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Trends And Insights In Sustainable Consumption Behaviour: A Systematic Literature Review

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ABSTRACT
The systematic literature review explores the multifaceted dimensions of sustainable consumption behaviour (SCB), focusing on identifying key trends, influencing factors, and research gaps within the domain. The study aims to synthesize Scopus data base of scholarly research to conceptualize SCB, particularly from the consumer's perspective, and to evaluate the role of psychological, technological, socio-cultural, and economic factors in shaping sustainable practices. Employing a bibliometric analysis using Vos viewer and the PRISMA framework, the review systematically analyzed peer-reviewed articles from the Scopus database (2020–2025), with a specific focus on the Indian context. Findings reveal that trust, values, demographic traits, behavioural intentions, and emotional intelligence significantly influence SCB, while persistent gaps exist in standardized measurement metrics, post-purchase behaviours, and the integration of digital technologies like AI and big data. The study highlights the urgent need for empirical research linking consumer behaviour to policy interventions, especially in developing economies, and calls for cross-sectoral strategies to align with SDG 12. The review contributes to academia and practice by offering a comprehensive conceptual framework and actionable insights for policymakers, businesses, and educators to foster sustainable consumption in rapidly urbanizing and technologically evolving societies.
Keywords: *Sustainable consumption, consumption behaviour, systematic literature review, bibliometric analysis, Theory of Planned Behaviour, SDG 12,*

I. INTRODUCTION

As defined by UNESCO, sustainable development is "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The concept was given in 1987, and since then, it has been given tremendous importance in four dimensions- social, environmental, cultural & economic (Atmaca, et al., 2018). The 17 Sustainable Development Goals (SDGs) are a part of the 2030 Agenda for Sustainable Development which was adopted by all the members of the United Nations in 2015. These goals focus on ending poverty & other deprivations along with improvement in health, sanitation & education, reducing inequality & promoting economic growth all while tackling climate change & preserving the oceans & forests (Krannich, & Reiser, 2021). The 12th SDG Ensure Sustainable Consumption and Production Patterns is meant to promote responsible resource use, enhance energy efficiency, build sustainable infrastructure, supply basic services, create green and decent jobs, and offer a better quality of jobs. It is a well-known fact that production-side strategies play a crucial role in reducing the environmental impacts of the production process. However, the impacts associated with the activities of consumers like acquisition, use & disposal of products have not been significantly addressed (Wang, Liu, & Qi, 2014). The economic dimension of the demand side of the goal needs attention from various stakeholders involved like consumers, producers, policymakers and the government. Research in sustainable consumption has been carried out since the 1990s on many dimensions of the concept. UNEP defined sustainable consumption as "the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations (Kirchoff, et al.,2011) ". Based on the definition, various research has been conducted that focuses on sustainable consumption behaviour in 2 aspects which are:

1. Empirical research which analyzes the factors affecting the sustainable consumption behaviour of individuals
2. Scale development research measuring sustainable consumption behaviour

The paper discovers the factors that have the potential to affect sustainable consumption behaviour are- building trust in labels or organizations selling sustainable products by maintaining transparency (Calderon-Monge, et al, 2020; Harris et al., 2016; Young, et al., 2010); availability of products (Nguyen et al., 2018; Young et al., 2010); motivational imbalance (Elhoushy, 2020) and guilt motivates individuals to maintain green criteria (Young et al., 2010); two-type knowledge, skill and attitude (Esmaeilpour & Bahmiary, 2017) affect different dimensions of SCB (Anh et al., 2020; Wu, Zhou, & Song, 2016; Sharma & Jha, 2017; Franzen & Vogl, 2013); demographic variables, including age, gender & education, affect consumers' consumption behaviour (Kara & Min, 2024; Mobrezi & Khoshtinat, 2016; Chekima et al., 2016; Wu et al., 2016); Factors like cost, health, and consideration of future generation motivates consumers' to bring a change in their unsustainable behaviour (Koning et al., 2015; Orîndaru et al., 2021); awareness & knowledge (Blazquez et al., 2020) among the urban middle class also promotes sustainable consumption (Muhammed et al., 2016; Koning et al., 2015; Hosta & Zabkar, 2021; Anh et al., 2020; Asif et al., 2018); primary factors influencing consumer's intention to purchase green product are cultural values & environmental advertising (Chan & Lau, 2001; Chekima et al., 2016); changing the consumers' mindset & mainstreaming sustainable consumption by breaking the stereotypes also positively impacts SCB (Fischer et al., 2017; Harris et al., 2016); at the motivational level, values like universalism, compassion, acceptance, and tradition show a strong positive relationship with SCB and Indian values significantly predict behavior in Indian cultural contexts (Sharma & Jha, 2017); perceived Consumer Effectiveness has a moderating effect in enhancing the probability of indulgence in SCB (Calderon-Monge et al., 2020; Hosta & Zabkar, 2021; Nguyen et al., 2019; Sharma & Jha, 2017; Yarimoglu & Binboga, 2019 Dagher & Itani, 2012) while teaching initiatives with respect to sustainability can improve the behaviour (Suarez et al., 2013); concern, perceived behavioural control, social norms, personal norms, environmental responsibility & ethical obligations for the environment affects willingness to behave sustainably (Hosta & Zabkar, 2021; Anh et al., 2020; Wu et al., 2016; Baqer, 2012) emotional intelligence positively affects pro-environmental consumption behaviour (Quoquab, Mohammad, & Sukari, 2019); future financial situation affects consumers' buying behaviour (Orîndaru et al., 2021). Moreover, the attitude behavior & intention gap needs to be filled to ensure sustainability among consumers (Vermeri & Verbeke, 2006). Many studies reflect that big data & technology (Can & Alatas, 2017; Etzion & Correa, 2016; Song et al., 2017; Wang et al., 2019; Cau & Liu, 2023) along with innovation (Zhang et al., 2024) & digitization (Peng et al., 2024) can influence the sustainable economic development in a nation.

In addition, the variables measuring sustainable consumption behaviour namely, behavioural intention plays the most crucial role in explaining the behaviour of consumers (Nguyen et al., 2019; Wang et al., 2014); for food products, food choices emerged as the best fit for sustainable consumption; for clothing subscale comprised of frugal behaviours & buying ecologically responsible or high-quality products (Fischer et al., 2017); SCB is as a three- dimensional construct, quality of life, care for environmental well-being, and care for future generation, which consists of 24 items (Quoquab et al., 2019); Sustainable consumer behaviour scale with 23 items divided into four main components: attitude towards behaviour, subjective norms, perceived controlled behaviour, and intention (Sheoran & Kumar, 2022).

The study makes a significant contribution by synthesizing two decades of scholarly research to conceptualize and evaluate sustainable consumption behaviour (SCB), especially from the consumer's perspective. By systematically reviewing studies, the study highlights critical influencing factors—such as trust, values, demographic traits, behavioural intentions, and emotional intelligence—while exposing persistent gaps in standardised measurement, post-purchase behaviours, and the integration of digital technologies and big data in understanding SCB. The study provides a comprehensive conceptual framework grounded in the Theory of Planned Behaviour and other existing models, offering theoretical clarity and direction for future research. Furthermore, it contributes to policy and practice by guiding businesses, educators, and policymakers in fostering sustainable consumer practices in developing economies, where unsustainable habits are on the rise due to rapid urbanization and technological growth.

The study is divided into six sections. Section 1 comprises the introduction and literature review of the study. A review structure and methodology are comprised under section 2 of the study. A bibliometric analysis is examined in Section 3. The results are discussed in Section 4. The discussion, Implications and significance of the findings and limitation of the study have been provided in detail in section 5. Section 6 contains conclusions, contribution of the study and

recommendations for future research. References have finally been included.

The systematic literature review study attempts to explore the current understanding of sustainable consumption behaviours (SCB) and identify the gaps in knowledge regarding sustainable consumption. The study reports on the published studies relevant to the topic within the domain, especially those that focus on (i) conceptualizing sustainable consumption behaviour, (ii) identifying & analysing the factors affecting SCB, (iii) analysing the big data's role in sustainable consumption behaviour.

Sustainable Development has been a rapidly evolving field, however over the years some common research gaps identified that have remained prevalent and offered a challenge in the research area of sustainable consumption behaviour are as follows:

i. **Standardized Measurement Metrics:** One of the significant challenges is the lack of standardized metrics for measuring sustainable consumption behaviour. Different studies have used varied indicators, making it challenging to compare the results and draw overarching conclusions.

ii. **Role of Information and Education:** While it is well known that education and information play a vital role, the depth of their impact, as well as the most effective methods of disseminating information to encourage sustainable consumption, remained an active area of research.

iii. **Behavioural Economics Aspects:** Understanding the psychological and behavioural economic aspects of sustainable consumption like behavioural biases, decision making processes and nudges is a significant area for exploration.

iv. **Technological Influence:** With the rise of e-commerce & digital technologies, understanding the influence of technology on consumption behaviours and how sustainable practices can be integrated into these platforms is a gap in the literature.

v. **Measurement of 'Beyond Purchase' Behaviours:** Most of the studies have focused on sustainable product purchasing; there is a gap in understanding post-purchase behaviours like product use, maintenance, and disposal, which significantly contribute to the overall environmental impact.

A bibliometric approach utilizes the systematic analysis of literature to note patterns, trends, and gaps in research. A bibliometric method can be very useful in sustainable consumption as it synthesizes existing knowledge, performs key research themes, and ultimately focuses on leading authors and cited influential studies. Based on bibliometric analysis, this study intends to survey and summarize research on sustainable consumption behaviour published in high-quality journals, with a focus on the following research questions (RQs):

a) Which studies on the overarching issue of trends and insights and sustainable consumption behaviour have received the highest citation counts?

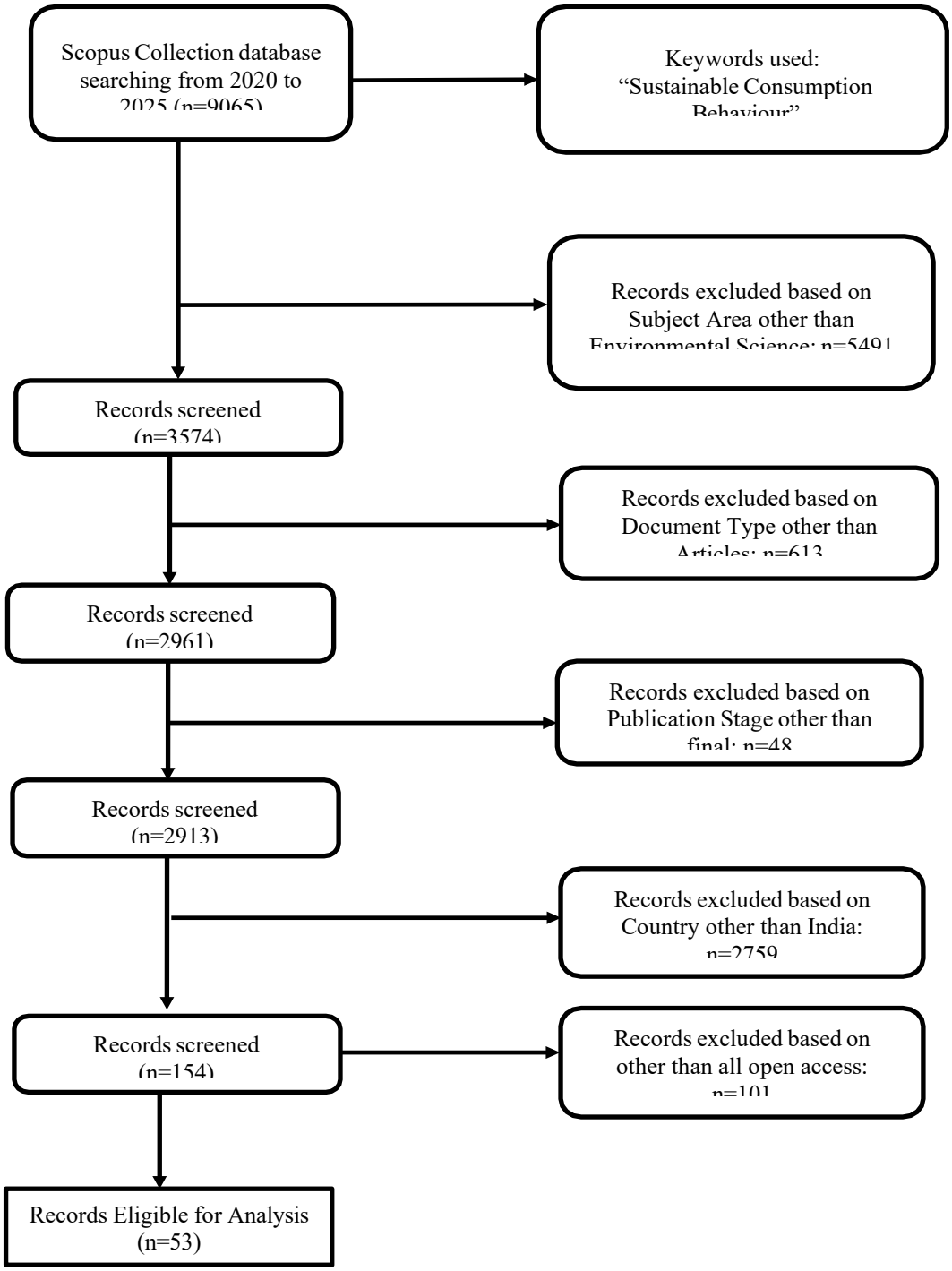
b) What are the key terms in the published literature concerning sustainable consumption behaviour in systematic literature review?

c) Which nations possess robust collaborative networks in sustainable consumption behaviour?

II. REVIEW STRUCTURE AND METHODOLOGY

The study highlights that researchers concentrated on the most pertinent literature related to "Trends and Insights in Sustainable Consumption Behaviour: A Systematic Literature Review." The choice was focused on the Scopus database due to the credibility of the source from which citation data would be retrieved because it is crucial to understand how resource accessibility impacts sustainable consumption behaviour. The study has attempted to clarify multiple theoretical & conceptual frameworks and scales measuring sustainable consumption behaviours through the SLR method. The study was incorporated in the research conducted from 2020 to 2025 Figure 2 below outlines how information flows through different levels within a systemic review process.

Figure 1: PRISMA Model Diagram



Source: Self prepared by Author

The methodology section presents the PRISMA model diagram which demonstrates the systematic process used to select literature about sustainable consumption behavior. The complete selection process starts with 9,065 records that Scopus retrieved from the search keyword "Sustainable Consumption Behavior," which then undergoes several stages of screening and exclusion. The initial screening eliminated 5,491 records because they did not belong to the Environmental Science subject area, and the next screening removed 613 records that had document types different from articles. The evaluation process eliminated 48 records because they were pre-print versions without final publication acceptance, and 2,759 studies were rejected because they did not focus on the Indian setting. The research considered 53 records eligible while 101 were dropped because of open access restrictions which resulted in 154 articles for complete analysis. The PRISMA flow chart provides a transparent and rigorous literature selection process that follows systematic review protocols and enhances the credibility of findings.

As part of the Scopus search, it looked for the following in each record: (1) author name,
(2) journal name, and (3) citation count. The investigation used bibliometric analysis. A plethora of data triangulation approaches were used to explore and interpret the data in order to provide thorough and precise comprehension. Using the VOS viewer program, distance-based co- occurrence maps were created for bibliometric analysis and synthesis. As a result, the concepts were arranged and categorized based on how well they matched the keywords, titles, and abstracts.

Table 1: Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Keywords	Sustainable Consumption Behaviour	Records excluded in which variables have no relation
Timeframe	Concerning 2020 – 2025	< 2020
Study Area	Environmental Science	Other subjects
Document Type	Articles	Book series, book, and chapter in book.
Publication Stage	Final	Articles and Press
Country	India	Other Countries
Access Type	All Open access	Paid excess

The table provides the criteria which determine the eligible studies for sustainable consumption behaviour research. The selection process included articles about "Sustainable Consumption Behaviour" between 2020 and 2025 but excluded studies without this variable and those published before 2020. The research study focused solely on Environmental Science while ignoring studies from other disciplines. The research accepted only published journal articles while excluding book series and book chapters and articles in press. The research selected only articles from studies that took place in India and excluded research from other nations. The
review restricted its selection to open-access publications while excluding any sources that needed payment for access.

III. BIBLIOMETRIC ANALYSIS

- **Yearly Publications**

Table 2: Yearly Publication

Year	Documents
2020	6

2021	3
2022	8
2023	16
2024	16
2025	4

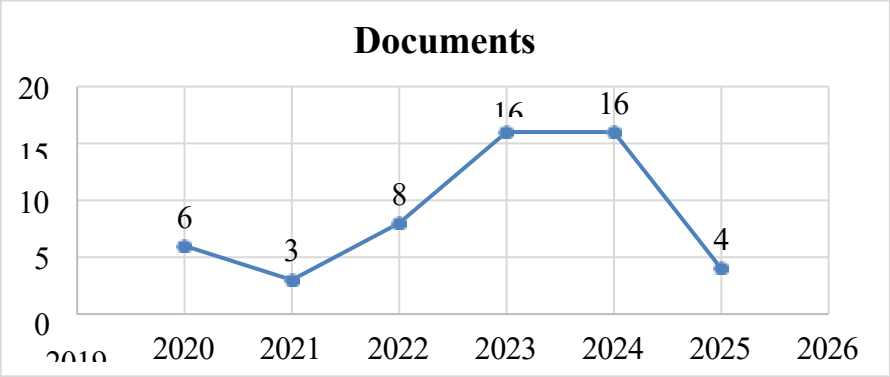


Figure 2: Documents

The graph along with the table shows the yearly document distribution for the period between 2020 and 2025. The document quantity reached 6 in 2020 before dropping to 3 in 2021 to become the lowest point in the timeline. The pattern shows an upward trend starting with 8 documents in 2022 and reaching 16 documents in 2023 and 2024 which represents the highest publication activity during these years. The document count remained steady throughout these two years which demonstrates an intense period of research or documentation activities. The document quantity dropped dramatically to 4 in 2025 which indicates reduced production levels. The data shows a pattern that starts low before rising to its highest point and then drops again. The chart shows how document production patterns have changed throughout the years based on possible external factors like project timelines or funding availability or research focus.

- **Relationship between Countries**

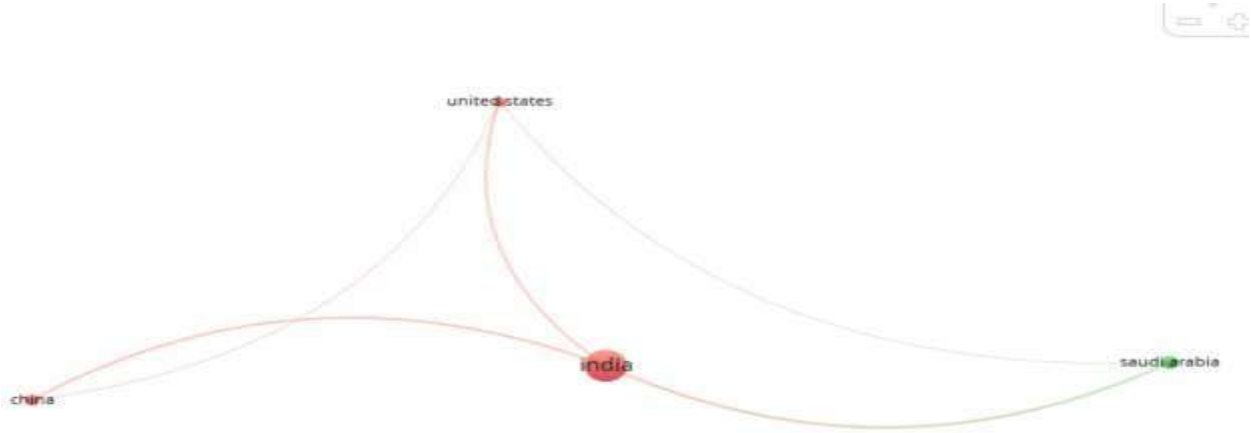


Figure 3: Relationship between countries for sustainable consumption behaviour (Cluster Diagram)

The cluster diagram shown in Figure 1 depicts how countries connect through sustainable consumption behaviour patterns. India stands at the core of the network through its largest and darkest red node which represents its important position and extensive engagement with sustainable consumption research and initiatives. The intense red connections between India and the United States and China indicate strong relationships that might be complex or critical. The United States and China connect with each other through mutual influence and shared sustainability discussions because both countries represent major global economic powers. India maintains a green connection with Saudi Arabia which shows an optimistic or cooperative approach toward sustainable consumption practices. The green color indicates that India and Saudi Arabia maintain supportive relationships through their aligned policies. The size and color gradient of each node and edge represent the relationship strength and tone where red can indicate intensity or conflict or dominance and green indicates cooperation. The cluster diagram demonstrates India as the central force which develops the worldwide sustainable consumption dialogue through its extensive connections with major political players and both cooperative and competitive relationships with the observed nations.

- **Co-occurrence of Keywords**

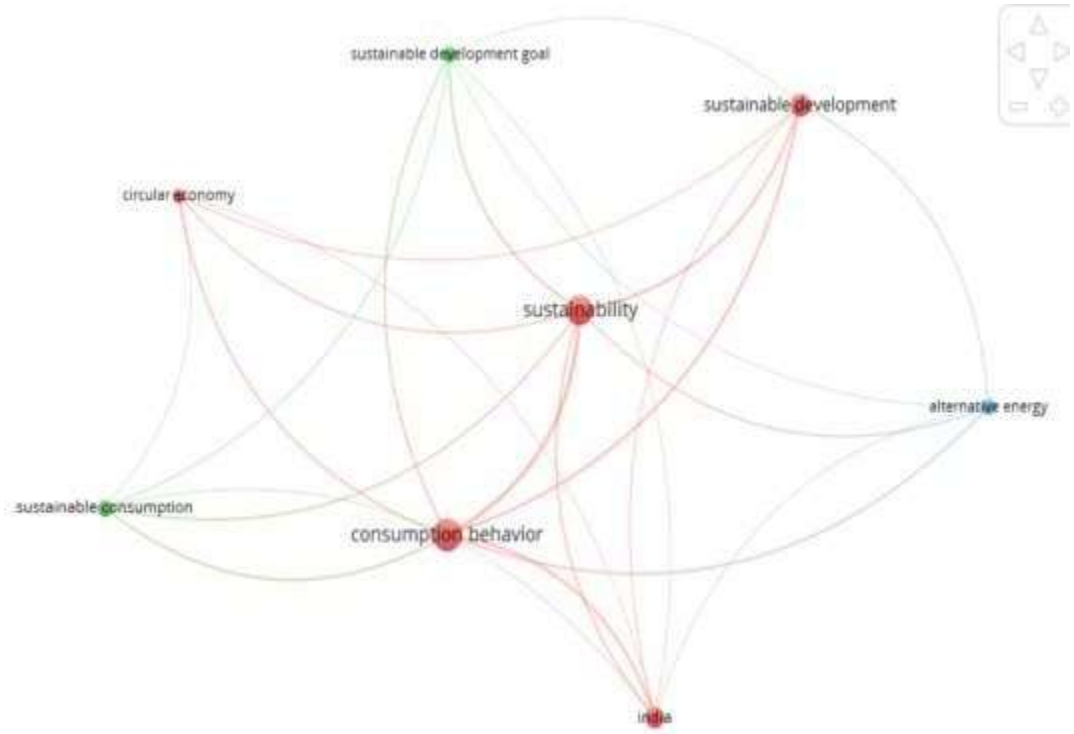


Figure 4: Co-occurrence of Keywords related to sustainable Consumption behaviour (Cluster Diagram)

The cluster diagram in Figure 2 displays the co-occurrence patterns of keywords which relate to sustainable consumption behaviour. The diagram shows that consumption behavior stands as a central keyword with strong connections which makes it a fundamental element in sustainability discussions. The field of sustainable consumption shows interdisciplinary connections because consumption behavior maintains strong relationships with key terms including sustainability India circular economy and sustainable consumption. The keyword sustainability functions as a central hub which connects sustainable development with sustainable development goals to highlight the extended developmental consequences of consumption practices. The connection of India as a node in the diagram represents a specific geographical focus which indicates increasing research activity about the Indian context. The diagram displays three different thematic clusters through green, red and blue lines which show how these concepts

interact across various research domains. Alternative energy appears at the diagram's edges while maintaining direct connections to core nodes to show its rising importance in sustainable consumption discussions. The diagram shows how behavioral economic environmental and policy-related terms unite to create an evolving research network which focuses particularly on India's sustainability agenda. The diagram demonstrates multiple layers of sustainable consumption understanding which contemporary academic and policy discussions now embrace.

IV. LITERATURE ANALYSIS

Technology is a critical component to facilitate SCB. For example, Zhuang et al. (2020) suggest a renewal energy-informed HVAC-DHW system powered by deep-learning and fuzzy controllers to minimize energy consumption in smart cities. Likewise, (Kharbanda, & Singh, 2022; Adil, et al.,2024; Rawat, et al.,2024) point to the role of the Industrial Internet of Things (IIoT) and AI for load and predictive maintenance by generators sets from Caterpillar to efficient use of fuel. While these examples and others show the advances of technology towards reducing environmental footprints at efficiency and appropriate levels; there are still gaps in understanding the scalability and affordability of these technologies for developing economies, with unusual financial avenues and infrastructure limitations to technology adoption and SCB (Chaudhary & Krishna, 2021; Singh, S., & Saini, M. 2024; Taneja, et al.,2025).

Shahzad, et al., (2023) explored the theory of Planned Behaviour (TPB) and Value- Belief-Norm (VBN) frameworks have been similarly used for investigating SCB. (Francis and Sarangi 2022) group Indian millennials according to their level of environmental awareness into five groups, showing a number of different sustainable behaviour patterns. (Allahloh, et al., 2023; Rafiq, et al.,2024) adapt TPB to include self-regulation and environmental values, demonstrating that self-regulation and environmental values can affect SCB among school children. Yet, it is frequently noted in the literature that there is an attitude-behaviour gap in which attitudes regarding SCB and actual behaviour do not match (Jadhav & Verma, 2024; Pandey, et al.,2023). For example, while consumers often indicate that they care about the environment, they may not act sustainably due to factors such as price or distrust of sustainability labels (Bhardwaj, et al, 2020; Hossain, et al.,2024). As such, while a number of literature sources recognize discrepancies between attitudes and behaviours, there appears to be a small body of literature that has examined social, cultural and economic barriers to pro-environmental behaviours related to sustainable consumption (Sharma, & Dash, 2022; Pandey, & Rajeswari, 2023; Marathe, et al., 2024).

The study examines industry-specific efforts in advancing SCB. In the fashion industry, (Prakash, G. 2020) identified barriers in adopting green apparel including fragmented literature and consumer education. (Joshi, et al. 2020; Das, A. 2025) suggested product-service systems to reduce waste related to footwear; however, cultural and hygienic issues limit the adoption. In the food sector, (Chaudhary and Tremorin 2020) viewed the nutritional and environmental benefits of lentils in reformulated beef burgers, while (Bin Waheed et al. 2021; Yadav, et al.,2024) identified consumers shifted from buying organic to locally sourced foods post-lockdown due to affordability. Collectively, (Garg, et al.,2023) explored these studies reflect that industries require specialized strategies. Also, unseen, is a gap related to interest in cross-sectoral synergies, whereby the learning's noticing from one industry's strategy could redefine sustainability adoptions in another.

Policies frameworks and institutional innovations are important components of SCB. (Chebrolu and Dutta 2021; Rahaman, 2023) identify community-supported farming and Participatory Guarantee Schemes as aspects of food systems in India post-COVID-19. (Siraj et al., 2022) highlight the necessity of localized policy interventions in the water-energy-food nexus in Bundelkhand, India. Through this literature, (Sharma, et al.,2023) explored the connection between macro-level policies and micro-level consumer behaviour is often neglected. As an illustrative example, (Priyan et al. 2022) present barriers to hydrogen fuel in India, whilst scant conversation is given to how some of the barriers can be eliminated through policies. On the other hand (Khan, et al.,2023; Neethu, & Bhuvaneswari, 2024; et al.,2025) studied the contributions of policy instruments (e.g., subsidies, awareness campaigns) in responding to the differences between policy intentions versus consumer behaviour. The Global South presents its own unique challenges and opportunities for SCB. As (Devadas, 2022) discusses, this region has a neoliberal economic model focused on growth instead of sustainability, making it difficult to decouple consumption and materialism. (Yadav,

2022) explore subaltern presumption practices that create an alternative to Western capitalist alternatives, which can be paths toward sustainability. The literature still lacks comparative studies between the Global North and Global South (notably areas of SCB) (Borthakur et al.,2022). For example, despite (Krishnan, et al.,2023; Nahar, et al.,2024) study of LPG adoption in India, similar studies in Western contexts make assumptions about heightened consumer awareness and incidences of infrastructure support. Distinct geographic and cultural contexts call for a more tailored approach.

There are still a number of key research gaps with regard to perceived barriers and putting sustainable consumption behaviour (SCB) into action (Das, & Albinsson, 2023). First, the technological solutions of IIoT and AI show promise for scalability but these solutions require additional research, especially in resource-scarce contexts, and should focus on scaling solutions at a reasonable cost to front-line users (Pratap,et al., 2023; Shamsi, & Abad, 2024). The attitude-behaviour gap persists, but it has not been tested as much in longitudinal studies of other contexts and countries, such as Emerging Economies (Bhar, S. 2023). Second, cross-learning from various sectors is also essential, and we need to establish how to take the sustainability lessons from sectors such as food to other sectors like fashion and energy (Roszko-Wójtowicz et al., 2024; Piramanayagam, et al.,2024). Third, the consumer-policy link requires empirical validation on how the policy instruments affect the behaviour of the consumer. This is particularly important in the Global South where knowledge of this relationship is slight (Dhaarna & Devadas, 2022). Finally, the impact of culture and context has yet to receive full treatment, and research needs to arrange comparative studies across regions to further explore how varying cultural contexts, and economic environments affect sustainable consumption behaviours (Jadhav & Verma, 2024; Puttamanjaiah, et al.,2024).

There is a wealth of literature surrounding SCB, and although multidisciplinary, it remains disconnected. Some themes which arose include the increasing technology solutions, continued attitude-behaviour gap, and the need for specific strategies to individual sectors and contexts (Elavarasan, et al.,2023; Poorani, & Banumathi, 2025). Moreover (Polisetty et al.,2023)Addressing the gaps identified in this paper can provide coherence and direction for future research to enhance its contribution to the UN Sustainable Development Goals (SDGs) generally and SDG 12 on Responsible Consumption and Production in particular. Academics and practitioners in the fields of SCB can create more sustainable and equitable global consumption by incorporating technology, psychology, and policy (Peter John, & Mishra 2023; Mittal, et al.,2024; Baliga, et al.,2024).

V. CONCLUSION

The study found that sustainable consumption behaviour (SCB) continues to be a multi- dimensional and dynamic construction, which is influenced by psychological, technological, socio-cultural and economic surrounding factors. The review of the articles published from the years of 2020 to 2025 produced new knowledge of the SCB factors influencing behaviour to sustainability through trust, values, emotional intelligence, intention and demographic variables. The theoretical frameworks of the Theory of Planned Behaviour and the Value-belief-norm theory highlighted the cognitive and normative factors which influenced SCB. The ecological challenges include the attitude behaviour gap, measurement of SCB, lack of post purchase behaviour research and big data and digital technologies not being utilized prevented greater accountability of SCB. Industry idiosyncratic issues and north/south distinctions necessitated local strategies and transdisciplinary learning and knowledge. Therefore, the intended meaning of this study was to demonstrate the urgent need for empirical studies linking consumer behaviour and influence on policies mostly in developing economies like India; addressing the empirical gaps in research and deriving a transdisciplinary approach will contribute more to achieving SDG 12 and enabling a culture of consuming sustainably and responsibly. The implications of this review are significant for researchers, policymakers, industry stakeholders, and educators. First, the need for context-sensitive and standardized metrics for assessing sustainable consumption behaviour (SCB) is clearer than ever, especially for emerging economies like India. Second, while it's clear that digital technologies (e.g. AI, big data, IIoT) have potential for transforming SCB literacy and practice, the transformative practice of SCB still requires business models and infrastructure for affordability in the Global South. Third, there is a clear disconnect between macro-level policy frameworks and micro-level consumer behaviours, and hence the need for more

participatory and community-based and context- dependent policy tools and instruments, such as subsidies and nudges, as well as green labelling, that can sit at the nexus between macro-level policy and micro-level influence. Fourth, specific sectors such as fashion, food, housing, etc, show the growing need for sector-specific sustainability approaches, while also encouraging positive behavioural change by educating cross-sector sustainability practices and efficiency. Finally, the continued emphasis on culture and context to provide incentive for smoother negotiations regarding localized sustainable solutions is paramount, stressing localized cultural roots instead of broad presumptions of Western-based and normalized notions of sustainability. All of the implications discussed point to a better collective understanding of SDG 12 and practical opportunities for synergy through actions in consumer behaviour, technology, and policy.

VI. LIMITATIONS

Despite offering a comprehensive synthesis of literature on sustainable consumption behaviour (SCB), the study has certain limitations. First, the review's limitations are explained descriptively and likely do limit the attention on articles from 2020-2025 and from only the Scopus database which will have limited our insights from other studies including those which are not published in this timeframe or indexed in Scopus database. Therefore, there is limitation to the scope to which insights could have been gained by comparing works across databases, disciplines, contexts, etc. Secondly, while the study had relevance in the Indian context, as an ex- Anthropologist who trained while in Personhood Studies, it is concerning the scope of generalizability of the findings and relevance carried to model in attached settings especially in cultural, economic, and regulatory contexts of the Global North. The review provided background of impact of technology and big data but did not provide the implementation pathways for how to be scalable and inclusive particularly in low-resource contexts. Lastly, the research gaps that were identified in the study (e.g., the attitude-behaviour gap, cross-learning among sectors, and the disconnect between policy and consumer behaviour) were stated but not empirically investigated, leaving room in the literature future studies to conduct future work which can inform on practice, and ground some theoretical insights. Future research on sustainable consumption behavior (SCB) should focus on developing standardized metrics of measurement to facilitate cross-cultural comparability, especially in new economies like India. It is essential to investigate the role of new technologies, such as AI, big data, and IIoT, in forecasting and scaling SCB, especially in resource-constrained environments. Longitudinal research that addresses a continual attitude-behavior gap is needed, and in this context, comparative research between the Global North and Global South can provide useful insights that are contextualized. Also, investigating cross-sectoral extensions, such as from food to fashion or energy, and evaluating the effectiveness of policy instruments such as subsidies, taxes, or even green labels would be valuable in bridging macro-micro gaps. Furthermore, while it may be more context-specific, community-based and localized interventions designed to fram SCB against educational programmes or norther nudges that evoke local cultural ties to help scaffold, SCB may be an effective way to move forward towards SDG 12.

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