

DETERMINANTS OF GREEN PURCHASE BEHAVIOR AND ECO-LITERACY IN THE SUSTAINABLE ECONOMY: A SYSTEMATIC REVIEW

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ABSTRACT

Purpose: This study aims to systematically review the determinants of green purchase behavior and examine the role of eco-literacy in supporting sustainable consumption and the development of a sustainable economy.

Design/methodology/approach: This study employs a Systematic Literature Review (SLR) approach by synthesizing previous studies concerning green purchase behavior, environmental literacy, green purchase intention, environmental knowledge, environmental concern, green perceived value, green trust, subjective norms, perceived behavioral control, and sustainable consumption. The review focuses on theoretical and empirical studies that explain the psychological, social, environmental, and economic factors influencing consumers' decisions to purchase environmentally friendly products.

Findings: The literature indicates that green purchase behavior is influenced by multiple interconnected factors rather than a single determinant. Environmental knowledge and eco-literacy contribute to consumers' ability to recognize environmental problems and evaluate sustainable products. Attitude, environmental concern, subjective norms, perceived behavioral control, perceived consumer effectiveness, green perceived value, and green trust are also important determinants. However, the literature reveals an attitude-behavior gap in which consumers may express positive environmental attitudes but do not always translate them into actual green purchasing behavior. Recent systematic reviews consistently identify the Theory of Planned Behavior (TPB) as one of the dominant theoretical approaches in explaining green purchase intention and behavior.

Research limitations/implications: Existing studies differ in research contexts, product categories, measurement instruments, and cultural settings. Therefore, the findings should be interpreted carefully when applied across countries and consumer groups. Future research should integrate eco-literacy with psychological, social, and contextual variables to better explain actual green purchase behavior.

Originality/value: This study contributes to the sustainable consumption literature by positioning eco-literacy as an important cognitive foundation that interacts with consumer attitudes, values, social influence, perceived control, and trust. The review provides an integrated perspective on how consumer knowledge and environmental awareness can support the transition toward a sustainable economy.

Paper type: Systematic Literature Review

Keywords: Green Purchase Behavior, Eco-Literacy, Environmental Knowledge, Sustainable Consumption, Green Consumer, Sustainable Economy.

A.INTRODUCTION

Environmental degradation, climate change, resource depletion, and increasing waste have created a growing need to transform conventional consumption patterns into more sustainable forms of consumption. Consumption decisions are no longer viewed solely from an economic perspective because consumers' purchasing choices can influence environmental quality, resource utilization, production systems, and social sustainability. Green consumption therefore represents an important component of sustainable development because it encourages consumers to consider the environmental consequences of products and services before making purchasing decisions ((Peattie, 2010)). Green purchase behavior refers to consumers' actual purchasing activities involving products that are perceived to have lower environmental impacts. These products may include organic food, energy-

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efficient products, environmentally friendly household products, recyclable packaging, sustainable fashion, and products manufactured through environmentally responsible processes. However, the existence of environmental awareness does not automatically guarantee green purchasing behavior. Consumers may support environmental protection but still choose conventional products because of price, availability, product quality, convenience, distrust, or limited information. This condition is commonly described as the attitude-behavior gap. (Kollmuss & Agyeman, 2002)) explain that possessing environmental knowledge and awareness does not necessarily result in pro-environmental behavior. The relationship between environmental knowledge, attitudes, intentions, and actual behavior is influenced by psychological, social, economic, and contextual factors. The green purchase literature has consequently developed from simple explanations based on environmental awareness toward more comprehensive models incorporating attitudes, values, social norms, perceived control, trust, perceived value, and environmental knowledge. The Theory of Planned Behavior (TPB) (Ajzen, 1991)) is one of the most widely applied theories in this area. TPB proposes that behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control, while intention and perceived control contribute to actual behavior. Systematic reviews also confirm the importance of TPB in green purchase research. (Wibowo et al., 2022)), through a systematic review of 76 empirical articles, identified TPB, perceived value theory, and personal value theory as major theoretical frameworks used to explain green purchase behavior. (Sharma, 2023)) reviewed 151 empirical studies and found that TPB was the most frequently used theoretical framework, while also identifying cognitive, social-psychological, ethical, and moral variables as important explanations for green purchase intention and behavior. Another important factor is eco-literacy or environmental literacy.

Eco-literacy can be understood as the ability of individuals to understand environmental problems, recognize the relationship between human activities and ecological systems, evaluate environmental consequences, and apply environmental knowledge in everyday decision-making. In the context of consumption, eco-literacy can help consumers distinguish environmentally friendly products from products that merely use green claims. Empirical evidence supports the importance of environmental literacy. Research on residents in China found positive relationships between dimensions of environmental literacy and green consumption, particularly environmental behavioral skills and environmental responsibility. Similarly, research in Ambon found that ecoliteracy and green product knowledge influenced green lifestyle and consumer purchasing decisions. Despite the increasing literature, several gaps remain. First, many studies focus on green purchase intention rather than actual green purchase behavior. Second, eco-literacy is sometimes treated only as environmental knowledge, even though environmental literacy also involves values, responsibility, awareness, and behavioral skills. Third, the determinants of green purchasing may vary depending on cultural, economic, product, and market contexts. A recent systematic review (Bloorh, 2024) shows that environmental concern, health, social awareness, subjective norms, attitudes, and perceived behavioral control are among the important variables discussed in green purchase intention research. Therefore, this study aims to synthesize the existing literature concerning the determinants of green purchase behavior and the role of eco-literacy in sustainable consumption. The review specifically focuses on environmental knowledge, environmental concern, attitudes, subjective norms, perceived behavioral control, perceived consumer effectiveness, green perceived value, green trust, and eco-literacy. The novelty of this study lies in integrating eco-literacy with the broader psychological and contextual determinants of green purchase behavior. Rather than treating environmental knowledge as an isolated variable, this review proposes that eco-literacy can strengthen consumers' ability to interpret environmental information, develop positive attitudes, evaluate green product benefits, and translate environmental values into purchasing decisions.

B. LITERATURE REVIEW

Green Purchase Behavior

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Green purchase behavior describes consumer purchasing activities directed toward products or services perceived to minimize environmental damage. (Peattie, 2010)) explains that green consumption is an important component of the transformation toward more environmentally sustainable consumption and production systems. Green purchase behavior may involve choosing products with recyclable packaging, reducing the purchase of environmentally harmful products, purchasing energy-efficient goods, supporting environmentally responsible brands, and accepting sustainable alternatives. However, green purchase behavior is more complex than conventional purchasing behavior. Consumers may consider not only price and product quality but also environmental impacts, ethical considerations, product safety, social responsibility, and trust in environmental claims.

Eco-Literacy and Environmental Knowledge

Eco-literacy represents consumers' capacity to understand environmental systems and apply environmental knowledge in decision-making. It includes knowledge about environmental problems, awareness of ecological consequences, environmental responsibility, and behavioral skills. Environmental knowledge can influence green purchase behavior because knowledgeable consumers are more capable of identifying environmental benefits and costs associated with different products. (Chan & Lau, 2000)), for example, found a positive relationship between ecological affect, ecological knowledge, and green purchase intention and actual green purchase behavior, although their study also highlighted low levels of ecological knowledge and limited actual green purchasing among the consumers studied. Nevertheless, environmental knowledge alone is insufficient. (Kollmuss & Agyeman, 2002) demonstrate that knowledge does not automatically become environmental action. This means eco-literacy needs to interact with attitudes, values, perceived control, social influence, and contextual opportunities.

Theory of Planned Behavior

The Theory of Planned Behavior developed (Ajzen, 1991)) is one of the most influential frameworks for explaining consumer behavior. According to TPB, behavioral intention is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In green purchasing, attitude refers to consumers' positive or negative evaluation of purchasing environmentally friendly products. Subjective norms represent perceived social pressure from family, friends, communities, or other important social groups. Perceived behavioral control refers to consumers' perception of their ability to perform the behavior. Recent systematic reviews continue to identify TPB as the dominant framework in green purchase research. A 2026 systematic review of 40 quantitative studies published between 2015 and 2025 confirms that TPB remains the dominant theoretical framework for explaining green purchase intention.

Environmental Concern

Environmental concern refers to the degree to which individuals care about environmental problems and perceive environmental degradation as important. Consumers with strong environmental concern may be more willing to purchase products that reduce negative environmental impacts. However, environmental concern does not always lead directly to purchasing behavior. Consumers may express strong environmental concern while choosing conventional products because environmentally friendly alternatives are more expensive, unavailable, inconvenient, or perceived as lower quality. Therefore, environmental concern should be understood as one component within a broader behavioral mechanism rather than as a sufficient determinant of green purchasing.

Green Perceived Value

Green perceived value refers to consumers' evaluation of the benefits obtained from an environmentally friendly product relative to the costs associated with purchasing it. Consumers are more likely to choose green products when they believe the environmental and functional benefits justify the price and effort involved. (Chen & Chang, 2012)) found that green perceived value positively influenced green trust and green purchase intention, while green perceived risk negatively influenced both. Their study also found that green trust partially mediated the relationship between perceived value, perceived risk, and purchase intention. This finding demonstrates that consumers do not evaluate green products only based on environmental benefits. They also consider whether the product provides sufficient value and whether environmental claims can be trusted.

Green Trust

Green trust refers to consumers' willingness to rely on a product, brand, or company based on their confidence that its environmental claims are credible. Trust is particularly important because consumers often cannot directly verify whether a product is genuinely environmentally friendly. Green labels, environmental claims, sustainability reports, and green marketing can therefore influence consumers' perceptions. (Chen & Chang, 2012)) demonstrate that green trust plays an important mediating role between green perceived value, green perceived risk, and green purchase intention. This suggests that companies seeking to increase green purchasing should not merely communicate environmental benefits. They should also provide transparent, credible, and verifiable environmental information.

Subjective Norms and Social Influence

Consumers do not make purchasing decisions independently of their social environment. Family members, friends, colleagues, online communities, influencers, and social groups can influence consumers' perceptions of what constitutes appropriate consumption. Subjective norms are therefore important in TPB because consumers may purchase green products when they perceive that people who are important to them support environmentally friendly consumption. Social influence may be particularly important among younger consumers who frequently receive information about products and environmental issues through digital platforms. Sustainable consumption can become a social identity in which consumers communicate their values through purchasing choices.

C. METHODOLOGY

This study employs a Systematic Literature Review (SLR) approach to identify, analyze, and synthesize previous research concerning green purchase behavior and eco-literacy. The systematic review approach was selected because the literature on green purchasing has expanded considerably and includes various theoretical perspectives, variables, research contexts, and methodologies. Previous systematic reviews have demonstrated the usefulness of SLR in mapping determinants, theories, and research trends in green purchase research. (Wibowo et al., 2022)), for example, used the PRISMA approach to analyze 76 empirical articles concerning green purchase intention and behavior.

The review process consists of four main stages:

1. Identification – relevant literature concerning green purchase behavior, green purchase intention, eco-literacy, environmental knowledge, sustainable consumption, and green consumer behavior is identified.
2. Screening – articles are screened based on relevance to the research objectives.
3. Eligibility – studies are evaluated according to their theoretical and empirical relevance.
4. Synthesis – relevant findings are categorized and synthesized according to major determinants of green purchase behavior

Table 1 The literature is organized into several determinant categories:

Category	Main Variables
Cognitive factors	Eco-literacy, environmental knowledge, product knowledge
Psychological factors	Attitude, environmental concern, values, environmental responsibility
Behavioral factors	Perceived behavioral control, perceived consumer effectiveness
Social factors	Subjective norms, social influence, collectivism
Product-related factors	Green perceived value, quality, price, convenience
Trust factors	Green trust, credibility of environmental claims
Contextual factors	Product availability, government policy, infrastructure, culture

This classification is consistent with systematic reviews showing that green purchasing is influenced by individual, product, marketing, and social factors.

D. RESULTS AND DISCUSSION

Eco-Literacy as a Foundation of Green Purchase Behavior

The literature indicates that eco-literacy provides an important cognitive foundation for sustainable consumption. Consumers who understand environmental problems and the consequences of consumption are more capable of recognizing why certain products are environmentally preferable. Environmental literacy may involve several dimensions, including environmental knowledge, environmental values, environmental responsibility, perception of environmental problems, and environmental behavioral skills. Research in China found positive relationships between these dimensions and green consumption. Environmental behavioral skills and environmental responsibility were particularly important. However, eco-literacy should not be interpreted as a direct guarantee of green purchasing. Consumers may possess environmental knowledge but fail to act because of price barriers, limited availability, convenience, habits, or lack of trust.

Therefore, the relationship can be represented as:

Eco-Literacy → Environmental Awareness → Attitude → Green Purchase Intention → Green Purchase Behavior

However, the transition between each stage can be strengthened or weakened by social and contextual factors.

The Attitude-Behavior Gap

One of the most consistent findings in the literature is the existence of an attitude-behavior gap. Consumers may state that they care about environmental protection, support sustainability, and prefer environmentally friendly products, but their actual purchasing behavior may remain conventional. This gap can occur because purchasing decisions involve multiple competing considerations. Price, quality, convenience, availability, brand reputation, and personal habits may override environmental preferences. (Sharma, 2023)) found that results concerning environmental attitude, environmental concern, perceived behavioral control, environmental knowledge, subjective norms, perceived consumer effectiveness, green trust, and social influence are not always consistent across studies. This indicates that green purchase behavior should be understood as a multidimensional phenomenon.

Attitude and Environmental Concern

Positive attitudes toward green products generally increase consumers' willingness to purchase environmentally friendly products. A meta-analysis of green purchase intention research found that green perceived value, attitude, and green trust significantly influence green purchase intention. Perceived behavioral control, perceived consumer effectiveness, and subjective norms also showed positive effects. Environmental concern can strengthen this relationship because consumers who perceive environmental problems as personally relevant may attach greater value to sustainable products. Nevertheless, environmental concern must be translated into practical purchasing opportunities. If consumers cannot find affordable and accessible green products, strong environmental concern may not result in actual behavior.

Perceived Consumer Effectiveness

Perceived consumer effectiveness refers to consumers' belief that their individual purchasing decisions can contribute to solving environmental problems. This factor is important because consumers are more likely to behave sustainably when they believe that their actions matter. If consumers believe that individual choices have little impact on environmental problems, their motivation to purchase green products may decline. The meta-analysis by Wang et al. found perceived consumer effectiveness to be positively associated with green purchase intention. Therefore, environmental campaigns should not only explain environmental problems but also demonstrate how individual purchasing decisions contribute to broader environmental outcomes.

Green Perceived Value and Green Trust

Green perceived value and green trust are important product-related determinants. Consumers are more likely to purchase environmentally friendly products when they perceive that such products

provide meaningful environmental and functional benefits. However, green products may sometimes be associated with higher prices or uncertainty about product performance. Green trust can reduce this uncertainty. When consumers trust environmental claims, they may be more willing to pay attention to green attributes and purchase sustainable products. (Chen & Chang, 2012)) provide strong evidence for this mechanism, showing that green perceived value increases green trust and green purchase intention, whereas green perceived risk reduces them.

Social Influence and Sustainable Consumption

Green purchasing can also be influenced by social relationships. Consumers may adopt sustainable consumption because family members, friends, communities, or social media networks encourage such behavior. Social influence is especially relevant when sustainable consumption becomes associated with positive social identity. Consumers may purchase environmentally friendly products not only because of environmental benefits but also because such purchases communicate personal values. This finding is consistent with TPB, in which subjective norms influence behavioral intention (Ajzen, 1991).

Eco-Literacy and the Sustainable Economy

The relationship between eco-literacy and green purchase behavior has implications beyond individual consumers. When consumers consistently choose sustainable products, market demand can encourage firms to adopt environmentally responsible production systems.

This creates a feedback mechanism:

Eco-Literate Consumers → Green Demand → Sustainable Business Practices → Green Innovation → Sustainable Economy

From this perspective, eco-literacy can contribute to economic transformation by changing market demand. Businesses may respond to consumer preferences by developing environmentally friendly products, reducing packaging waste, improving energy efficiency, adopting circular production systems, and communicating sustainability practices. Therefore, eco-literacy should be viewed not only as an educational outcome but also as an economic resource supporting sustainable consumption and production.

An Integrative Interpretation

Based on the reviewed literature, green purchase behavior can be understood through several interconnected mechanisms.

1. Environmental concern increases the perceived importance of environmental problems.
2. Attitude determines whether consumers evaluate green purchasing positively.
3. Subjective norms create social pressure or encouragement toward green consumption.
4. Perceived behavioral control determines whether consumers feel capable of purchasing green products.
5. Perceived consumer effectiveness strengthens the belief that individual action can contribute to environmental improvement.
6. Green perceived value increases consumers' evaluation of the benefits of green products.
7. Green trust reduces uncertainty regarding environmental claims.
8. These factors contribute to green purchase intention.
9. Finally, contextual conditions such as price, availability, convenience, product quality, and government policies determine whether intention becomes actual green purchase behavior.

This integrated interpretation is consistent with recent systematic reviews arguing that sustainable consumption requires a multidimensional approach combining psychological, social, and contextual factors.

Theoretical Contribution

This systematic review contributes to the literature in three ways. First, it emphasizes that eco-literacy should be considered a multidimensional construct rather than simply environmental knowledge. Environmental responsibility, environmental awareness, values, and behavioral skills may also influence sustainable purchasing. Second, the review integrates TPB with additional determinants such as green perceived value, green trust, perceived consumer effectiveness, and eco-literacy. Third,

the review strengthens the argument that green purchase behavior cannot be explained solely through consumer attitudes. The attitude-behavior gap demonstrates the importance of contextual barriers and market conditions.

Practical Implications

The findings have several practical implications.

First, governments and educational institutions should strengthen environmental education and eco-literacy programs. Consumers need practical knowledge that can help them evaluate environmental claims and make sustainable purchasing decisions. Second, businesses should provide transparent and credible environmental information. Green claims should be supported by evidence because consumer trust is essential for sustainable purchasing. Third, marketers should communicate both environmental and functional product benefits. Green products should not be positioned only as environmentally responsible but also as products that provide quality, value, convenience, and usefulness.

Fourth, policymakers should improve the accessibility and affordability of green products. Consumer awareness will have limited impact if sustainable alternatives remain expensive or difficult to obtain. Fifth, companies should invest in green innovation so that sustainable products can compete with conventional products in terms of quality, price, and convenience.

E. CONCLUSION

This systematic review demonstrates that green purchase behavior is influenced by a combination of cognitive, psychological, social, product-related, and contextual factors. Eco-literacy represents an important foundation because it provides consumers with the knowledge and skills required to understand environmental problems and evaluate sustainable products. However, eco-literacy alone does not guarantee green purchasing behavior. Consumers may possess strong environmental knowledge and positive attitudes while still choosing conventional products because of price, convenience, availability, product quality, habit, or lack of trust. Therefore, the attitude-behavior gap remains an important challenge in sustainable consumption research. The literature indicates that environmental concern, attitude, subjective norms, perceived behavioral control, perceived consumer effectiveness, green perceived value, and green trust can strengthen green purchase intention and behavior. TPB remains one of the most influential theoretical frameworks for explaining these relationships, but recent literature suggests that TPB should be complemented with environmental, psychological, social, and contextual variables. From a sustainable economy perspective, improving eco-literacy can contribute to broader economic transformation. Eco-literate consumers can generate greater demand for environmentally responsible products, encouraging businesses to adopt green innovation, sustainable production, circular practices, and credible environmental marketing. Therefore, sustainable consumption should not be understood merely as an individual consumer responsibility. It requires collaboration among consumers, businesses, governments, educational institutions, and communities. Future research should examine eco-literacy together with green trust, green perceived value, environmental self-identity, social influence, price sensitivity, digital information, and actual purchasing behavior. Longitudinal and cross-cultural research is also recommended to better understand how environmental knowledge and attitudes are transformed into consistent sustainable purchasing behavior.

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