

Development of Sustainable Consumption Behavior Studies in Indonesia: A Systematic Literature Review

Perkembangan Studi Perilaku Konsumsi Berkelanjutan di Indonesia: Tinjauan Literatur Sistematis

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Abstract	Abstrak
This study aimed to conduct a systematic review of published articles on sustainable consumption behavior in Indonesia. The systematic literature review research method uses a hybrid approach, namely, bibliometric and model-theory frameworks, constructs, characteristics, and methods (TCCM), using a protocol developed by Paul et al. (2021), namely, Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR). The systematic literature review uses the main data from journal articles published between 2000 and 2024, indexed in Scopus. The analysis method, based on bibliometric and structural reviews, is conducted using the RStudio (Biblioshiny), VOSviewer, and Microsoft Excel programs. The results of the systematic literature study show that the development of the study has only begun to be seen since 2012 and has increased until 2024. The results of the bibliometric analysis show that sustainable hunting behavior is the initial topic, followed by its development into drinking water consumption behavior, food, fashion, energy-saving consumption, and waste-related topics. Other studies show that research collaboration among stakeholders (government, academics, NGOs, and the private sector) needs to be increased to obtain comprehensive results. The results of the TCCM model framework analysis show that the use of integrative theory still needs to be strengthened as a stronger foundation in understanding sustainable consumption behavior. The consumption sectors of mobility, fashion, energy, waste, construction/building, household, eco-tourism, hunting, cosmetics, and land production are recommended for future research development. Research based on the level of decision-making, combined with community, cultural, and national/policy factors, is recommended for the development of the study. Keywords: Indonesia, Sustainable Consumption Behavior, Systematic Literature Review	Tujuan studi ini yaitu melakukan kajian literatur review secara sistematis terhadap artikel publikasi mengenai perilaku konsumsi keberlanjutan di Indonesia. Metode penelitian review literatur sistematis menggunakan pendekatan hybrid yaitu bibliometric dan kerangka model theories, constructs, characteristics, and methods (TCCM) dengan menggunakan protokol yang dikembangkan oleh Paul et al., (2021) yaitu Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR). Review literatur sistematis menggunakan data utama artikel jurnal dari tahun 2000-2024 yang terindeks pada Scopus. Metode analisis berdasarkan review bibliometric dan review struktur yang dianalisis menggunakan program R Studio (Biblioshiny), Vos Viewer dan Microsoft excell. Hasil studi literatur sistematis menunjukkan bahwa perkembangan studi baru mulai terlihat sejak tahun 2012 serta mengalami peningkatan hingga tahun 2024. Hasil analisis bibliometric menunjukkan bahwa perilaku berburu berkelanjutan menjadi topik awal yang diikuti perkembangannya berupa perilaku konsumsi air minum, makanan, fashion, konsumsi hemat energi, hingga yang berkaitan dengan limbah. Hasil studi lainnya menunjukkan bahwa kolaborasi penelitian antar stakeholder (pemerintah, akademisi, NGO, serta swasta) perlu ditingkatkan agar mendapatkan hasil studi yang komprehensif. Hasil analisis kerangka model TCCM menunjukkan penggunaan teori integratif masih perlu diperkuat sebagai landasan yang lebih kuat dalam memahami perilaku konsumsi berkelanjutan. Sektor konsumsi mobilitas, fashion, energi, limbah, konstruksi/bangunan, rumah tangga, eco-wisata, perburuan, kosmetik dan produksi lahan menjadi rekomendasi pengembangan penelitian ke depan. Penelitian dengan mendasarkan level pengambilan keputusan dengan kombinasi faktor komunitas, kultural dan nasional/kebijakan menjadi rekomendasi pengembangan studi. Kata Kunci : Indonesia, Perilaku Konsumsi Berkelanjutan, Review Literatur Sistematis

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INTRODUCTION

Climate change is a real threat, with global warming expected to increase by up to 1.1° C, leading to higher temperatures and more climate extremes and increasing the potential for disasters that cause damage and loss to nature and humans (Intergovernmental Panel on Climate Change, 2023). Future research on climate change will emphasize two things: strengthening mitigation and adaptation strategies (Zhao et al., 2018; Clayton, 2019; Wang et al., 2023; Howarth & Robinson, 2024), also focusing on the local community (Koger et al., 2011; Vaughan et al., 2016; Nash et al., 2020; Hügel & Davies, 2020). Among the mitigation and adaptation strategies that need to be strengthened in the face of climate change is sustainable consumption behavior (Clayton, 2019; Wang et al., 2023). Consumer consumption behavior significantly impacts climate change by increasing gas emissions. Studies by Mont et al. (2014) and Thøgersen (2021) show that consumption behavior (food, mobility, and housing) accounts for 75-80% of the impact on gas emissions and the environment in industrialized countries. Sustainable consumption behavior is an effective way to reduce rising gas emissions. Sustainable consumption behavior, in this case, involves efforts that do not exceed resource availability and reduce waste and emissions that can negatively impact the environment (Fischer et al., 2023).

Studies on sustainable consumption have essentially shown an increasing trend driven by issues resulting from climate change (Syed et al., 2024). This development can be seen through literature studies by Syed et al. (2024); de Oliveira et al. (2022), Elhoushy & Jang (2023); Quoquab & Mohammad (2020); Sesini et al., (2020); Wang et al., (2019). Nevertheless, it is important to understand the development of contextual studies to build a comprehensive picture of a single country, particularly by focusing on the local community.

Literature reviews by Wang et al. (2019), Quoquab & Mohammad (2020), and Sesini et al. (2020) show that research on sustainable consumption is more frequently conducted in developed countries than in developing countries. Among developing countries, China and India dominate the research, while Indonesia ranks sixth after Turkey, Malaysia, and Thailand (Wang et al., 2019). This is consistent with Quoquab & Mohammad (2020), who found that research in developing countries mainly focuses on China, India, Malaysia, and Turkey. However, Elhoushy & Jang (2023) shows that research on sustainable consumption behavior in Indonesia has increased to fourth place.

Nevertheless, existing literature reviews largely emphasize publication output and do not provide detailed mapping of behavioral development across countries. Therefore, future research is needed to strengthen the understanding of sustainable consumption behavior dynamics, particularly in Indonesia. This is especially relevant given Indonesia's status as a developing country and its position as the largest consumption market in Southeast Asia, accounting for up to one-third of total household consumption expenditure in ASEAN (Cyrill, 2025).

A recommendation outlined by Quoquab & Mohammad (2020) emphasizes that the development of studies in developing countries is inseparable from the need to understand and practice sustainable consumption behavior. Adopting and practicing sustainable consumption patterns in developing countries using developed country approaches is considered inappropriate. Another study by Abdulrazak & Quoquab (2018) Weder et al. (2025) emphasized the fundamental differences in the behavior of developed and developing countries, including a more contextual, collective, and value-based understanding of communities in Asia, particularly in Southeast Asia. This is believed to be a stronger motivation in encouraging individuals to practice sustainable consumption behavior within the community.

Conducting contextual studies in developing countries faces challenges in studying sustainable consumption behavior. Geiger et al. (2018); Ruby et al. (2020); Richardson et al. (2020) highlight challenges in accurate measurement, collaboration between scientists and industry, and developing research methods to understand sustainable consumption behavior. Sesini et al. (2020) further emphasize collaborative studies that integrate practical and scientific perspective to build a comprehensive understanding of consumer needs.

Furthermore, Milfont & Markowitz (2016); Steg et al. (2015); Ruby et al. (2020); Sesini et al. (2020) emphasize the need for a multilevel approach that considers both supporting and inhibiting factors across socio-psychological, institutional, situational, structural, and cultural levels. This approach extends analysis beyond individual internal dynamics to include community, social, cultural, and national/public policy.

Another demand in the study of sustainable consumption behavior is to encourage behavioral change (Gwozdz et al., 2020). Efforts to strengthen behavioral change are inseparable from the use of existing behavioral theories as a basis for prediction. According to Hagger & Hamilton (2020), the use and development of theories is crucial for understanding and predicting behavioral change. Behavioral theory serves as the foundation for implementing appropriate intervention programs to promote behavior change. Also, the use of measurements at the level of factual behavior is considered more appropriate than an orientation towards intentions, as noted by Di Giulio & Fuchs (2014), Fischer et al. (2016), Geiger et al. (2018), and Syed et al. (2024). This is based on the study's aim of sustainable consumption behavior, which is expected to better capture the direct impact on the economic, social, and environmental realms through the observed behavior.

Based on existing challenges, strengthening contextually sustainable consumption behavior in Indonesian society requires precise mapping. A systematic literature review is an appropriate method for describing the current, comprehensive understanding, thereby assisting in developing a future research agenda based on identified gaps (Paul et al., 2021). A systematic literature review of studies in Indonesia will provide a contextual picture of the

country as a developing nation with distinct values, culture, and environmental conditions compared to other countries. With the results of the study, it is hoped that it will be able to provide contributions to behavioral strengthening through targeted scientific studies, which are a real need to support the Indonesian government's efforts to achieve Net Zero Emissions by 2060, as outlined in the Second Nationally Determined Contribution document (Pemerintah Republik Indonesia, 2025). In this regard, the research questions posed in the systematic literature review are:

1. How are studies on trends in sustainable consumption behavior research themes in Indonesia developing?
2. What are the developments regarding the theories used in sustainable consumption behavior studies in Indonesia?
3. What are the developments regarding the context of sustainable consumption research in Indonesia?
4. What are the developments regarding the characteristics of behavioral dynamics in sustainable consumption research in Indonesia?
5. What are the developments regarding studies on the measurement and research methods of sustainable consumption behavior in Indonesia?

RESEARCH METHODS

Traditional systematic literature review research methods that use a hybrid approach that combines review models (Paul & Barari, 2022; Paul et al., 2021; Paul & Criado, 2020). In this study, the bibliometrics and the TCCM (theories, constructs, characteristics, and methods) model framework are used. Paul et al. (2021) Paul & Criado (2020) describe this bibliometric method as focusing on mapping the development of a science across areas, topics, or publication channels. The TCCM framework directs efforts to review articles based on a framework to see the development of the theory used, constructs that direct the context inherent in the domain being studied, characteristics that explain the development of antecedents and outcomes, and a methods framework that describes the development of the use of research methods from the articles obtained (Paul & Rosado-Serrano, 2019; Chakma et al. 2024).

A systematic literature review requires a protocol to guide the research, minimize problems and bias, and ensure accountability and integrity (Paul et al., 2021; Palmatier et al., 2018). This study uses the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol, which can produce "state-of-the-art insights" and stimulate recommendations to strengthen and advance knowledge within the research domain (Paul et al., 2021). The SPAR-4-SLR protocol has a compilation process based on logical justification and pragmatic rationale, and is transparent through the completion of stages and sub-stages. The SPAR-4-SLR protocol consists of three main stages with six sub-stages carried out sequentially (Paul et al., 2021):

1. Assembling, with sub-stages of identification and acquisition, from literature that has not yet been

synthesized. In the identification stage, researchers develop criteria, including the research domain, research question, and the type and quality of document sources. To ensure trust in the quality of sources, recommended articles are selected from the Scopus.

In the acquisition stage, researchers explain the document search and acquisition mechanism, determine the publication year period to be analyzed, and identify keywords to serve as references in the document search. The publication period selected in this study ranges from 2000 to 2024, based on SLR findings on "minimum milestones," namely, the last 10, 20, or 30 years. To compile keywords, use the Boolean search operator, namely "sustainable" OR "sustainability" AND "consumption" OR "consumer" AND "Indonesia".

2. Arranging with organization and purification sub stage, which include the synthesis process. In the organization stage, researchers establish specific codes to identify articles aligned with the chosen approach and recheck the completeness of the information. In this study, 1403 documents obtained from Scopus were converted into RIS format for bibliometric analysis and the TCCM framework. The information include author, title, publication year, citations, source and document type, DOI, keywords, references, abstract, affiliation and other publication details. The completeness of the data was checked using Mendeley. The purification stage, based on the exclusion and inclusion processes related to the established criteria, yielded the following results:

- a) 1403 English language documents were identified.
- b) 2 duplicate documents were excluded, resulting in 1401 articles.
- c) 860 research articles published in journal were identified.
- d) 860 research articles were identified as final publications or articles-in-progress.
- e) 684 research articles used the IMRaD structure.
- f) 382 research articles used field or laboratory research methods.
- g) 116 research articles focused primarily on sustainable consumption behavior.

3. Assessment, with evaluation and reporting sub-stages, is the result of the synthesis process. The evaluation sub-stage involves analytical methods for the final document, which has passed the purification stage, and the proposed agenda method, which consists of an explanation of developments, gaps, and recommendations for future research. The analysis method stage uses two methods: a bibliometric review and a structural review, using software such as RStudio (Biblioshiny), VOSviewer, and Microsoft Excel. The analysis is

based on an adaptation of the bibliometric analysis model (Khan et al., 2024) and TCCM structural review (Ghorbani et al., 2022), both of which have been adapted to the research questions. The bibliometric analysis is divided into two main approaches: science mapping and performance analysis. Science mapping focuses on understanding the intellectual structure of a research field through co-word (co-occurrence) analysis. On the other hand, performance analysis evaluates the development and impact of research by analyzing performance trends, including publication trends

and citation trends. The TCCM structural review emphasized exploring the Theory (main theory), Context (individual, community, social, organizational, cultural, and national/public policy), Characteristic (antecedents, mediators, moderators, and outcomes/consequences), and Methods (quantitative, qualitative, mixed-methods, and instruments). Finally, the reporting stage directs researchers' efforts toward writing the final report for the systematic literature review including the limitations and sources of support.

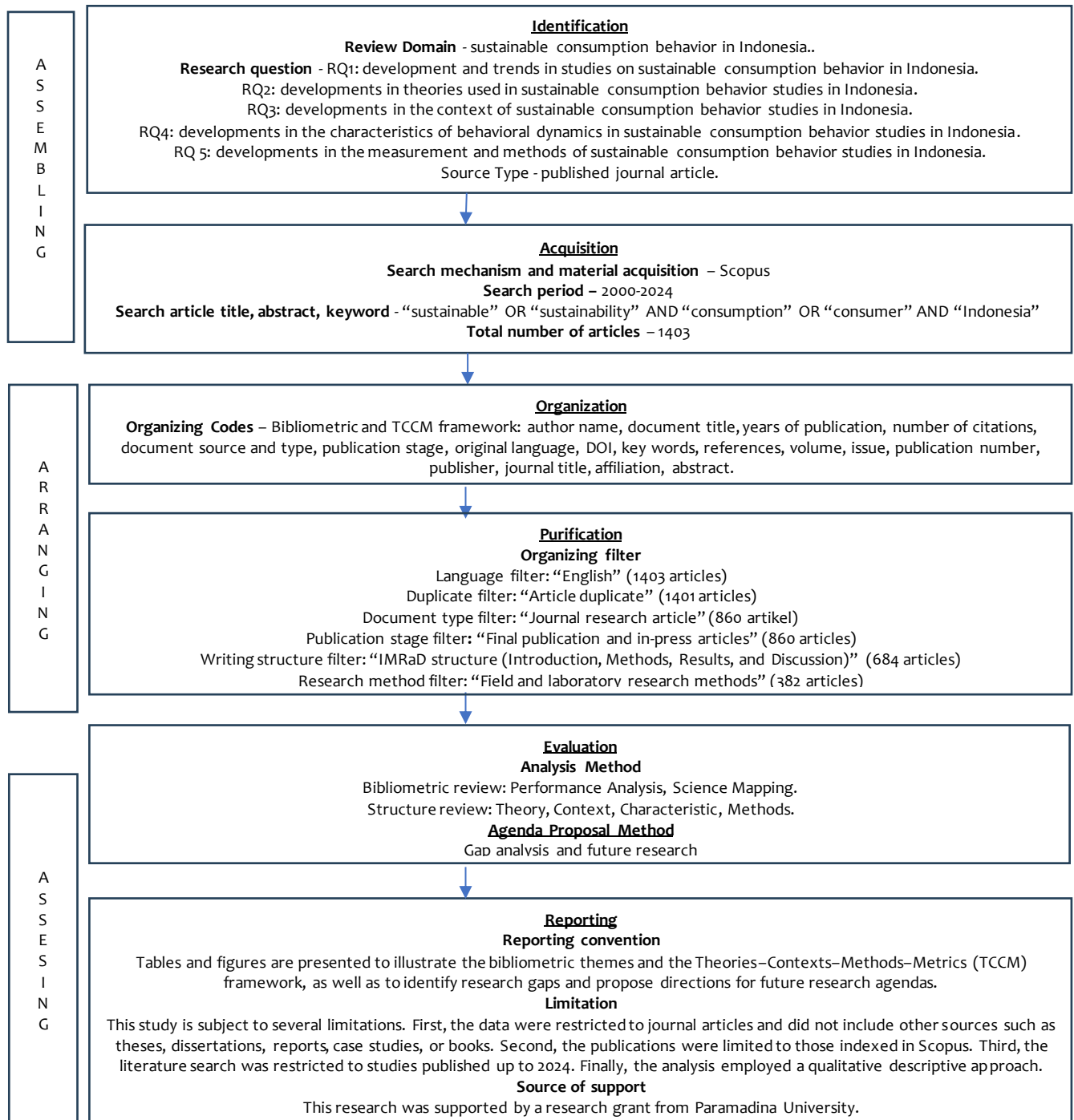


Figure 3. Protocol Stages of Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR)

RESEARCH RESULTS

1. Performance Analysis

a. Performance Trends (Publication Trends & Citation Trends)

Based on analysis of publication trends, publications on sustainable consumption behavior showed gradual yet uneven growth, with a significant increase beginning in 2018. The initial development of the study (2012-2014) is still limited regarding traditional consumption behavior related to sustainable consumption behavior in hunting. The research area has developed further since 2018, with a shift in the research context from traditional to contemporary sustainable consumption behavior to describe people's lifestyles. In the 2018-2021 period, the research theme developed further, including water consumption behavior and food consumption, as well as the roles of knowledge, attitudes, and guilt, reflecting the study of the causal factors of sustainable consumption behavior. The study's development in 2022 illustrates a transition toward diversification of the consumption sector, including energy efficiency, green consumption, and consumer-oriented consumption behavior. The number of studies examining the factors that drive sustainable consumption behavior is

growing, as variables such as attitudes, values, intentions, and environmental knowledge emerge. The planned behavior theory model has begun to be developed as a basic concept for explaining sustainable consumption behavior. The study's development in 2024 will be more varied, indicating the maturity of the research concept, in line with the development of research on sustainable fashion, food waste, and green-packaged purchases. The development of this research theme is shown in Figure 4.

Based on an analysis of publication trends, the number of studies on sustainable consumption behavior has increased. However, this increase in the number of studies leads more to those related to behavioral antecedents that emphasize the existence of cognitive (e.g., knowledge), affective (e.g., attitude), and conative (e.g., intention) objects. This indicates that there is still a need for studies oriented towards actual behavior and its impacts. The increase in research activity since 2022-2024 is a form of momentum. However, on the other hand, it shows that the development of this theme is still fragmentary in nature, which needs to be built on an integrative framework, until the knowledge base used is still limited.

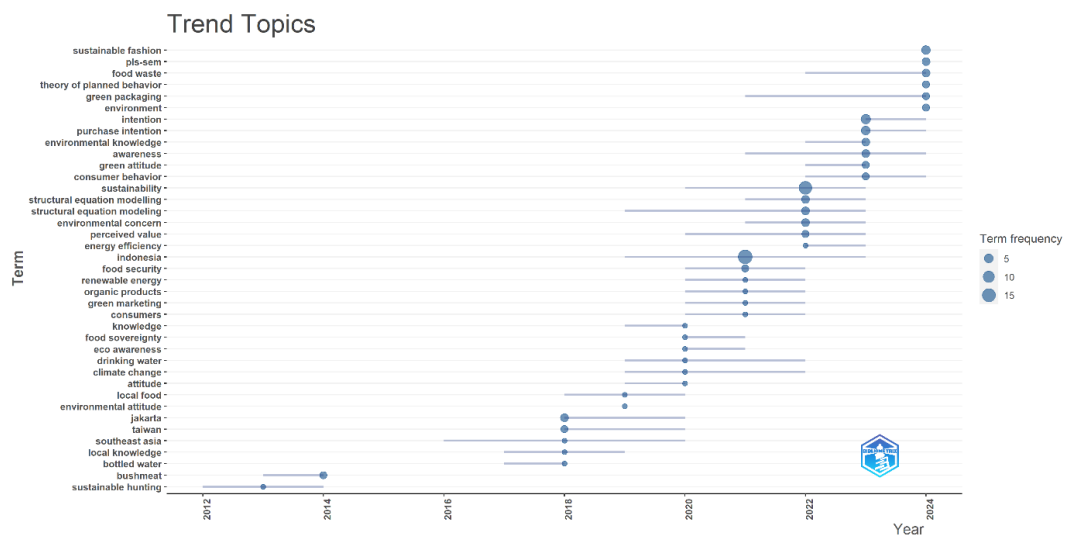


Figure 4. Trends in Sustainable Consumption Behavior Publication Topics

Note: The analysis results were generated using R Studio (Biblioshiny)

The five articles with the greatest overall citation impact can be seen based on analysis using R Biblioshiny. The first article with the greatest citation impact (Total Citations = 141; Citations/Year = 17.63) is titled "The Investigation of Consumers' Behavioral Intention in Using Green Skincare Products: A Pro-Environmental Behavior Model Approach" by Chin et al. (2018). The second article with the greatest citation impact (Total Citations = 100; Citations/Year = 8.33) is titled "Smart Meter Adoption and Deployment Strategy for Residential Buildings in Indonesia" by Chou & Yutami (2014). The third article with the highest citation impact (Total Citations = 91; Citations/Year = 7.58) was written by Luskin et al. (2014) and titled "Modern Hunting Practices and Wild

Meat Trade in the Oil Palm Plantation-Dominated Landscapes of Sumatra, Indonesia." The fourth article with the highest citation impact (Total Citations = 80; Citations/Year = 13.33) is "Wild food plants and trends in their use: From knowledge and perceptions to drivers of change in West Sumatra, Indonesia" by Pawera et al. (2020). The fifth article with the highest citation impact (Total Citations = 67; Citations/Year = 11.17) was entitled "Homegarden Commercialization: Extent, Household Characteristics, and Effect on Food Security and Food Sovereignty in Rural Indonesia" by Abdoellah et al. (2020).

The results of the article-related analysis that provided the greatest impact of citations can be concluded that first,

most of the widely cited studies emphasize the role of psychological determinants, particularly attitudes, perceptions of usefulness, and beliefs, in shaping sustainable consumption intentions. Second, several studies highlight the importance of contextual and cultural factors, especially in traditional consumption practices such as hunting and the consumption of wild foods. These findings show that sustainable consumption behavior in Indonesia is strongly influenced by religious values, cultural norms, and socio-economic conditions, which are not fully applicable to people in developed countries. Third, there are recurring themes related to structural and economic constraints, such as access, affordability, and commercialization pressures. For example, the shift from consumption driven by basic needs to market-oriented practices can negatively impact sustainability, especially in food systems. Overall, these patterns suggest that a complex interaction between psychological, cultural, and structural factors shapes sustainable consumption behavior in Indonesia. Nevertheless, existing studies still tend to examine these dimensions separately, not yet within an integrated framework.

The results of the analysis of collaborations between higher education institutions and industry show a relatively

small number, at 3% ($n = 4/116$). The first article was written by Auliandri et al. (2024) in collaboration with affiliates of Koff and Gold Animation Surabaya, Airlangga University Surabaya, the University of Surabaya, and Petra Christian University. The second article, written by Hilmiyati-Mas'adah et al. (2023) It is a collaboration between affiliates of PT. Perusahaan Listrik Negara (State Electricity Company), Brawijaya University, and the School of Business and Management. The third article, written by Marshall et al. (2020) It is a collaboration among researchers from Manchester Metropolitan University, BirdLife International, Cornell University, Chester Zoo, and Atma Jaya University Yogyakarta. The fourth article, written by Sheherazade & Tsang (2015) It is a collaboration among researchers from the University of Indonesia, The City University of New York, and the American Museum of Natural History. These results show that academic approaches dominate most existing research and has not been fully integrated with policy perspectives and field practice. It also shows that there is still a large gap between theoretical understanding and real-world implementation, which can affect behavior change at broader and contextual levels.

Table 1. Distribution of Collaboration Between Higher Education Institutions and Industry

Author	Article Title	Year of Publication	Institutional Collaboration	Number of Citations
Auliandri et al.	<i>Gender and Green Packaging among University Students in a Developing Country</i>	2024	Universitas Airlangga Surabaya, Universitas Surabaya, Petra Christian University, Koff and Gold Animation Surabaya.	0
Hilmiyati-Mas'adah et al.	<i>Assessing the Impact of Urban Lifestyle and Consumption Values on Conversion Intention: A Study towards Energy Sustainability</i>	2023	PT. Perusahaan Listrik Negara, Universitas Brawijaya, Sekolah Bisnis dan Manajemen.	7
Marshall et al.	<i>Characterizing bird-keeping user-groups on Java reveals distinct behaviours, profiles and potential for change</i>	2020	Manchester Metropolitan University, BirdLife International, Cornell University, Chester Zoo, Universitas Atma Jaya Yogyakarta.	15
Sheherazade & Tsang	<i>Quantifying the bat bushmeat trade in North Sulawesi, Indonesia, with suggestions for conservation action</i>	2015	Universitas Indonesia, The City University of New York, American Museum of Natural History.	53

Note: The analysis results were generated using Microsoft Excel and R (Biblioshiny) (Researchers, 2025).

2. Science Mapping Intellectual Structure

a. Co-word analysis

Co-word analysis focuses on keyword co-occurrence to visualize the development of the topic under study (van Eck & Waltman, 2010; Rojas-Lamoren et al., 2022). van Eck & Waltman (2014) explain that there is no consensus among experts regarding the minimum number of keyword occurrences. Researchers in this case used a minimum threshold of three keyword occurrences to achieve comprehensive coverage, as explained by Narong & Hallinger (2023) who stated that a lower threshold provides the

advantage of obtaining broader information and surfacing keywords that rarely appear in map visualizations.

Co-occurrence analysis with this threshold yielded 49 keywords and 285 links among them. Based on the co-occurrence threshold, seven clusters were formed. The detailed description of the cluster is based on Table 2 and the visual co-word analysis network in Figure 5. The clusters obtained are given based on their frequency of occurrence and on links between frequently occurring keys, as agreed by the researchers, following the model by Khan et al. (2024).

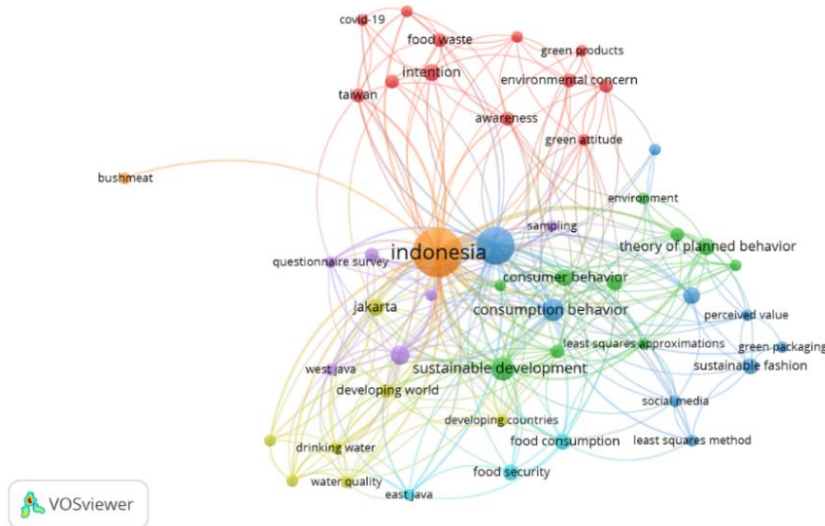


Figure 5. Knowledge Cluster Network Visualization Based on Co-Word Analysis of Sustainable Consumption Behavior Research in Indonesia

Note: The analysis was conducted using VOSviewer.

Cluster 1: The first cluster comprises 12 keywords that guide discussion of knowledge, concern, awareness, attitude, and intention related to food waste behavior. This cluster is formed by looking at keywords that frequently appear together, namely intention (OC=6; TLS=11); environmental knowledge (OC=4; TLS=10); environmental concern (OC=4; TLS=11); awareness (OC=4; TLS=14); green attitude (OC=3; TLS=15) and food waste (OC=4; TLS=9) which are indicated to be able to describe the cluster relevantly.

Cluster 2: The second cluster comprised 11 keywords that focused on the discussion of fashion product consumption behavior based on the theory of planned behavior. This cluster was formed by examining frequently occurring keywords: consumption behavior (OC=10; TLS=30); purchase intention (OC=6; TLS=13); sustainable fashion (OC=5; TLS=8), and theory of planned behavior (OC=7; TLS=17), which strongly indicated the cluster's delineation.

Cluster 3: The third cluster comprises 7 keywords that address water consumption in urban communities in developing countries. This cluster was formed by examining keywords that frequently appear together, namely drinking water (OC=3; TLS=19); Jakarta (OC=6; TLS=24); water quality (OC=3; TLS=17); water management (OC=3; TLS=12), and water supply (OC=3; TLS=17) as strong indicators of cluster delineation.

Cluster 4: The fourth cluster comprises 6 keywords that describe perceptions and decision-making related to waste management practices. This cluster was formed by examining frequently occurring keywords: decision-making (OC=3; TLS=14); perception (OC=7; TLS=36); and waste management (OC=4; TLS=11), which strongly indicate the delineation of the cluster.

Cluster 5: The fifth cluster comprises 5 keywords related to consumer behavior regarding sustainable energy efficiency. This cluster was formed by examining frequently occurring keywords: consumer behavior (OC=6; TLS=23); energy efficiency (OC=3; TLS=10); and sustainable development (OC=11; TLS=45), which strongly indicate the cluster's characteristics.

Cluster 6: The sixth cluster comprises 3 keywords that guide food security actions to foster sustainable consumption behavior in the food sector. This cluster is formed by examining keywords that frequently co-occur, namely food consumption (OC=4; TLS=14) and food security (OC=5; TLS=10).

Cluster 7: The seventh cluster comprises 2 keywords that lead to a discussion of hunting behavior and its impact on sustainable consumption. This cluster was formed by looking at keywords that frequently appear together, namely bushmeat (OC=3; TLS=2) and Indonesia (OC=49; TLS=143) as the most relevant indications in describing the cluster.

Table 2. Knowledge Clusters Based on Co-Occurrence Analysis of Sustainable Consumption Behavior Research in Indonesia

Keyword	OC	TLS
Klaster 1: Knowledge, concern, awareness, attitude, and intention related to food waste behavior (keywords: 12)		
awareness	4	14
covid 19	3	6
environmental concern	4	11
environmental knowledge	4	10
food waste	4	9
green attitude	3	15
green products	3	7
intention	6	11
knowledge	3	11
pls-sem	4	6
religiosity	3	9
taiwan	4	16
Klaster 2: Fashion product consumption behavior based on the theory of planned behavior (Keywords: 11)		
consumption behavior	10	30
environment	3	4
green packaging	3	4
least squares method	3	10
perceived value	3	7
purchase intention	6	13
social media	3	11
structural equation modeling	8	22
sustainability	28	90
sustainable fashion	5	8
theory of planned behavior	7	17
Klaster 3: Water consumption in urban communities in developing countries (Keywords: 7)		
developing countries	3	16
developing world	4	19
drinking water	3	19
jakarta	6	24
water management	3	12
water quality	3	17
water supply	3	17
Klaster 4: Perceptions and decision-making related to waste management practices (Keywords: 6)		
decision making	3	14
perception	7	36
questionnaire survey	3	16
sampling	3	16
waste management	4	11
west java	3	18
Klaster 5: Consumer behavior regarding sustainable energy efficiency (Keywords: 5)		
consumer behavior	6	23
energy efficiency	3	10
least square approximation	3	18
survey	4	21
sustainable development	11	45
Klaster 6: Food security actions aimed at fostering sustainable consumption behavior in the food sector (Keywords: 3)		
east java	3	15
food consumption	5	17
food security	5	10
Klaster 7: Hunting behavior and its impact on sustainable consumption (Keywords: 2)		
bushmeat	3	2
indonesia	48	143

Note: The analysis was conducted using VOSviewer. OC=Occurences; TLS=Total Link (Researchers, 2025)

The results of the clusters formed indicate that research on sustainable consumption behavior in Indonesia is organized into three main thematic domains, not as stand-alone topics.

First, the dominant cluster centers on psychological and cognitive determinants, including attitudes, environmental awareness, knowledge, and purchase intent. These clusters represent a mainstream in the literature, suggesting that most studies conceptualize sustainable

consumption as the result of individual-level decision-making. Nevertheless, behind its dominance, this cluster also reflects conceptual limitations, as it tends to assume that behavior is rational and intention-driven.

Second, the developing cluster focuses on context-specific consumption practices, particularly in food systems, traditional livelihoods, and resource utilization (e.g., hunting, food consumption, and water use). This group of studies shows that consumption behavior in Indonesia is deeply embedded in local socio-cultural and ecological contexts. In contrast to the first cluster, these studies emphasize situated behavior, but it is still fragmented and has not been integrated into a broader theoretical framework.

3. Structure Analysis Model

a. Theory

The analysis showed that 53% (n=62/116) of published articles used theoretical foundations to develop research hypotheses and the research context. Based on these 62 articles, another distribution was observed, namely the number of theories used in the published articles. It was found that 74% (n=46/62) of published articles used a single primary theory, 15% (n=9/62) used a combination of two primary theories, and 11% (n=6/62) used a combination of three primary theories. Regarding the distribution of theories with at least 1 published article, the Theory of Planned Behavior (TPB) was the most frequently used, appearing in 37% (n=23/62) of published articles.

The next theory is 10% (n=6/62) of published articles using Consumption Values Theory, 6% (n=4/62) of published articles using Stimulus-Organism-Response, 5% (n=3/62) of published articles using Value Belief Norm Theory,

Third, smaller but growing clusters address sustainability-oriented sectors and lifestyles, such as eco-friendly products, sustainable fashion, and energy consumption. These clusters reflect the influence of global sustainability trends, but their development in Indonesia is still in its early stages and often not yet connected to local realities.

Importantly, these three clusters remain weakly related to each other, suggesting that the existing literature lacks a holistic framework for integrating psychological, contextual, and structural dimensions. As a result, existing research often offers only partial explanations, failing to provide a comprehensive understanding of sustainable consumption behavior.

Technology Acceptance Model and Theory of Reasoned Action, and 3% (n=2/62) of published articles using Economic Theory, Norm Activation Theory, The Unified Theory of Acceptance and Use of Technology and Consumer Decision Making Process Theory.

Integration theory in research results can be explained in two forms: combining several theories to explain a phenomenon complementary to the existing main theory, without giving rise to a new model, as in Table 3, which is called a complementary theory (Cairney, 2013) or adaptation theory (Jaakkola, 2020) and combining theories by compiling new theoretical propositions as in table 4, which is called synthesis theory (Cairney, 2013; Jaakkola, 2020), such as alphabet theory, which is a combination of value-belief-norm theory and attitude-behavior-context theory (Zepeda & Deal, 2009). The number of studies with the synthesis theory is 21% (n = 13/62) of the total publications based on the theory.

Table 3. Distribution of Main Theories Used in Published Articles

Theories	Significant authors/studies
Single primary theory	
Theory of Planned Behavior	Auliandri et al., (2018), Auliandri et al., (2024)
Stimulus-Organism-Response	Promaleissy & Handriana (2024)
Consumption Values Theory	Rajiani & Kot, 2018
Value Belief Norm Theory	Imaningsih et al., (2020)
Consumer Decision-Making Process Theory	Kusno et al., (2023)
Theory of Reasoned Action	Syahrivar et al., (2023)
Conservation Behavior	Akil et al., (2023)
Attitude-Behavioral Intention	Arsil & Yanto (2018)
Affect Behavior Cognitive Theory	Astuty (2019)
Pro-environmental Reasoned Action	Chin et al., (2018)
Technology Acceptance Model	Chou & Yutami (2014)
Socio-Ecological System	Daniel et al., (2022)
The Food Sovereignty Model	Kusumawardani et al., (2021)
Pro-Environmental Planned Behavior	Mufidah et al., (2018)
Fundamental Motive Framework	Paramita et al., (2024)
Terror Management Theory	Rahimah et al., (2020)
The Theory of Diffusion of Innovation	Beny et al., (2023)
Social Identity Theory	Silintowe & Sukresna (2023)
Stakeholder Theory	Sundram et al., (2021)
Uses and Gratification Theory (UGT)	Susanti et al., (2022)

Theories	Significant authors/studies
Neoclassical Economic Theory	Toiba et al., (2023)
Traditional Ecological Knowledge	Utami et al., (2018)
Theory of Rural House Behavior	Watts, (2020)
Total Economic Value	Hasibuan et al., (2024)
Technology Acceptance Model	Salim (2024)
Norm Activation Theory	Chandra et al., (2024)
Integration of two primary theory	
Theory of Planned Behavior & Economic Theory	Chun et al., (2019), Chun et al., (2022)
Consumption Values Theory and Value Based Adaptation Model	Hilmiyati-Mas'adah et al., (2023)
Consumer Preference Theory & Cultural Dimensions Theory	Ghazali et al., (2021)
Consumer Decision Making Process Theory & Consumption Values Theory	Napitupulu et al., (2023)
Theory of Reasoned Action & ABC Model of Attitude (Affection-Behavior-Cognition)	Sari et al., (2020)
Alphabet Theory & Theory of Planned Behavior	Sadeli et al., (2023)
Characteristic Theory of Consumption & Random Utility Theory	Wen et al., (2022)
Triple Bottom Line & Social Exchange Theory	Huruta et al., (2024)
Stimulus-Organism-Response & Value Attitude Behaviour	Kristia et al., (2024)
Integration of the three primary theory	
Productionist Paradigms, Life Sciences Integrated Paradigm (LSIP) & Ecologically Integrated Paradigm (EIP)	Abdoellah et al., (2020)
The Unified Theory of Acceptance and Use of Technology, Consumption Values Theory & Sustainable Development Theory	Haryanti & Subriadi, (2022)
Theory of Planned Behavior, Value Belief Norm Theory & Consumption Values Theory	Larasatie et al., (2023)
Theory of Planned Behavior, Value Belief Norm Theory & Technology Acceptance Model	Persada et al., (2023)
Theory Reasoned Action, Theory of Planned Behavior & Norm Activation Theory	Sugandini et al., (2019)
Consumption Value Theory, Environmental Concern Theory & Theory of Planned Behavior	Suhartanto et al., (2022)

Note: Analysis results based on Microsoft Excel. (Researchers, 2025)

Table 4. Classification of Theories Based on Disciplinary Principles

Classification of Theories	Theory	References
Sociology	The theory of diffusion of innovation	Rogers et al., (2019)
Psychology	Theory of planned behavior, Value belief norm theory, Theory of reasoned action, Conservation behavior, Attitude behavioral intention, ABC Model of attitude Affect behavior cognition theory, Pro-environmental reasoned action, Pro-environmental planned behavior, Fundamental motive framework, Teror management theory, Social identity theory, Cultural dimention theory, Technology acceptance model, Norm activation model, Environmental concern theory, stimulus-organism-response, fundamental motive framework, Value attitude behavior approach.	Ajzen (1991), Stern et al. (1999), Fishbein & Ajzen (2011), Vining & Ebreo (2002), Ajzen & Fishben (2005), Breckler (1984), Nadlifatin et al., (2016), Persada (2016), (Kenrick et al., 2010), Greenberg & Arndt (2012), Tajfel & Turner (2004), Hofstede, (2011), (Marikyan & Papagiansidis, 2023), Schwartz (1977), Schultz (2001), Mehrabian & Russell (1974), Kenrick et al. (2010), Homer & Kahle, (1988).
Anthropology	Traditional ecological knowledge.	Berkes (1993).
Economics	Consumer decision-making process theory, Neoclassical economic theory, Theory of rural household behavior, Economic theory, Consumer preference theory,	Stankevich (2017), Latsis & Repapis (2015), Doss & Quisumbing (2020), Tsoulfidis (2017), Berliant & Raa (1988), Lancaster (1966), Glimcher (2022).

Characteristic theory of consumption, Random utility theory.

Shyntesis	Consumption values theory, Socio-ecological system, Value-based adaptation model, The food sovereignty model, Stakeholder theory, Uses and gratification theory, Alphabet theory, Productionist paradigms, Life sciences integrated paradigm, Ecologically integrated paradigm, The unified theory of acceptance and use of technology, Sustainable development theory, Total economic value.	Sheth et al. (1991), Biggs et al. (2021), O'Brien & Wolf (2010), Wittman (2011), Freeman (2018), Ruggiero (2000), Zepeda & Deal (2009), Lang & Heasman (2004), Lang & Heasman (2004), Lang & Heasman (2004), Venkatesh et al. (2003), Shi et al. (2019), Dushin & Yurak (2019)
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Note: Analysis results based on Microsoft Excel. (Researchers, 2025)

Theoretical mapping shows a strong reliance on intention-based behavioral models, particularly the Theory of Planned Behavior (TPB), the Theory of Reasoned Action (TRA), and their various extensions. This dominance indicates that this field of study relies heavily on explanations at the individual level, where behavior is assumed to be driven by attitudes, subjective norms, and perceptions of control. While these frameworks have contributed to a more structured understanding of consumer decision-making, they also present an important limitation: a tendency to overemphasize intent while actual behavior remains underexplored.

b. Context

Based on the results of the analysis of one context, namely regarding the level of decision-making dynamics, it was found that 45% (n=54/116) of published articles described a single dynamic analysis and 55% (n=62/116) of published articles described a combined dynamic analysis. The distribution of single dynamic analyses was as follows: 52% (n=28/54) of published articles described the individual level, 25% (n=14/54) described the community level, and 15% (n=8/54) described the social level. 4% (n=2/54) of published articles describe the cultural level, and 4% (n=2/54) of published articles describe the national/public policy level. For the combined distribution of dynamic analysis, 84% (n=52/62) of published articles describe the individual and social levels, 11% (n=7/62) of published articles describe the individual and national/public policy levels, 3% (n=2/62) of published articles describe the individual, social and national/public policy levels, 2% (n=1/62) of published articles describe the individual, social, community and cultural levels.

For distribution based on consumption sector, it is known that as many as 22% (n=26/116) of published articles covered the food sector, 20% (n=23/116) of published articles covered the green/environmentally friendly product sector, 10% (n=11/116) of published articles covered the transportation/mobility sector, 9% (n=10/116) of published articles covered the fashion sector, 8% (n=9/116) of published articles covered the energy sector, 8% (n=9/116) of published articles covered the consumption waste sector, 7% (n=8/116) of published articles covered the household sector, 5% (n=6/116) of published articles covered the eco-tourism sector, 4% (n=5/116) of published articles covered the water sector, 3% (n=4/116) of published articles covered the

In addition, the analysis shows that alternative theoretical perspectives are still underutilized, especially those that emphasize social practices, structural constraints, and institutional and policy influences that result in sustainable consumption behavior in Indonesia are often interpreted through a narrow perspective, thus ignoring the complexity of real behaviors shaped by infrastructure, market systems, and cultural norms. This imbalance highlights an important gap: the need for theoretical integration, combining behavioral models with socio-cultural and structural approaches to capture consumption dynamics more comprehensively, especially in developing countries.

consumption sector in hunting, 2% (n=3/116) of published articles covered the building/construction sector, 1% (n=1/116) of published articles covered the forestry and land sector, and 1% (n=1/116) of published articles covered the cosmetics sector.

For the top 10 distribution of published articles based on the combination of decision dynamics levels and consumption sectors, namely 10% (n=12/116) published articles raised the green/environmentally friendly product sector with a combination of individual and social level decision dynamics, 8% (n=10/116) published articles raised the food sector with a combination of individual and social level decision dynamics, 6% (n=7/116) published articles raised the fashion sector with a combination of individual and social level decision dynamics, 6% (n=7/116) published articles raised the consumption waste sector with a combination of individual and social level decisions, 5% (n=6/116) published articles raised the food sector with individual level decisions, 5% (n=6/116) published articles raised the food sector with community level decisions, 4% (n=5/119) published articles raised the transportation/mobility sector with a combination of individual and social level decisions, 4% (n=5/116) published articles raised the energy sector with individual level decisions, 3% (n=4/116) published articles raised the energy sector with a combination Individual and social-level decisions: 3% (n=4/116) of published articles addressed the household sector, combining individual and social-level decisions. 3% (n=4/116) of published articles addressed the consumption sector in hunting, involving community-level decisions. 3% (n=4/116) of published articles addressed the water consumption sector and involved individual-level decisions. An overview of the distribution of published

articles by consumption sector and decision-making dynamics is shown in Table 5.

Regarding the respondent criteria, 32% (n=39/116) of published articles described the respondents as consumers of green products. 16% (n=19/116) of published articles described them as heads or members of households. 13% (n=15/116) of published articles described them as young consumers. 8% (n=8/116) of published articles described them as consumers who shop in both modern and traditional markets. 7% (n=7/116) of published articles described them as villagers. A total of 4% (n=4/116) of published articles each described tourists, students, and vehicle owners. A total of 3% (n=3/116) of published articles each described Muslim consumers, academics, and social media users. A total of 2% (n=2/116) of published articles described indigenous communities and residents. A total of 3% (n=3/116) of

published articles described others not grouped, such as workers, airline passengers, and stakeholders.

The results show that the research is dominated by the analysis of decision-making dynamics at the individual level, either singly or in combination with other levels. Sustainable consumption behavior in Indonesia is still understood as an individual phenomenon. Even in a multi-level approach, the individual remains at the center of the analysis. In this case, the community, cultural, and policy levels are still very minimal. In the consumption sector, research is still focused on areas close to daily life and easy to measure (such as food and green products). Studies on energy consumption, transposition, construction, fashion, tourism, forest land, and cosmetics need improvement and are very likely to have a greater impact on the environment.

Table 5. Distribution of Research Contexts and Stages of Consumption in Published Articles

Consumption Sector	Decision-Making Level	Significant authors/studies
Food	Individual-Social	Fiandari et al. (2019), Abdoellah et al. (2020), Sadeli et al. (2023), Kristia et al. (2024).
	Community	Delfi & Weintr� (2014), Sheherazade & Tsang (2015), Utami et al. (2018), Pawera et al. (2020), Muliadi et al. (2024).
	Individual	Rintyarna, (2021), Suhartanto et al. (2022), Simanjuntak et al. (2023), Agustina et al. (2024).
	National/Public Policy	Wijaya et al. (2019) Wijaya et al. (2021)
Green/environmentally friendly product	Social	Arsil & Yanto (2018)
	Individual-National/Public Policy	Kusumawardani et al. (2021)
	Individual-Social	Auliandri et al. (2018), Sugandini et al. (2019), (Sari et al., 2020), Lavuri et al. (2023), Amalia & Darmawan (2023) Auliandri et al. (2024).
	Individual	Susanti et al. (2022), Suhartanto et al. (2023), Mursid (2023).
	Social	Mufidah et al. (2018), Junarsin et al. (2022), Krissanya et al. (2023).
	Cultural	Ghazali et al. (2021).
Energy	Individual-National/Public Policy	Zulganef et al. (2019), Siagian et al. (2024).
	Individual-Social-National/Public Policy	Iqbal et al. (2024).
	Individual	Arifwidodo et al. (2019), Prafitasiwi et al. 2022), Zulkarnaen et al. (2023).
	Individual-Social	Chou & Yutami, (2014), Chawla et al. (2019), Hilmiyati-Mas'adah et al. (2023)
Transportation/Mobility	Individual-Social	Rajiani & Kot (2018), Chun et al. (2019), Murtiningrum et al. (2022), Paramita et al. (2024).
	Individual-National/Public Policy	Beny et al. (2023), Munthe et al. (2024).
	Individual	Sundram et al. (2021), Aqmarina et al. (2024).
Household	Individual-Social	Abdulah et al. (2020), Andika et al. (2024).
	Social	Astuty (2019), Rivai (2020).
	Individual	Larasatie et al. (2023).
Consumption waste	Community	Watts (2020).
	Individual-Social	Fox et al. (2018), Haryanti & Subriadi (2022), Chun et al. (2022), Kristia et al. (2023), Chandra et al. (2024).
	Individual	Budihardjo et al. (2021), Alfarizi et al. (2024).
Fashion	Individual-Social	Fenitra et al. (2021), Syahrivar et al. (2023), Adialita et al. (2024).
	Social	Natasya et al. (2023).
	Individual	Promalepsy & Handriana (2024).

Consumption Sector	Decision-Making Level	Significant authors/studies
Hunting	Community	Pangau-Adam et al. (2012), Luskin et al. (2014), Partasasmita et al. (2016), Marshall et al. (2020).
Building/construction	Community	Setyowati et al. (2019), As & Marji (2023).
Water	Cultural	Rahim et al. (2023).
	Individual	Walter et al. (2017), Kooy et al. (2018), Mulyana et al. (2024).
	Individual-Social	Wulan et al. (2023).
Eco-tourism	Individual	Sosiadi et al. (2023), Hasibuan et al. (2024).
	Individual-Social	Persada et al. (2023), Surahman et al. (2023).
	Individual-Social-National/Public Policy	Damaianti et al. (2023).
	Individual-Social-Community-Culture	Huruta et al. (2024)
Cosmetics	Social	Chin et al. (2018).
Forestry and Land	Community	Daniel et al. (2022)

Note: Analysis results based on Microsoft Excel.

c. Characteristic

c.1. Antecedents

Antecedents include demographic, internal, and external factors. Demographic factors emphasize individual or population characteristics, internal factors refer to personal or psychological factors, and external factors emphasize contextual factors outside the individual that influence behavior. The demographic factor, income, was the most frequently studied, accounting for 12% of articles (n=14/116). This was followed by education level (7%, n=8/116), age (6%, n=7/116), and Gender variables accounted for 5% (n=6/116); number of family members accounted for 3% (n=3/116); type of employment accounted for 2% (n=2/116); house type and marital status, home ownership status, garden size, residential area status, electric motorcycle users, and building area, each accounting for 1% (n=1/116).

Internal factors include perception variables, accounting for 32% (n=37/116); attitude variables, accounting for 28% (n=32/116); habit variables, accounting for 15% (n=17/116); knowledge process variables, accounting for 14% (n=16/116); values variables, accounting for 12% (n=14/116); and awareness variables, accounting for 11% (n=13/116). concern variable as much as 10% (n=12/116); intention variable as much as 4% (n=4/116); willingness, satisfaction, decision making, trust and religiosity variables each as much as 3% (n=3/116); motivation, personal norm, self-identity, and consciousness variables as much as 2% (n=2/116); and skills, beliefs and variables as much as 1% (n=1/116).

External factors described that the most frequently studied external factors are social variables as much as 18% (n=21/116), economic variables as much as 12% (n=14/116),

physical environment variables and availability and distribution variables each as much as 11% (n=13/116), technology variables and information variables each as much as 8% (n=10/116), policy and culture variables as much as 7% (n=9/116), marketing variables each as much as 6% (n=8/116), product label variables as much as 3% (n=3/116), institutional variables and product quality variables as much as 2% (n=2/116), and manufacturing variables as much as 1% (n=1/116). The distribution of examples of variables categorized as demographic, internal, and external factors is shown in Table 6.

The results of the study indicate that internal factors are more frequently measured than external and demographic factors. The main focus of research in Indonesia is on psychological factors, with a secondary focus on contextual factors and minor focuses on individual characteristics. Regarding internal factors, the majority still measure cognitive variables such as perception, knowledge, awareness, concern, belief, and consciousness. Focusing on cognitive areas shows that there is still potential for development in affective, conative, contextual, social, and structural factors to narrow the transition gap between intention and actual behavior. In addition, based on ecological systems, the research results are more dominant at the micro level, emphasizing internal and demographic factors, compared to the meso level (social and community factors) and the macro level (structural and systemic factors). In this case, it is necessary to strengthen studies that lead to the meso and macro levels to reduce individualistic bias and better explain sustainable consumption behavior through multi-level behavioral dynamics.

Table 6. Distribution of Example Variables as Antecedents in the Categories of Demographic, Internal, and External Factors

Antecedent	Category	Examples of Research Variables
Demographic factors	Income	income per month (Abdulah et al., 2020); income (Mulyana et al., 2024).
	Education	Educational (Lavuri et al., 2023); Educational background (Munthe et al., 2024).
	Age	18–24 years old, 25–40 years old, ≥50 years old (Joewono et al., 2019); Age (26–36 years; > 36 years) (Sasongko et al., 2024).

Antecedent	Category	Examples of Research Variables
Internal factors	Gender	Gender: male and female (Lavuri et al., 2023; Kusumawardani et al., 2021; Auliandri et al., 2024); men and women (Rahimah et al., 2020).
	Family member	Family members (Abdulah et al., 2020); Number of children (Chawla et al., 2019).
	Occupation	Occupation (Govt, private employee, business, home maker, student) (Lavuri et al., 2023); Occupancy (formal, non-formal, unemployed) (Mulyana et al., 2024).
	Type of house	Apartment/Flat (in a building up to 4 floors-with 4+ floors), House (only ground floor-multiple floors) (Chawla et al., 2019); Type of housing (Mulyana et al., 2024).
	Marital status	Married-Single (Mulyana et al., 2024).
	Housing ownership	Office facilities, ownership, Staying with relatives, Rent/lease (Mulyana et al., 2024).
	Homegarden	Home garden area (m ²) (Abdoellah et al., 2020).
	Building area	Building area (m ²) (Abdulah et al., 2020).
	E-Moto user	User-non user (Aqmarina et al., 2024)
	Perception	General perception, specific perception (Akil et al., 2023); Perceived risk (Murtiningrum et al., 2022).
	Attitude	Evaluative attitude (Arsil & Yanto, 2018); Sustainable attitude (Lavuri et al., 2023); Attitude toward behavior (Damanik et al., 2024).
	Habit	Habit consumption (Utami et al., 2018); Eating habit (Utomo et al., 2023); Staple food consumption habit (Kusumawardani et al., 2021).
	Knowledge process	Environmental knowledge (Persada et al., 2023; Adialita et al., 2024); Financial knowledge (Beny et al., 2023); Green knowledge (Silintowe & Sukresna, 2023).
	Awareness	Environmental awareness (Budihardjo et al., 2021); Green product awareness (Dewi & Syaui, 2023); Eco-friendly awareness (Zulganef et al., 2019; Lee & Hung, 2024).
	Concern	Environmental concern (Fenitra et al., 2021; Murtiningrum et al., 2022; Persada et al., 2023; Dewi & Syaui, 2023; Auliandri et al., 2024; Arqam et al., 2024).
	Value	Hedonism, Health value, Environmental value, Safety value, Social value (Amalia & Darmawan, 2023); Emotional value (Fenitra et al., 2021); Fundamental value (Paramita et al., 2024).
	Intention	Behavior intention (Sadeli et al., 2023); Purchase intention (Syahrivar et al., 2023); Buying interest (Maulidah et al., 2024).
	Religiosity	Personal religiosity (Fenitra et al., 2021); Religiosity of Muslim consumers (Mursid, 2023); Religiosity (Chandra et al., 2024).
	Willingness	Willingness to pay (Auliandri et al., 2018; Auliandri et al., 2024).
	Satisfaction	User expected satisfaction (Chou & Yutami, 2014); Satisfaction with the results (Kusno et al., 2023); Consumer satisfaction (Widodo et al., 2024).
External factors	Decision making	Financial management strategies (Munthe et al., 2024); Healthy food choice (Agustina et al., 2024).
	Trust	Trust in institution (Zikrina et al., 2024); Consumer trust (Agustina et al., 2024).
	Consciousness	Environmental consciousness (Chun et al., 2022; Majid et al., 2024).
	Motivation	Motivation to local food consumption (Arsil & Yanto, 2018); Social media involvement (Widodo et al., 2024).
	Personal norm	Personal norm (Sugandini et al., 2019; Chandra et al., 2024).
	Self-identity	Green self-identity (Silintowe & Sukresna, 2023); Environmental self-identity (Chen et al., 2024).
	Skill	Human skill (Delfi & Weintr�, 2014).
	Belief	Ethical belief (Hendijani, 2023).
	Social	Social environment (Akil et al., 2023); Social norm (Arsil & Yanto, 2018); Collective experience (Zikrina et al., 2024); Societal influence (Chen et al., 2024).
	Physical environment	Weather conditions (Akil et al., 2023); Urban heat intensity (Arifwidodo et al., 2019); Green space (Budihardjo et al., 2021); Soil conditions (Delfi & Weintr�, 2014).
	Availability and distribution	Availability in the market (Arsil & Yanto, 2018); Domestic rarity and freshness (Yang et al., 2021); Food distribution (Muliadi et al., 2024).
	Economic	Saving money (Chawla et al., 2019); Cost saving (Chun et al., 2019); Prices (Damaianti et al., 2023; Toiba et al., 2023); Financial benefit (Sasongko et al., 2024).

Antecedent	Category	Examples of Research Variables
	Technology	Green design and amenities (Damaianti et al., 2023); Harvest technology (Delfi & Weintr�, 2014); Sustainability design (Panuju et al., 2022); Plantation methods (Yang et al., 2021); EV infrastructure investment (Munthe et al., 2024).
	Information	Mass media (Akil et al., 2023); Environmental information (Sosiadi et al., 2023); Social media influence (Iqbal et al., 2024).
	Policy	CHSE (Cleanliness, Health, Safety, and Environment Sustainability) element standard (Damaianti et al., 2023); Political resources-food sovereignty, environmental diplomacy-food sovereignty, environmental resource capacity-food sovereignty (Kusumawardani et al., 2021).
	Cultural	Traditional/local values, local/indigenous knowledge (Daniel et al., 2022); Food values (Delfi & Weintr�, 2014); Local culture, local knowledge (Partasasmita et al., 2016); Vehicle feature (Sasongko et al., 2024).
	Marketing	Promotion (Kristia et al., 2023); Green marketing (Natasya et al., 2023); Communication (Maulidah et al., 2024).
	Product label	Organic labels, the health claims, food additives, packaging materials (Toiba et al., 2023); Labeling product origin (Yang et al., 2021).
	Institution	Quality of energy education (Zulkarnaen et al., 2023); Company Representative (Chawla et al., 2019).
	Product quality	Customer solution (Maulidah et al., 2024): clear color, tastes good, no smell (Zikrina et al., 2024).
	Manufacture	Original equipment manufacturer (OEM) refurbished (Chun et al., 2022).

Note: Analysis results based on Microsoft Excel.

c.2. Outcomes

This study focuses on five domains: cognitive, affective, conative, behavioral, and impact. Based on the analysis results, it can be described that the majority of existing published articles describe the behavioral domain as much as 44% (n = 51/116) followed by the conative domain as much as 36% (n = 42/116), the affective domain as much as 10% (n = 12/116) and cognitive as much as 9% (n = 11/116). Although

variable behavior is the most dominant in the analysis results, 56% of studies on sustainable consumption behavior still measure at the level of orientation or behavioral intention rather than actual behavior. In addition, the study of behavior is still at the level of actual behavior, without yet measuring behavioral impact. The distribution of examples of variables categorized by these domains is shown in Table 7.

Table 7. Examples of Variables as Outcomes in the Cognitive, Affective, Conative, and Behavioral Domains

Outcomes	Examples of Research Variables
Cognitive	Perception of wildlife (Partasasmita et al., 2016); Awareness performance (Prafitasiwi et al., 2022); Environmental awareness (Simanjuntak et al., 2023); Perception of transportation sustainability practices (Sundram et al., 2021); Perception of quality water (Zikrina et al., 2024).
Affective	Customer preference toward green product (Ghazali et al., 2021); Satisfaction with online purchasing (Kusno et al., 2023); Environmental responsibility (Panuju et al., 2022); Consumers' sustainability attitude (Rahimah et al., 2020); Preferences for menstrual product (Citta et al., 2024).
Conative	Purchase intention (Amalia & Darmawan, 2023); Car sharing use intention (Chun et al., 2019); Green purchase intention (Junarsin et al., 2022; Hendijani, 2023); Purchase intention of Generation Z on slow-fashion product (Adialita et al., 2024).
Behaviour	Household energy consumption (Arifwidodo et al., 2019); Waste behavior (Budihardjo et al., 2021); Repetitive fish consumption (Fiandari et al., 2019); Consumption of wild food plants (Pawera et al., 2020); Green buying behavior (Silintowe & Sukresna, 2023); Water consumption (Wulan et al., 2023); Water saving behavior (Mulyana et al., 2024).

Note: Analysis results based on Microsoft Excel.

c.3. Mediator and Moderator

Urbayatun & Widhiarso (2012) explain mediator variables as variables that act as intermediaries in the relationship between independent and dependent variables. The moderator variable itself influences the strength or weakness of the relationship between the independent and

dependent variables. Based on the analysis of the number of articles involving mediator variables, 26% (n=32/116) included homegarden commercialization variables. (Abdoellah et al., 2020) attitude toward cruelty-free personal care products (Amalia & Darmawan, 2023), green marketing perception, and green purchasing willingness (Astuty, 2019), attitude

toward green packaging (Auliandri et al., 2018), User expected satisfaction (Chou & Yutami, 2014), perceived alternative values (Hilmiyati-Mas'adah et al., 2023), green trust and green brand performance (Junarsin et al., 2022) attitude toward green brand and green brand knowledge (Krissanya et al., 2023), price consciousness, attitude, and perceived behavior control (Kristia et al., 2023) Attitude toward adoption of electric motorcycles (Murtiningrum et al., 2022), renewable energy consumption (Napitupulu et al., 2023), green word of mouth (Natasya et al., 2023), lifestyle of health and sustainability, traditional values, and career-oriented (Rajiani & Kot, 2018), environmental perception, product perception, and objective response (Rivai, 2020), green innovation technology and green investment (Beny et al., 2023), attitude toward to buying green products and environmental concern (Sari et al., 2020), green self-identity and green attitude (Silintowe & Sukresna, 2023), perceived risk and environmental information (Sosiadi et al., 2023), consumer satisfaction (Huruta et al., 2024), sustainable knowledge (Sijabat, 2024), attitude toward slow fashion (Adialita et al., 2024), consumer awareness campaign and local industry partnership (Munthe et al., 2024), attitude toward using electric vehicles (Salim, 2024), green skepticism (Promalessy & Handriana, 2024), buying interest (Maulidah et al., 2024), performance expectancy of electric cars (Paramita et al., 2024), word of mouth (Majid et al., 2024), environmental attitude and consumer engagement (Ilmalhaq et al., 2024), subjective norm and personal norm (Chandra et al., 2024), social media involvement, and environmentally responsible behavior (Widodo et al., 2024), consumer trust (Agustina et al., 2024), hedonic attitude, sustainability value, utilitarian value (Kristia et al., 2024). In this case, it can be concluded that the mediator variables primarily direct the cognitive and affective measurement objects, while the conative and behavioral measurement objects remain minimal.

For articles involving moderator variables, up to 7% (n=10/116) include subjective norm and sustainable trust. (Lavuri et al., 2023), religiosity (Rahimah et al., 2020), pandemic fear (Susanti et al., 2022), price consciousness (Syahrivar et al., 2023), environmental knowledge (Surahman et al., 2023), perceived behavior control, environmental concern, and sustainable clothing knowledge (Arqam et al., 2024), eco literacy (Suzianti et al., 2024), perception of governance support (Iqbal et al., 2024), self-identity (Lee & Hung, 2024), generation Y & Z (Widodo et al., 2024).

The results of the analysis show that the use of mediator variables is more dominant than that of moderators, but remains concentrated on the cognitive and affective dimensions. This indicates that the mechanisms that explain the formation of sustainable consumption behavior still focus on internal psychological processes. In contrast, the role of conative dimensions and actual behavior as mediators has not been widely explored. On the other hand, the limited use of moderator variables suggests that studies that consider contextual conditions affecting the relationships between variables remain rare. These findings confirm the gap in the literature, both in explaining the transformation towards actual behavior and in understanding context-based behavioral variation.

c.4. Methods

The discussion of methods in this case not only covers research design but also maps the data analysis use (Lim et al., 2021; Gupta et al., 2023). The analysis shows that quantitative research methods predominated at 78% (n=84/116), followed by mixed methods research at 13% (n=15/116), qualitative research at 10% (n=11/116), and experimental research at 4% (n=6/116). In this quantitative research, the majority used structural equation models for data analysis, accounting for 69% (n=58/84) of published articles. The next most common data analysis method was regression models, accounting for 17% (n=14/84). Descriptive statistical analysis was also used, accounting for 9% (n=8/84). Data analysis using differential t-tests was the next most common method, accounting for 4% (n=3/84) of published articles. Finally, correlation test analysis was conducted on 1% (n=1/84) of published articles. For mixed method research, the majority used a convergent parallel design approach 80% (n=12/15) of published articles), and the remaining 20% (n=3/15) of published articles used a sequential mixed method approach. For qualitative research, the majority used ethnography-based analysis (55% (n=6/11) of published articles). The next most common data analysis was case study-based analysis (18% (n=2/11) of published articles). Other forms of qualitative data analysis were explorative analysis, sentiment analysis, and content analysis, each accounting for 1% (n=1/11) of published articles. In experimental research, the choice experiment approach was used in 50% (n=3/6) and 1% (n=1/6) of published articles, respectively, in the form of a treatment-control design, a studio-based experiment, and a pre-post design.

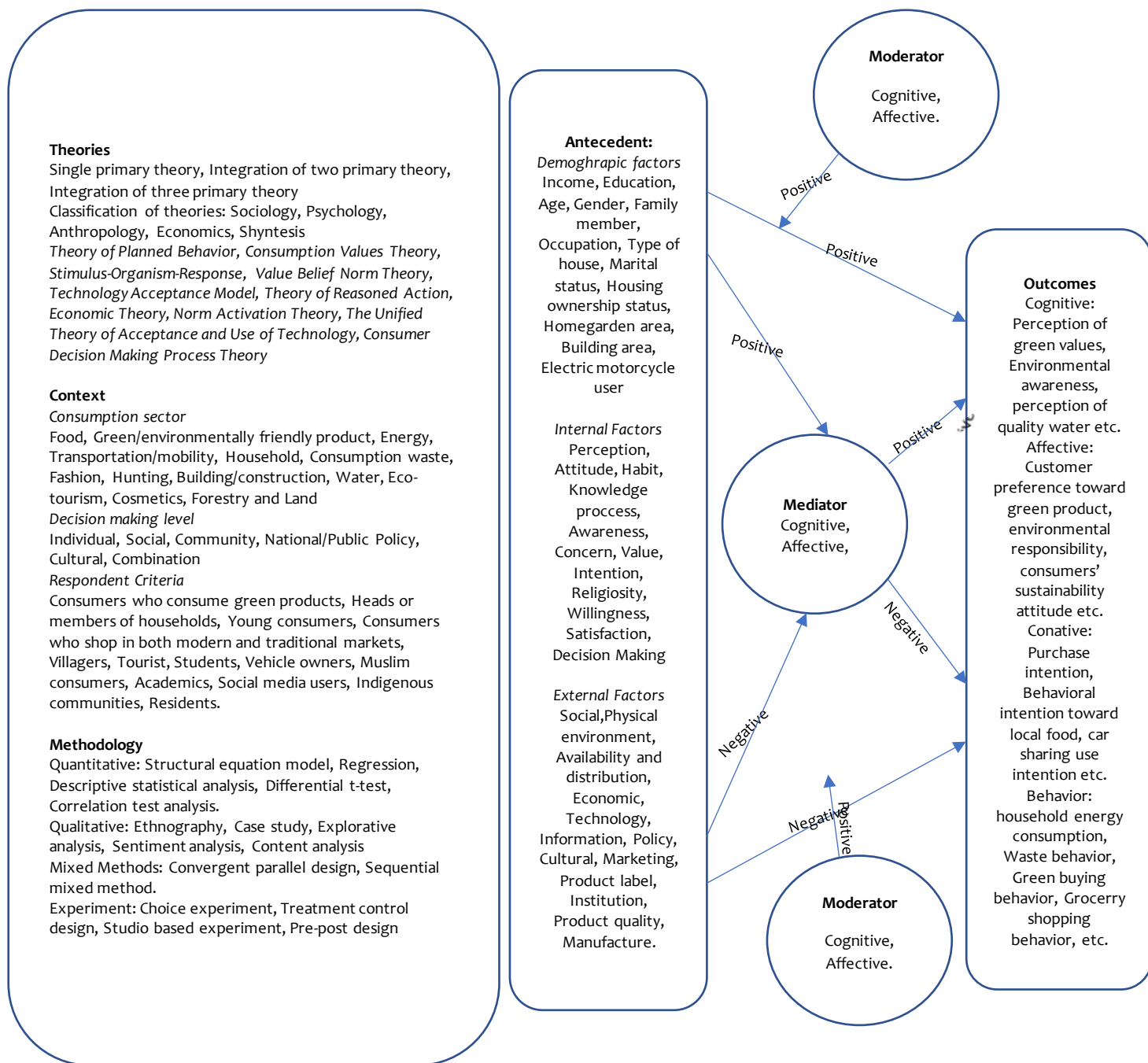


Figure 6. Framework for the Development of Sustainable Consumption Behavior Research in Indonesia

DISCUSSION

The results of this SLR show that the development of sustainable consumption behavior studies in Indonesia is increasingly aligned with the national agenda towards net zero emissions by 2060, formulated by the Government of the Republic of Indonesia through the AFOLU and Non-AFOLU sectors. Empirically, the literature is growing rapidly on themes such as energy efficiency (Napitupulu et al., 2023), waste management (Alfarizi et al., 2024), adoption of green technologies such as electric vehicles (Paramita et al., 2024), and food loss and waste reduction (Kristia et al., 2023). Other trends are also seen in sustainable consumption in the

fashion sector (Adialita et al., 2024) and water consumption behavior (Wulan et al., 2023). This shows that research has been responsive to the need for strategic sector transformation. However, these developments are still uneven. Studies on land-use efficiency and sustainable dietary patterns (e.g., Herrero et al., 2023) and renewable energy consumption (e.g., Zhang et al., 2024) remain relatively limited. As such, the current literature tends to focus on direct, measurable aspects of consumption, while more complex systemic dimensions have not been widely explored.

From the theoretical side, the main findings show the dominance of intention-based approaches, particularly through the Theory of Planned Behavior and similar theories such as the Value-Belief-Norm Theory and the Technology Acceptance Model. Several previous studies confirm this tendency, for example, those Murtiningrum et al. (2022), and Lavuri et al. (2023) that focus on the intention to purchase environmentally friendly products or adopt sustainable technology. Although this approach is effective in explaining cognitive and affective processes in intention formation, its limitations lie in its inability to adequately explain actual behavior and to measure impacts. This reinforces the findings on the intention-behavior gap highlighted by Syed et al. (2024). Therefore, this study confirms the importance of a shift towards a more integrative theoretical approach to bridge these gaps.

In addition, this discussion identifies limitations in the analysis's structure, where most studies still focus on the individual level. In fact, sustainable consumption behavior is influenced by multi-level interactions involving micro, meso, and macro dimensions, as described by Phan-Le et al. (2024). The integration of cultural contexts, policies, and geographical conditions remains relatively limited, in line with the findings of Tasaki & Kojima (2021) and Hashim et al. (2026), which highlight the lack of exploration of the role of culture in sustainable consumption policy in Southeast Asia. This condition results in a partial, less contextual understanding, especially in Indonesia, which has high social and cultural diversity.

Furthermore, these findings show that the study of consumption behavior is still fragmented in measuring the stages of consumption, namely acquisition, use, and disposal, separately. Criticism of this approach has long been expressed by Di Giulio & Fuchs, (2014), Fischer et al., (2016), and Geiger et al., (2018), who emphasize the importance of a holistic approach to understanding sustainable consumption behavior. The inability to integrate all stages of consumption limits the ability to capture the complexity of behavior and its implications for environmental, social, and economic aspects simultaneously.

From a methodological perspective, the limited use of mediator and moderator variables and of experimental approaches suggests that causal mechanisms and contextual conditions have not been extensively explored. This aligns with the recommendations of Aldaihani et al. (2025), which emphasize the importance of mediators and moderators in explaining the relationships between variables in greater depth. In addition, the use of experimental approaches to test actual behavior is still limited, as highlighted by de Costa et al. (2025). On the other hand, respondent characteristics, including sociodemographic factors and generational segmentation, have also not been fully utilized. In contrast, studies by Syed et al. (2024) and Wade (2023) show that these variables play a significant role in shaping variations in consumption behavior across contexts.

CONCLUSION

This study provides a comprehensive synthesis of the development of research on sustainable consumption behavior in Indonesia and highlights several key contributions. First, it reveals that the current body of literature remains limited in volume and uneven in thematic distribution, with stronger emphasis on certain sectors (e.g., energy efficiency and waste management) while other strategic areas, such as green energy transition, sustainable diets, and renewable energy consumption, remain underexplored. Second, this study identifies a critical theoretical gap: the dominance of intention-based approaches that have not sufficiently captured actual behavior, thereby indicating the persistence of the intention-behavior gap. Third, this study contributes by proposing a more integrative analytical perspective that connects the micro, meso, and macro dimensions, and by emphasizing the importance of contextual, cultural, and geographic factors in shaping sustainable consumption behavior.

In addition, this study highlights the need to move beyond fragmented approaches by integrating consumption stages (acquisition, usage, and disposal) and considering environmental, social, and economic impacts simultaneously. The findings also underline the limited use of mediator-moderator models and experimental methods, which are essential for understanding behavioral mechanisms and establishing causal relationships.

Based on these findings, future research should focus on three core themes. First, theoretical and conceptual strengthening, through the use of integrated theories and a stronger focus on actual behavior rather than intention. Second, methodological advancement, including the adoption of experimental designs, meta-analysis, and more comprehensive modeling approaches involving mediator and moderator variables. Third, contextual and collaborative expansion, incorporating cultural, sociodemographic, and geographic factors and strengthening collaboration among academia, industry, government, and communities to ensure real-world impact.

This study is subject to several limitations, including the exclusive use of Scopus-indexed journal articles, the exclusion of other high-quality databases and publication types, a time limit of 2024, and reliance on qualitative descriptive analysis without meta-analytic validation. Despite these limitations, the study offers a meaningful contribution by providing a clearer direction for future research that is more integrative, context-sensitive, and impact-oriented in supporting sustainable consumption behavior and national sustainability targets.

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ETHICAL APPROVAL

Ethical approve was not required for this study because it was based exclusively on the analysis of previously published literature. No human participants or personally identifiable data were directly involved in the research.

DECLARATION OF INTEREST

The authors declare that they have no known competing financial or personal interest that could have appeared to influence the research, analysis, or interpretation of the findings reported in this study.

TRANSPARENCY OF DATA

The data analyzed in this systematic literature review were obtained from published journal articles indexed in Scopus.

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AI USAGE STATEMENT

The authors used Grammarly as an artificial intelligence-assisted writing and language editing tool to support grammar checking, spelling, punctuation, and language refinement during manuscript preparation.

AUTHORS' CONTRIBUTIONS

Handrix Chrisharyanto: Conceptualization, methodology, literature search and screening, data curation, bibliometric and TCCM analysis, interpretation of findings, and writing of the original draft.

lin Mayasari: Conceptualization, methodology, interpretation of findings, critical review, editing of the manuscript and supervision of the research process.

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