehensive systematic review in scholarly literature, despite the increasing number of studies published in this field, there is a necessity for such research. This systematic review adheres to a rigorous five-step procedure to ensure high quality, replicability, transparency, and reliable results. The review has identified a total of 73 articles, selected based on their relevance to the review's purpose and objectives. Moreover, the review proposes a research agenda for future investigations and elucidates the practical implications of digital marketing and sustainable consumption.

Keywords: *Consumer Behavior, Digital Marketing, Environment, Green Mindset, Green Purchase, Sustainable Consumption, and Systematic Literature Review.*

Introduction

Global environmental concerns have led to increased social and ecological awareness in society, and COVID-19 has heightened this consciousness. Although there has been a significant improvement in the understanding of sustainable consumerism, substantial progress remains in this area.¹ The rapid increase in the global population has

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caused shifts in human consumption behaviors, leading to effects on the population's well-being, both through direct and indirect means.² The accelerated growth in consumption, aligned with the goals and outcomes of power generation, has spurred the continual expansion of production settings that deplete and diminish natural resources.³ This has brought humanity to an untenable situation concerning climate change and global warming.⁴ Due to this consumption, the environment is at risk for several possible harms, including increased population, global warming, and the extinction of biodiversity and wildlife.⁵ On the other side, significant changes in consumer behavior, production processes, and technology have been brought about by economic development and globalization. The Internet is currently in extensive use and has garnered broad commercial approval.⁶ Social media has evolved into a highly potent digital marketing tool and is increasingly integrated into consumers' everyday routines, redefining the dynamics of interaction between consumers and marketers.⁷ Through networking and blogging, digital media has emerged as an electronic communication platform for the exchange of knowledge, concepts, and user-generated material.⁸ Due to their early scaling in the world of interconnection, millennials are more sensitive to moral dilemmas than other generations.⁹ Additionally, generation Y's early years are associated with increased media coverage of environmental issues and

¹ M. Yadav, R. Gupta, and K. Nair, "Time for Sustainable Marketing to Build a Green Conscience in Consumers: Evidence from a Hybrid Review," *Journal of Cleaner Production*, 2024: 141188.

² A. John, A. Kaur, K. A. Bhat, S. A. Ganie, C. Nugroho, I. Handoko, & A. K. Wani, "Adapting to Climate Extremes: Implications for Insect Populations and Sustainable Solutions," *Journal for Nature Conservation*, 2024: 126602.

³ Q. Hassan, P. Viktor, T. J. Al-Musawi, B. M. Ali, S. Algburi, H. M. Alzoubi & M. Jaszczur, "The Renewable Energy Role in the Global Energy Transformations," *Renewable Energy Focus*, 2024: 48, 100545.

⁴ M. Haider, R. Shannon, and G.P. Moschis, "Sustainable Consumption Research and the Role of Marketing: A Review of the Literature (1976–2021)," *Sustainability*, 2022, 14(7): 3999.

⁵ C. Fletcher et al. (2024), "Earth at Risk: An Urgent Call to End the Age of Destruction and Forge a Just and Sustainable Future," 3(4):106.

⁶ Y C C Shang, and H. J. Liao, "The Value of Participation in Virtual Consumer Communities on Brand Loyalty," *Internet Research*, 2006: 16(4), 398–418.

⁷ M. P. Punjabi et al., "Navigating the New Wave; Unveiling the Transformation Effects of social media On Digital Marketing in The Emerging Era," 2024: 4(1).

⁸ S. K. W. Dou, "Advertising with User-Generated Content: A Framework And Research Agenda," *Journal of Interactive Advertising* 2008: 8(2), 1–7.

⁹ O. Johnson, & V. Chattaraman, "Conceptualization and Measurement of Millennial's Social Signaling and Self-Signaling for Socially Responsible Consumption," *Journal of Consumer Behaviour*, 2019: 18(1), 32-42.

tendencies.¹⁰ Millennials are believed to be aware of environmental issues.¹¹ They go beyond simply being aware of environmental issues while making purchasing decisions or paying attention to sustainable consumption and resilience. The Nielsen¹² study found that young people are the cohort least likely to pay a premium for sustainable products, even when they are made by businesses that make positive social and environmental contributions. Sustainable consumption behavior focuses on the energy, food, manufacturing, health, textile, and agricultural industries.¹³ Several studies on sustainability have examined the outcome of values,¹⁴ conservational attitudes,¹⁵ identities,¹⁶ cultures,¹⁷ media,¹⁸ and conviction on sustainable consumer behaviour.¹⁹ A key strategy for achieving sustainable development goals is to encourage sustainable consumption behaviour.²⁰ In the era of digitalization, sustainable production and consumption are being transformed by the digital revolution. The advent of digital technology reduced the cost of

¹⁰ L. Lu, D. Bock, and M. Joseph, "Green Marketing: What the Millennials Buy," *Journal of Business Strategy*, 2013: 34 (6), 3-10.

¹¹ E.D. Schoolman, M. Shriberg, S. Schwimmer, and M. Tysman, "Green Cities and Ivory Towers: How Do Higher Education Sustainability Initiatives Shape Millennials' Consumption Practices," *Journal of Environmental Studies and Sciences*, 2016: 6(3), 490-502.

¹² T.N. Company, "The Sustainability Imperative," 2015.

¹³ S. Jiang, and R. Pu, "Reconceptualizing and Modeling Sustainable Consumption Behavior: A Synthesis of Qualitative Evidence from Online Education Industry, *Innov*," *Mark*, 2021: 17, 144-156.

¹⁴ D. Fischer, T. Böhme, and S. M Geiger, "Measuring Young Consumers' Sustainable Consumption Behavior: Development and Validation of the YCSCB Scale," *Young Consum*, 2017: 18, 312-326.

¹⁵ K Lee, "Predictors of Sustainable Consumption Among Young Educated Consumers in Hong Kong," *J. Int. Consum, Mark*, 2014: 26, 217-238.

¹⁶ S Kadic-Magljajlic, M Arslanagic-Kalajdzic, M Micevski, J Dlacic, and V Zabkar, "Being Engaged is a Good Thing: Understanding Sustainable Consumption Behavior Among Young Adults," Selma Kadic-Magljajlic, Maja Arslanagic-Kalajdzic, Milena Micevski, Jasmina Dlacic and Vesna Zabkar 2019: 104, 644-654.

¹⁷ E C Figueroa-García, J. J. García-Machado, and Perez-Bustamante D. C. Yabar, "Modeling the Social Factors that Determine Sustainable Consumption Behavior in the Community of Madrid," *Sustainability* **2018**, 10(8), 2811..

¹⁸ M. Simeone, D. Scarpato, "Sustainable Consumption: How Does Social Media Affect Food Choices?" *Journal of Cleaner Production*, vol. 277, December 20, 2020, 124036.

¹⁹ A. Orellano, C. Valor, and E. Chuvieco, "The Influence of Religion on Sustainable Consumption: A Systematic Review and Future Research Agenda Sustainability," *Sustainability* 2020, 12(19), 7901.

²⁰ E. C. Figueroa-García, J. J. García-Machado, and D.C Perez-Bustamante Yabar, "Modeling the Social Factors that Determine Sustainable Consumption Behavior in the Community of Madrid," 2018:10:2811.

sustainable production.²¹ To tackle the dangers of sustainability, interdisciplinary collaboration is necessary. The most recent studies on this topic from psychology, sociology, evolution, economics, and neurology can aid in creating marketing strategies as behaviors are changing as a result of digitization. Digitization is a key component of sustainable production methods for manufacturing companies.²²

Notwithstanding previous research, a knowledge gap persists regarding the influence of post-millennial behavioral regulation and digital media usage on their purchasing behavior.²³ explored why millennials and post-millennials opt for sustainable products and the role of digital media as a marketing tool, along with its effects,²⁴ examined how consumers engaged in sustainable consumption perceive themselves, and proposed a paradigm for sustainable consumption. Given the increasing purchasing power of post-millennials and their growing influence in the workforce, it is essential to analyze their consumption patterns. Although digital media has proven to impact millennials' purchasing decisions, post-millennials show a hesitancy to adopt environmentally friendly practices.²⁵ Since digital media plays a more significant role in the daily lives of post-millennials than any other generation.²⁶ further research is needed to understand how digital media usage shapes sustainable consumer behavior. Additionally, much of the current research on sustainable consumption focuses predominantly on Western countries, leaving a gap in global perspectives.

Sustainable production and consumption are being reframed by the technological age.²⁷ The readily available digital services offer direct customer contacts in reasonably priced methods. The utilization of this new digital technology by businesses is now required, together with a

²¹ A Holst, C. R. Löffler, & S Philipps, " *How Digital Reframes the Business Case for Sustainability in Consumer Markets In Sustainability in a Digital World,*" Springer, Cham, 2017: 105-116.

²² K Akbar, " *Psycho-Social Influences and Demographic Effects on Sustainable Consumption Behavior in Digital Era,*" *Pakistan Journal of Social Sciences*, Vol. 39, No. 4, (2019):1725-1734.

²³ S. A. N. Bedard, & C. R. Tolmie, " *Millennials' Green Consumption Behaviour: Exploring The Role Of Social Media,*" *Corporate Social Responsibility and Environmental Management* 25(6) (2018): 1388-1396.

²⁴ P. Prusa, & T Sadílek, " *Green Consumer Behavior: The Case of Czech Consumers of Generation Y,*" *Social Marketing Quarterly*, 25(4), 243-255. 25(4) (2019): 243-255.

²⁵ T. T. Turner, " *Strategies to Engage Multigenerational Workforces, With a Focus on Millennials,*" Walden Dissertations and Doctoral Studies, 2024.

²⁶ G. Helal, W. Ozuem, & G Lancaster, " *Social Media Brand Perceptions Of Millennials,*" *International Journal of Retail & Distribution Management*, (2018).

²⁷ N Selwyn, " *Digitalisation of Education In The Era Of Climate Collapse And Planetary Breakdown,*" *In World Yearbook of Education* (2024):261-275.

planned sustainability approach.²⁸ Understanding how digital media functions to influence consumers' perceptions of environmentally sociable products is crucial when considering the significance of using digital media.²⁹ By examining consumer-based theory, the function of electronic word of mouth (EWOM), and demographic effects on sustainable consumption, this study will contribute to the provision of empirical evidence from Pakistan's twin cities of Islamabad and Rawalpindi that may help manufacturers and marketers understand the elements influencing sustainable consumption behavior of generation Z in Pakistan.

The primary objective of this research is to identify the factors that influence consumers' intentions to participate in sustainable shopping and to examine how these intentions affect their actual sustainable purchasing behaviors. Additionally, it aims to investigate the consumption of sustainable products among the Post-Millennial Generation. It's essential to ascertain which factors can effectively predict and elucidate patterns of sustainable consumption within the context of digitalization.

Our study, in particular, sought to assess the existing research literature. We established two primary research objectives for this systematic literature review. The first objective was to create a descriptive overview of the available literature, considering publication dates and journal names. The second objective was to establish a thematic framework based on the following categories: Consumer Behavior, Ecological Concerns, and Green Mindset, to achieve this.

To achieve the objectives, we organized the paper in the following manner. First, we elaborate in detail our methodology for the systematic review. In the subsequent section, we present the results of the review in a descriptive manner. Subsequently, we conduct a thematic analysis and discuss the literature within three broader themes. Finally, we conclude the discussion and propose future research directions.

Review Structure and Methodology

This article's development is based on the standards for excellent literature reviews. "Adequate breadth and depth, rigor and consistency, clarity and brevity, and effective analysis and synthesis," according to Hart, are key components of a high-quality review.³⁰ This article's methodology is unique to systematic literature reviews. Such evaluations "are a tool for

²⁸ K. Akbar, "Psycho-Social Influences and Demographic Effects on Sustainable Consumption Behavior in Digital Era," *Pakistan Journal of Social Sciences*, vol. 39, no. 4, (2019) :1725-1734.

²⁹ D. V. K. Jain, "Social Media And Green Consumption Behavior Of Millennials," *Journal of Content, Community & Communication*, 2020: vol. 11 Year 6.

³⁰ C. Hart, *Doing a Literature Review: Releasing the Social Science Research Imagination*, (London: Sage, 1998), 230.

making sense of massive volumes of information.³¹ A systematic review,³² is "an overview of primary studies that comprises a statement of aims, sources, and methods" and has been "conducted in a way that is explicit, transparent, and reproducible."

The reviews conducted systematically satisfy the particular criteria of original empirical research since they are methodical.³³ Systematic reviews provide the advantage of reducing bias in the selection and exclusion of research (thanks to their explicit methodology), resulting in more reliable and precise findings when compared to other forms of literature reviews.³⁴

The academic literature emphasizes the necessity of developing systematic reviews in accordance with a particular protocol that entails a number of procedures or activities. The necessary conditions were met, and the present systematic review of the literature was conducted in a sequence of five distinct stages.

Identifying The Review's Intent

The goal of this analysis was to evaluate the body of knowledge regarding how digital marketers encourage consumers to engage in sustainable consumption. Two research questions on sustainable consumption patterns: How do consumer values have significant effects on sustainable behavior with the usage of digital media? How EWOM can influence consumers to adopt sustainable consumption behavior?

Two primary research goals were to be accomplished by the systematic literature review. The first stage involved presenting a descriptive view of previously published materials, considering publication years and journal names. The second step was to obtain a thematic perspective and based on the following categories: Consumer Behavior, Ecological Concerns, and Green Mindset that aims to do so. Based on the rationale, the theme categories were established.³⁵

Identifying Studies

Several important search phrases were established and used in the following string based on the goals of this review: ("Sustainable Consum*" OR "Green consum*" OR "Green purchas*" OR "Sustainable buy) AND (media OR online OR marketing) AND (digital OR social OR "E-WOM" OR

³¹ M. Petticrew, and H. Roberts, *Systematic Reviews In The Social Sciences: A Practical Guide*, (John Wiley & Sons:2008)

³² T Greenhalgh, *How To Read A Paper: The Basics Of Evidence-Based Medicine*, (John Wiley & Sons :2014)

³³ I Clark, "Book Review: Systematic Approaches to a Successful Literature Review," *Educational Psychology Research Practice* 2(2), (2016):67-68.

³⁴ T Greenhalgh, "How To Read A Paper. "

³⁵ D. Denyer, D. Tranfield, and J.E. Van Aken, "Developing Design Propositions Through Research Synthesis," *Organization Studies*, 29(3) (2008):393-413.

marketing OR online). The search was conducted throughout that time 30th December 2022. These keywords were used to locate pertinent studies in the database: Scopus. The access to high-quality and pertinent literature that these databases provide was a deciding factor in their selection. For each database that was searched, a thorough list of documents was produced during this stage of the review process.

Selecting and Evaluating Studies

To facilitate the precise identification of studies from the list of documents in each database, specific inclusion and exclusion criteria were established and applied. These requirements are noted in Table 1 and Table 2.

Table 1: Criteria for the Inclusion and Exclusion of Documents

Criterion	Reason for Criterion Use	Inclusion	Exclusion
Type of published document	To prioritize high-quality published materials.	A publication appearing in a scholarly journal that undergoes peer review	Publication found in a non-scientific, non-peer-reviewed journal, a review article, editorial piece, an article awaiting publication (in press), conference paper, book chapter, and similar sources.

Language of the document	The global language predominantly employed by researchers.	English	Any language other than English
Relevance to the purpose and the objectives of the review	To concentrate on pertinent studies.	Material pertinent to the aims and goals of the review	Material unrelated to the review's aims and objectives.

Source: Criteria defined by the author of this review

Table 2: Number of Documents Selected from the Databases

Number of Documents	Database-Scopus
The total number of documents identified during the database search	382
<i>out of which:</i>	
The count of documents that were excluded from consideration based on the criteria of document type and language.	57
The count of documents that were included for consideration based on the criteria of document type and language.	325
<i>out of which:</i>	
The count of documents that were excluded from consideration based on the criteria of relevance to the purpose and objectives of the review.	252
The count of documents that were included based on the criteria of relevance to the purpose and objectives of the review.	73
The total number of documents that have been included in the review.	73

Source: Based on research conducted by the author of this review

The remaining 73 articles were subjected to a comprehensive review and analysis for inclusion in this study.

Analyzing Studies and Engaging in the Synthesis

Electronic data extraction forms were used to examine the data in the collection of articles and provide a thorough summary. Excel files with descriptive and thematic categories were used to store the data from each article.

By emphasizing the relationships between the categories used in the thematic analysis of the articles under evaluation, the analysis and

synthesis at this point took on an explanatory quality. According to the explanatory logic, depending on the numerous marketing methods that online marketers employ, each digital media marketing intervention may result in several consumer pathways for engaging in sustainable consumption.

Reporting And Using The Results

The subsequent section of the article unveils the findings of the review. The review has facilitated the development of a research agenda, encompassing fresh avenues for research. Additionally, it has brought to light several implications for digital media marketing.

Bias reduction was given top emphasis during the systematic review process design and execution. This systematic literature evaluation is transparent, scientific, and replicable in comparison to conventional methods, satisfying the demands highlighted among others³⁶. Utilizing the same search keywords across all databases, searching extensively for pertinent articles, and employing explicit and repeatable criteria for article selection are just a few of the techniques used to reduce bias as shown in.

Table 3: Descriptive and Thematic Categories

Category Type	Category Name	Information on the Category
Descriptive	Year	Publication Year of the Article
	Journal	Name of the Journal Where the Article Was Published
Thematic	Consumer Behavior	Consumer Behavior Green Consumption Social media Sustainable consumption Theory of Planned behavior
	Ecological Concern	Environmental Concern Green Consumption Green Marketing Green Purchase Behavior Sustainability
	Green Mindset	Green Purchase Intention Green Trust

Source: Based on research conducted by the author of this review

Result

The findings of the comprehensive literature review are presented in this section. The compilation and analysis of the chosen articles showed

³⁶ D. Tranfield, D. Denyer, and P. Smart, "Towards A Methodology For Developing Evidence-Informed Management Knowledge By Means Of Systematic Review," *British Journal of Management* 14(3) (2003):207-222.

how businesses might influence their clients' participation in sustainable consumption.

This section of the article is divided into two parts, with each part examining the results of the review process in connection to the two main objectives. The initial subsection explores the outcomes linked to the first objective of the review, whereas the second subsection delves into the findings tied to the second objective.

Results Corresponding to the First Objective of the Review: The initial objective of the systematic literature study was to obtain a descriptive overview of the existing research on how digital marketers carry out their role in promoting sustainable consumption among online consumers.

The year of publication and the article's name were the categories employed for the descriptive analysis of the collection of articles. The majority of the papers, or 63% of them, were published between 2020 and 2022, however, they were published during a publishing period from 2007 to 2022. This distribution shows that recent years have seen the majority of the study on this subject.

Table 4: Distribution of the Reviewed Articles by Year of The majority of the papers, or 63% of them, were published between 2020 and 2022, however they were published during a publishing period from 2007 to 2022. This distribution shows that recent years have seen the majority of the study on this subject.

Table 4: Distribution of the Reviewed Articles by Year of Publication

Year	Articles
2022	24
2021	13
2020	9
2019	4
2018	9
2017	0
2016	2
2015	1
2014	3
2013	4
2012	1
2011	2
2010	0
2009	0
2008	0
2007	1

Source: Based on research conducted by the author of this review

The study areas covered by the publications that published the included articles are varied. Other publications looked into how retailers

encourage consumers to engage in sustainable consumption in addition to those devoted to the retail industry. Such publications can be found in a wide range of periodicals. The development of this research issue, which was handled from a variety of angles, was made possible by the current circumstances.

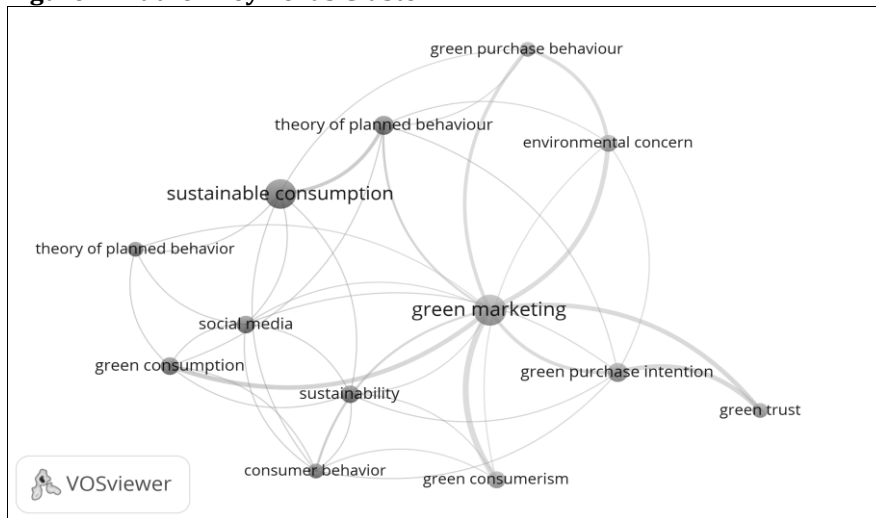
Findings Relating to the Second Goal of the Review

The existing literature on how merchants fulfill their responsibility in encouraging customers to engage in sustainable consumption was examined from a thematic perspective as the second main goal of this research. The subsequent categories formed the basis for analyzing and synthesizing the information extracted from the relevant articles:

Results: Keywords Context

The information supplied in the publications under examination was thematically analyzed, and numerous types of variables that characterize consumer behavior were discovered: Theory of planned behavior, social media, sustainable consumption, and green consumption. In the case of ecological concern, several features were revealed: environmental concern, green consumption, green marketing, green purchase behavior, and sustainability. Also, the category “Green Mindset” consisted of numerous features: Green Purchase Intention and Green Trust.

Figure 1: Author Keywords Cluster



I. *Results: Methodology context*

Table 5: Distribution of Reviewed Articles by Methodology

Research Design	No. of Articles
Quantitative	53
Qualitative	14
Review	6

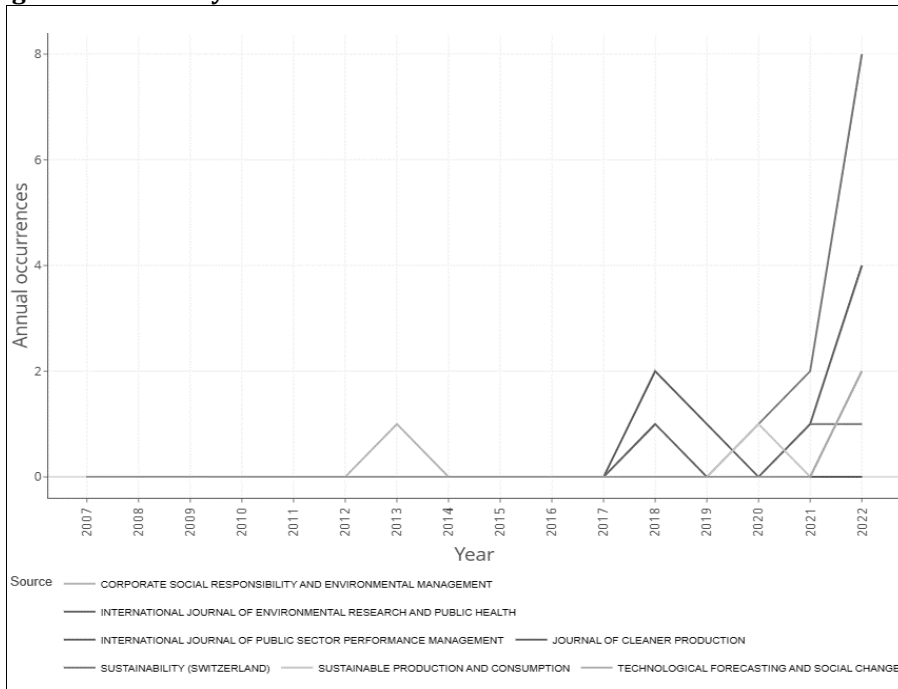
As per the above Table 5: Distribution of Reviewed Articles by Methodology of the distribution of reviewed articles by methodology, 72% of studies conducted Quantitative research, 19% of studies showed Qualitative research, and the rest of the 8% of authors directed systematic literature review.

Table 6: Distribution of Reviewed Articles by Theories

Theories	No. of Articles
TPB	18
Consumer Value Theory and Social Identity Theory	1
Construal-level theory	1
Goal-framing theory	1
Social practice theory	1
Institutional theory	1
SOR theory	1
Theory of acceptance and use of technology (UTAUT)	1
Mixed Theory (Innovation diffusion theory, perceived value theory, and planned behavior theory)	1
Social communication (SC) theory	1
Perceived Risk Theory	1

A Table 6: distribution of reviewed articles by theories shows the distribution of reviewed articles by theories. As per the review, most articles were rooted in the Theory of Planned Behavior. The remaining articles adopted various other theories, including Consumer Value Theory, Social Identity Theory, Construal-Level Theory, Goal-Framing Theory, Social Practice Theory, Institutional Theory, SOR Theory, Theory of Acceptance, Perceived Value Theory, Social Communication Theory, and Perceived Theory.

Figure 2: Source Dynamics



As per the review, most articles were rooted in the Theory of Planned Behavior. The remaining articles adopted various other theories, including Consumer Value Theory, Social Identity Theory, Construal-Level Theory, Goal-Framing Theory, Social Practice Theory, Institutional Theory, SOR Theory, Theory of Acceptance, Perceived Value Theory, Social Communication Theory, and Perceived Theory.

Above the figure has shown that most of the studies have been conducted in recent times as this topic of the review is emerging in the particular domain of green marketing. In 2022, journal of Sustainability published 11 articles, and the Journal of Cleaner Production published 6 articles.

Table 7: Most Relevant Authors

Authors	Articles
CHANG C-H	2
CHEN Y-S	2
CHIU C-H	2
DANGELICO RM	2
DUTTA K	2
FEKETE-FARKAS M	2
FRICK V	2
GUO M	2

NEKMAHMUD M	2
PENG J	2
SETHI V	2
TANDON MS	2
WU L	2
AGRAWAL R	1
AGU AG	1
AHMAD MS	1
AL-ADAMAT AM	1
AL-GASAWNEH JA	1
ALENEZI H	1
ALGHAMDI F	1

Above table 7 shows Chang C-H, Chen Y-S, CHIU C-H, and other few authors have worked more on sustainable consumption behavior with the impact of digital media marketing.

Thematic Analysis

Results: Consumer Behavior

There are many different kinds of marketing interventions that have been found using a topic analysis and synthesis of the articles being evaluated. Each type of marketing intervention included a particular technique that businesses employed to persuade customers to make environmentally friendly purchases. The following were the primary categories of marketing initiatives that were discovered during the theme analysis and synthesis: *consumer behavior, green consumption, social media, sustainable consumption and theory of planned behavior*. The marketing mechanism, which was composed of certain strategies, tactics, tools, and channels, enabled each form of marketing intervention. This section presents each marketing intervention type in a methodical manner along with the accompanying marketing techniques.

Driving Sustainable Consumer Behavior is the primary form of marketing intervention to encourage consumer participation in sustainable consumption. The amount of stress that human consumption habits are placing on the planet's resources is beyond what the planet can sustain.³⁷ The primary objective of Sheoran (2020) study is to identify the major facilitators influencing sustainable consumer behavior.

³⁷ M Sheoran, & D Kumar, "Modelling the Enablers Of Sustainable Consumer Behaviour Towards Electronic Products," *Journal of Modelling in Management* 15(4) (2019):1543-1565.

Consumption is becoming easier because to *online buying*.³⁸ Due to rebound- and induction effects, it may encourage the purchase of more sufficiency-oriented items and services, but it also raises the possibility of excessive consumption. This study investigates whether increased consumption of both new and sufficiency-oriented items or services is related to perceived behavioral efficiency improvements of online shopping.³⁹

The study of Koch(2022)⁴⁰ examines customers' motivations for adopting eco-friendly packaging in online shopping using a goal-framing technique. The current rise in online retail sales, which have been expanding quickly in recent years, has been further accelerated by the COVID-19 outbreak. However, the overuse of packing in online retail is harmful to the environment. Even while eco-friendly packaging is growing in popularity, it is still unclear what motivates consumers to adopt it. Moreover, In the digital era, online education flourished and attracted many students. The theories behind sustainable consumption behavior include the Consumer Value Theory and Social Identity Theory. The goal of this project is to further our understanding of how consumer values and social identities relate to sustainable consumption behavior recommending *sustainable growth to online education* providers.⁴¹

The swift expansion of the fast fashion industry faces criticism for its sustainability shortcomings.⁴² Nevertheless, with the growth of the sustainable economy and heightened consumer awareness of sustainable shopping practices, more businesses are recognizing the benefits of green marketing to enhance their brand's performance. To draw in more customers, it is evident that many fast fashion businesses routinely use information asymmetry and conceal the unsustainable parts of their operations.⁴³

³⁸ V. Frick, & Matthies, "Everything is Just a Click Away, *Online Shopping Efficiency and Consumption Levels In Three Consumption Domains*," *Sustainable Production And Consumption* 23 (2020): 212-223.

³⁹ V. Frick, & E. Matthies, "Everything is Just a Click Away."

⁴⁰ J. Koch, B. Frommeyer, & G Schewe, "Managing the Transition to Eco-Friendly Packaging—An Investigation Of Consumers' Motives In Online Retail," *Journal of Cleaner Production*, (2022) 351, 131504.

⁴¹ S. Jiang, N. Jotikasthira & R. Pu, "Toward Sustainable Consumption Behavior In Online Education Industry: The Role Of Consumer Value And Social Identity," *Frontiers in Psychology* (2022):13, 865149.

⁴² M. P. Mizrachi, and A. Tal, "Fast Fashion, Sustainability, and Nudge Theory—Examining the Effects of Choice Architecture on Consumption of Sustainable Fashion, over Fast Fashion," *Sustainability* 2024, 16(19), 8586.

⁴³ X. Lu, T. Sheng, X. Zhou, C. Shen, & B. Fang, "How Does Young Consumers' Greenwashing Perception Impact Their Green Purchase Intention in the Fast Fashion Industry? An Analysis from the Perspective of Perceived Risk Theory," *Sustainability* 14(20), (2022): 13473.

Exploring the mechanism by which consumer inventiveness (CI) influences consumers' reasoned green consumption (GC) behavior is crucial for gaining a deeper understanding of this behavior and for progressing the field of green marketing.⁴⁴

Results: Ecological Concerns

According to the UN in 2018, "This is the first generation that can end poverty and the last generation that can turn back *climate change*." The 'SHIFT Framework' serves as an excellent tool for marketers to strategically and effectively promote sustainable products and services. An example of a marketing campaign involves introducing the eco-friendly product, 'menstrual cups,' to gauge its success.⁴⁵ Even with the swift growth of e-commerce in recent years, particularly in the business-to-consumer (B2C) online retail sector, the environmental impacts, both positive and negative, remain uncertain according to previous studies.⁴⁶

Identifying the influencing variables of *environmental concern in the consumers' perspective* inside the digital social media network. It is crucial for businesses to understand which environmental considerations consumers take into account when making purchasing decisions if they are to fulfill consumers' expectations of *sustainable businesses* committed to *social and environmental* causes and build a competitive advantage.⁴⁷ To reduce alleged obstacles to environmentally friendly consuming practices, such as the acquisition and disposal of home goods, and to contribute to the discussion of expanding social marketing research beyond a predominate emphasis on consumer behaviour.⁴⁸ Sustainability-related effects of goods and services are seen as a major barrier to sustainable consumption. In order to close this information gap, mobile technologies like QR codes have been recognized as a practical tool that may tell consumers about sustainable product information at the time of

⁴⁴ K Lao, "Research on Mechanism of Consumer Innovativeness Influencing Green Consumption Behavior," *Nankai Business Review International* 5(2), (2014):211-224.

⁴⁵ J. Nandish, J Mathew, R. George, "Withdrawn: An Empirical Study On Effective Green Marketing-Is 'Shift Framework' the Golden (Green) Key We Are Looking For?"2021.

⁴⁶ P. Rao, S Balasubramanian, N. Vihari, S. Jabeen, V. Shukla, & J. Chanchaichujit, "The E-Commerce Supply Chain And Environmental Sustainability: An Empirical Investigation On The Online Retail Sector," *Cogent Business & Management* 8(1), (2021): 1938377.

⁴⁷ J. C. de Oliveira Júnior, A. W. P. da Silva, A.R.V Neto, A. B. C. de Castro, & D. S. V. R. Lima, "Determining Factors Of Environmental Concern In Purchasing Decisions," *REMARK*, 19(4), (2020):888.

⁴⁸ A. Beatson, U. Gottlieb, & K. Pleming, "Green Consumption Practices For Sustainability: An Exploration Through Social Practice Theory," *Journal of Social Marketing*,10(2), (2020): 197-213.

purchase.⁴⁹ The fashion business has a significant environmental impact, and customers are becoming more interested in sustainability problems, which is pushing this sector towards higher ecological integrity through the creation of sustainable clothes. We examine how consumer environmental concern, product perceptions of value, and product familiarity (from both direct and indirect experiences) affect consumers' purchase intentions and willingness to pay a premium for sustainable fashion items.⁵⁰

Not only are business models evolving as a result of globalization and digitization, but also the global environmental situation. Moving society towards sustainable consumption is really necessary. Social networking sites must be investigated for its potential to influence users' perspectives and foster the aim to consume sustainably.⁵¹

Results: Green Mindset

With growing knowledge of the damaging effects of agricultural production intensification on the environment, green purchasing practices are emerging in the agri-food sector. In response to consumer demands for eco-friendly products, the agri-food industry takes two primary approaches. To create a "green" image or brand, it either integrates social responsibility practices like environmental protection programs, or it uses green marketing techniques to increase sales. Value co-creation is one of the most cutting-edge marketing tactics for addressing customer demands and incorporating their ideas. To comprehend how value co-creation relates to green purchasing practices and corporate social responsibility.⁵²

China has established a range of online environmental platforms due to the enduring importance of environmental concerns. These platforms provide a vital avenue for the general public to educate themselves about environmental issues and engage in environmental preservation. However, it remains uncertain whether these platforms can effectively encourage individuals to adopt more environmentally friendly

⁴⁹ H. Bashir, "Leveraging Technology To Communicate Sustainability-Related Product Information: Evidence From The Field," *Journal of Cleaner Production*, (2022):362, 132508.

⁵⁰ R. M Dangelico, L. Alvino, & L. Fraccascia, "Investigating The Antecedents Of Consumer Behavioral Intention For Sustainable Fashion Products: Evidence From A Large Survey Of Italian Consumers," *Technological Forecasting and Social Change*, (2022):185, 122010.

⁵¹ M. S. Shamsi, S. Narula, & A. Sharma, "Does Environmental Awareness Via Sns Create Sustainable Consumption Intention Among The Millennials," *Journal of Content, Community and Communication*, 15(8)(2022):100-116.

⁵² J. Liu, W. Yang, & L. Cong, "The Role Of Value Co-Creation In Linking Green Purchase Behavior And Corporate Social Responsibility-An Empirical Analysis Of The Agri-Food Sector In China," *Journal of Cleaner Production*, (2022):360, 132195.

consumption habits. The investigation focuses on this question by examining the influence of online environmental platform services on people's eco-conscious consumption behaviors.⁵³

If the targets of carbon neutrality and carbon peak are met as intended, new conditions for the green transition of low-carbon life in Chinese society are put forward. But "high awareness, low practice" is a common phenomenon in GC. A thorough commitment to green consumption (GC) behavior has the potential to effectively enhance emission reduction efforts from both the supply and consumption sides. The reasons for consumers' poor GC usage must be examined from a temporal and spatial viewpoint using actual media data. Additionally, this technique helps stakeholders and policymakers comprehend the public's overall attitude towards GC by illuminating the path that public emotions take to spread and the source of unfavorable sentiments.⁵⁴

Building a company's sustainability reputation requires efficient use of social media to support green advertising. It's crucial to use suitable social media promotion in the context of sustainability, taking into account several aspects that scholars and practitioners could neglect, such as the choice of celebrities to use in the promotion process and the manner information is disseminated.⁵⁵

Social media is exerting a transformative influence on the green purchasing behaviors and intentions of the millennial generation. It contributes to the promotion of environmental sustainability and the reduction of carbon emissions. Excessive non-environmental friendly consumption has exacerbated carbon emissions in an increasingly precarious environment. Therefore, modifying consumption patterns and purchase intentions is crucial for a more sustainable future. Scholars have ascertained how social media influences purchasing patterns among millennials while considering eco-labeling, eco-branding, social norms, and buying intentions to encourage green consumption and reduce carbon emissions.⁵⁶ The study investigates the influence of eco-labels, eco-brands,

⁵³ Y Ma, & C. Liu, "The Impact Of Online Environmental Platform Services On Users' Green Consumption Behaviors," *International Journal of Environmental Research and Public Health*, 19(13) (2022):8009.

⁵⁴ H. Huang, R. Long, H. Chen, K. Sun, & Q. Li, "Exploring Public Attention About Green Consumption On Sina Weibo: Using Text Mining And Deep Learning," *Sustainable Production and Consumption*, (2022):674-685.

⁵⁵ S Li, M Xiong, Y Wang, & M Zhang, "How Does Product-Celebrity Congruence And Content Sponsorship Affect Perceived Altruism Among Consumers? Evidence From Factorial Experiments," *Resources, Conservation and Recycling*, (2022):178, 106062.

⁵⁶ M. Ali, S. Ullah, M. S Ahmad, M. Y. Cheok, & H. Alenezi, "Assessing The Impact Of Green Consumption Behavior And Green Purchase Intention Among Millennials Toward Sustainable Environment," *Environmental Science and Pollution Research*, 30(9), (2023): 23335-23347.

and social media on fostering environmentally conscious consumption intentions at ecotourism destinations. Additionally, it explores how motivation mediates and environmental concern moderates all proposed relationships. Data collection was conducted through structured questionnaire surveys at various ecotourism sites.⁵⁷

The twenty-first century has seen a rise in the importance of environmentalism as a social and business concern. Customers are expecting green products from manufacturers as they become more ecologically concerned.⁵⁸

Due to the importance of green consumer behavior for the expanding number of companies involved in creating and marketing environmentally friendly products, the academic community is demonstrating a growing interest in this topic. This focus includes several important components. It starts by taking into account variables like the consumer's willingness to pay a higher price, how often they make green purchases, and how satisfied they are after doing so. The second is that it considers several antecedents at once. Thirdly, it integrates recently introduced aspects (like consumer creativity) as well as factors that were previously understudied (such as materialism and green practices). In the fourth section, it explores the connections between these antecedents and the frequency of green purchases, as well as the mediating roles of green purchase pleasure and willingness to pay a premium price.⁵⁹

Conclusion and Future Direction

This systematic literature review aimed to investigate the existing research regarding how retailers promote sustainable consumption among consumers. To ensure an adequate degree of quality, transparency, and reproducibility as well as to come to trustworthy results, it was decided to undertake a systematic review. There are certain restrictions to this systematic literature review. Other published works were not taken into account, only publications published in scientific peer-reviewed journals. This choice was made to guarantee the inclusion of pertinent research that has advanced to the point of publishing in these publications. The publications published after the database search was finished were also disregarded for the review.

⁵⁷ N. T. K., Chi, "Understanding The Effects Of Eco-Label, Eco-Brand, And Social Media On Green Consumption Intention In Ecotourism Destinations," *Journal of Cleaner Production*, (2021):321, 128995.

⁵⁸ V. Nath, R Kumar, R Agrawal, A. Gautam, & V. Sharma, "Consumer Adoption Of Green Products: Modeling The Enablers," *Global Business Review* 14(3), (2013): 453-470.

⁵⁹ R. M. Dangelico, F. Nonino, & A. Pompei, "Which Are The Determinants Of Green Purchase Behaviour? A Study Of Italian Consumers," *Business Strategy and the Environment* 30(5), (2021):2600-2620.

The three primary categories that served as the foundation for the thematic analysis of the articles under consideration were consumer behavior, the green attitude in marketing campaigns aimed at sustainable consumption, and ecological concerns. Examining the interrelationships among these categories may elucidate help us understand how businesses promote sustainable consumption among their clientele. Each digital marketing intervention can elicit varying degrees of consumer engagement in sustainable consumption, contingent upon the specific digital marketing strategies employed in distinct online environments.

Several significant themes emerge when determining the future direction of the systematic literature review. Primarily, it is essential to elucidate how marketing professionals are increasingly engaging in facilitating consumers' development of sustainable purchasing behaviors. This necessitates a comprehensive understanding of the strategies employed by these professionals to influence consumers toward sustainable decision-making. Secondly, a change to a systems- and service-oriented strategy is required, emphasizing the interrelations of elements in the sustainable consumption frameworks. Thirdly, given the intricacy of the engagement process, it is critical to examine the multiple stages involved in encouraging sustainable consumption practices. Furthermore, consideration needs to be given to the diverse range of items encompassed in these initiatives. To effectively reach varied customer categories, a multichannel strategy that is both comprehensive and inclusive is essential. Moreover, it is necessary to investigate the factors that motivate companies to participate in sustainable consumption programs. This entails looking at the driving forces behind these initiatives as well as the moderating forces that might impede their advancement. Finally, reliable methodologies for assessing and comprehending consumer responses need to be developed and consistently implemented to evaluate the efficacy of sustainable consumption initiatives. By addressing these interconnected aspects, future systematic literature reviews can provide comprehensive insights into advancing agendas for sustainable consumption in the marketing domain.

It is imperative to define the marketer's function in encouraging consumers to engage in sustainable consumption. A substantial body of academic research has recently focused on consumer engagement, albeit primarily in relation to social media and brands rather than retailers' involvement in promoting sustainable consumption.

Future research should also highlight the need for a shift in the digital marketing mindset toward fostering greater customer engagement in sustainable consumption. This shift should incorporate the concept of value co-creation, emphasizing the collaborative role of consumers in shaping sustainable practices. By focusing on customer interactions and their relationships with the store, researchers can better understand how

digital marketing strategies can promote deeper, more meaningful engagement with sustainability initiatives.

Digital marketers should collaborate closely with customers to develop innovative initiatives aimed at promoting sustainable consumption. Consumer participation in the development of product and service offers, in-store experiences, and informational and promotional activities centered on sustainable consumption might yield novel concepts and raise the likelihood of reaching a high-impact outcome.

The academic literature on how businesses encourage consumers to practice sustainable consumption remains in its nascent stages. Consequently, in-depth research is necessary to address several important research questions. Such as, which marketing strategies can result in the highest degree of digital marketers' participation in promoting sustainable consumption among consumers? What variables influence consumer involvement levels? Due to digital marketing techniques, multiple factors affect the duration of consumers' participation in sustainable consumption. Several factors influence the relationship between the extent of consumer interaction and the selected marketing strategy. Digital marketers must monitor and measure both the extent of consumer involvement in sustainable consumption and the efficacy of their digital marketing strategies. These research questions underscore the necessity for precise and reliable answers, highlighting various areas that still require further investigation.

