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A Systematic Literature Review on Sustainable Consumption Behavior in Türkiye

Türkiye'de Sürdürülebilir Tüketim Davranışı Üzerine Sistemantik Literatür İncelemesi

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This study has been derived from the master's thesis titled "An Analysis of Sustainable Consumption Behavior Patterns in Türkiye: A Systematic Literature Review", which was accepted in 2024 at Dokuz Eylül University Institute of Social Sciences Department of Business Administration and prepared by Ege Ilgın GEDİZ under the consultancy of Prof. Banu DEMİREL.

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Abstract

The main purpose of this research is to investigate the factors influencing sustainable consumption behavior in Türkiye and to reveal the behavioral theories applied in studies related to sustainable consumption behavior. The systematic literature review conducted on 93 articles revealed that the most common independent variable discovered to influence Turkish consumers' sustainable purchasing behavior is sustainable consumption intention. Gender, education level, and environmental concern, income level and attitude toward green consumption behavior are among the independent variables that were found to have a significant impact on sustainable consumption behavior. The Theory of Planned Behavior is the most frequently used framework among the studies. While most research approaches the topic from a general consumer behavior perspective. The fact that this research is one of the pioneering studies conducted on solely on consumers in Türkiye on the subject and takes a comprehensive approach to it is seen to add to its relevance.

Keywords

Sustainable consumption behavior, sustainable purchase behavior, sustainable consumption intention, green buying intention, systematic literature review, sustainability

Öz

Bu araştırmanın temel amacı, Türkiye'de sürdürülebilir tüketim davranışını etkileyen faktörleri incelemek ve sürdürülebilir tüketim davranışıyla ilgili çalışmalarda uygulanan davranış teorilerini ortaya koymaktır. 93 makale üzerinde yapılan sistemantik literatür taraması, Türk tüketicilerin sürdürülebilir satın alma davranışını etkileyen en yaygın bağımsız değişkenin sürdürülebilir tüketim niyeti olduğunu ortaya koymuştur. Cinsiyet, eğitim düzeyi ve çevreye duyarlılık,

gelir düzeyi ve yeşil tüketim davranışına yönelik tutum, sürdürülebilir tüketim davranışını önemli ölçüde etkileyen bağımsız değişkenler arasında yer almaktadır. Planlı Davranış Teorisi, çalışmalar arasında en sık kullanılan teori olarak öne çıkmaktadır. Çoğu araştırma, konuyu genel tüketici davranışı perspektifinden ele almaktadır. Bu araştırmanın, Türkiye'deki tüketiciler üzerinde bu konuya ilişkin yapılan öncü çalışmalardan biri olması ve konuyu kapsamlı bir yaklaşımla ele alması, araştırmanın önemini artırmaktadır.

Anahtar Kelimeler

Sürdürülebilir tüketim davranışı, sürdürülebilir satın alma davranışı, sürdürülebilir tüketim niyeti, yeşil satın alma niyeti, sistematik literatür taraması, sürdürülebilirlik

Introduction

Recent years have witnessed a significant increase and diversification in sustainability studies, both internationally and within Türkiye, due to the pressing issues of economic injustice, resource depletion, climate change, and other sustainability issues that are directly linked to the future of the planet. The concept of "sustainable consumption" serves as a reflection of sustainable development within consumer behavior. The urgent problems endangering life on the planet necessitate a critical examination of how consumption patterns impact the environment. With increasing consumption levels, encouraging individuals to adopt more sustainable habits has become a key concern in both academic and policy discussions. Sustainable consumption approaches aim to preserve natural resources with future generations in mind. With such choices, they help advance sustainability by considering both environmental and social aspects of consumption (Quoquab & Mohammad, 2020; Glavič, 2021; Suarez et al., 2020).

Developing sustainable consumption habits has become increasingly important—not only to address environmental concerns but also to support community welfare. In developing regions, this shift is especially relevant, as such behaviors align with long-term sustainability plans (Saari et al., 2021). Research conducted in these areas often reveals strong links between sustainable consumption and socio-economic progress (Hosta & Zabkar, 2021). Because individuals play a major role in shaping sustainability efforts, scholars continue to investigate the underlying drivers of their consumption choices. Understanding and identifying the unique conditions that influence sustainable consumer behavior in developing countries relies heavily on the significance and contributions of localized research. Such studies aid in identifying the critical variables that matter and elucidate how growing economies can support environmental, social, and economic sustainability goals. Furthermore, such research plays an essential role in fostering international cooperation and knowledge sharing. However, there remains a gap in the literature regarding the holistic evaluation of studies on sustainable consumption behavior from the perspective of Turkish consumers (Atrek and Madran, 2017).

Sustainability has evolved from a niche environmental concern into a fundamental imperative for global survival, primarily due to the accelerating degradation of natural resources and worsening climate crises. While industrial progress has historically fueled economic growth, it has simultaneously introduced complex ecological challenges that necessitate a profound transformation in human consumption patterns. For emerging economies such as Türkiye, understanding these patterns is not merely an academic exercise but a practical necessity, given that high population growth and rapid urbanization significantly amplify the environmental footprint of consumption behaviors.

Despite the global surge in sustainable consumption literature, localized research in developing nations remains critical to uncovering specific socio-cultural dynamics. In the Turkish context, Atrek and Madran (2017) provided the first significant systematic review, identifying a literature that was then in its infancy and largely descriptive in nature. However, the period following their review has seen a dramatic expansion in empirical research, particularly between 2017 and 2023. Recent studies have begun to test more complex behavioral frameworks. For instance, Ayar and Gürbüz (2021) effectively utilized the Theory of Planned Behavior (TPB) to demonstrate that attitude and perceived behavioral control are dominant drivers of sustainable intentions in the Turkish market. Furthermore,

Yıldız and Kelleci (2023) highlighted that while Generation Z is highly sensitive to social norms, their actual engagement in sustainable behavior is often moderated by environmental knowledge. Adding another layer of depth, Yılmaz and Aytekin (2020) examined the "Value-Attitude-Behavior" (VAB) model, illustrating how core personal values influence purchase behavior through the mediation of environmental attitudes.

Building upon this momentum, the current study analyzes 93 empirical articles published until 2024 to provide a much-needed theoretical synthesis. Moving beyond a general summary, this research offers a specific theoretical contribution by mapping the structural interactions of variables within the Turkish literature. It classifies factors not just as simple influences, but according to their specific roles—identifying dominant independent variables such as gender and environmental concern, alongside less-explored mediating roles like green brand image and moderating factors like price sensitivity. By integrating these fragmented findings into a comprehensive conceptual map, this study provides a testable roadmap for future research, moving the national discourse from "what" consumers do to "how" and "why" these behavioral mechanisms function in Türkiye.

Background

The conceptual evolution of sustainability represents a paradigm shift from simplistic resource management toward a sophisticated integration of ecological, social, and economic imperatives. While the term was pioneered by Hans Carl von Carlowitz in 1713 to establish the principle of "sustained yield" in forestry, its modern global application was codified by the World Commission on Environment and Development's 1987 Brundtland Report. This landmark document defined sustainable development as "meeting the needs of the present without compromising the ability of future generations to meet their own needs". By 2025, this foundational concept has further evolved to align with regenerative models such as the "Circular Economy," where consumption is no longer viewed as a terminal act but as part of a continuous cycle aimed at eliminating waste and restoring natural capital (Gazzola et al., 2023; Kumar & Luthra, 2023). Recent scholarship in early 2025 emphasizes that achieving these macro-goals requires moving beyond individual lifestyle changes toward a systemic restructuring of production and consumption linkages (North Press, 2025).

Central to the economic dimension of this framework is the Hicksian concept of capital maintenance. John Hicks (1946: 172) provided a seminal definition of income as the maximum amount an individual or nation can spend within a given timeframe while remaining in the same financial position at the end of the period. This definition implies that true sustainable consumption should not erode the productive capacity of the capital stock, including natural resources. In parallel, social sustainability addresses the human-centric aspects of development, focusing on equity and community resilience. Woodcraft et al. (2011: 16) describe social sustainability as a process for establishing successful places that promote well-being by understanding what people truly need from their living and working environments. Contemporary research in 2024 and 2025 underscores that in emerging economies like Türkiye, environmental objectives are deeply intertwined with socio-economic justice, as income inequality remains a significant determinant of green consumption intentions (Sharma & Jha, 2024; Zhao et al., 2025).

At the individual level, sustainable consumption behavior is characterized as a multidimensional process involving physiological, psychological, and sociological responses throughout the acquisition and disposal phases. Torlak (2000: 21) defines consumption as a multifaceted process involving the use or destruction of goods and services to meet diverse human needs. Expanding this to the ecological realm, Seyfang (2004: 324) describes sustainable consumption as the use of services and products that respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials throughout the life cycle. Despite the proliferation of green marketing, Fernandes and Gabriel (2025) argue that the "attitude-behavior gap" persists as a defining challenge in 2025, where positive environmental sentiments frequently fail to manifest as tangible sustainable actions due to economic constraints and "green confusion."

Theoretical frameworks explaining these behaviors continue to be anchored by the Theory

of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA). Ajzen's (1991) inclusion of "perceived behavioral control" remains critical for understanding behaviors that are not entirely under volitional control, such as sustainable purchasing in markets with limited eco-friendly options. Recent meta-analyses and studies in 2024 have extended these models by incorporating variables such as "eco-anxiety" and the influence of digital environmentalism on social media (Sadiq et al., 2024; Arya et al., 2024). Furthermore, emerging research in 2025 explores how psychological factors like social exclusion can actually foster a preference for upcycled products as a strategy for consumers to elevate their perceived social value and self-esteem (MDPI, 2025).

In the specific context of Türkiye, the literature has transitioned from descriptive explorations toward the analysis of complex structural interactions. Onurlubaş (2025) identifies "greenwashing" and "green skepticism" as pivotal barriers that undermine purchase intentions among Turkish consumers, suggesting that authenticity in brand communication is now a prerequisite for consumer trust. This localized birikim confirms that while global trends provide a baseline, the Turkish consumer's journey toward sustainability is uniquely shaped by cultural collectivism and acute price sensitivity in a volatile economic landscape. By synthesizing 93 empirical studies published up through early 2024 and integrating these latest 2025 insights, this research constructs a comprehensive roadmap for both academics and policy-makers to bridge the gap between Türkiye's developmental aspirations and global ecological integrity.

Methodology

Research Questions

To gain a clearer understanding of how sustainable consumption has been studied in Türkiye, this research adopts a Systematic Literature Review (SLR) approach. The aim is to gather findings from earlier empirical work and to evaluate them in a critical manner. With this purpose in mind, the study focuses on the following guiding questions:

RQ1: In which contexts and institutions has research on sustainable consumption behavior in Türkiye been carried out?

RQ2: What theoretical perspectives are most often used when analyzing behavioral aspects of sustainable consumption?

RQ3: How have previous studies designed and organized their methodologies in this area of research?

RQ4: Based on the reviewed literature, which key factors appear to influence individuals' engagement with sustainable consumption practices?

Research Method

A systematic literature review (SLR) is widely recognized as a method that helps organize and integrate knowledge within a defined field of study (Paul et al., 2021). Fisch and Block (2018) describe it as a structured approach in which researchers assess earlier work through clearly documented procedures—ranging from the identification of relevant sources to the interpretation and presentation of results in an orderly fashion. One of the key advantages of systematic reviews is their comprehensive nature, as they encompass all relevant research within a field, enabling the reader to assess whether the body of evidence supports a particular theory. For a thorough summary of research in the area, data are collected, evaluated for quality, and subsequently integrated. Because systematic reviews include all available evidence on a given topic and explicitly state the rejected evidence along with the reasons for rejection, their results are generally less susceptible to selection, publication, and other biases compared to traditional literature reviews or "non-systematic" reviews (Torgerson, 2003).

Data for the current research was gathered following the methodological steps proposed by Tranfield et al. (2003), Becheikh et al. (2006), and Karaçam (2013). Content analysis was employed to identify thematic patterns and to provide a synopsis and description of the material reviewed (Seuring and Gold, 2012). To mitigate systematic errors and biases and to yield more reliable findings, the guidelines of Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) were

strictly followed (Toker, 2022). A database was created in Microsoft Excel following the data-gathering procedure. This database was continuously updated with each study's title, keywords, institution, year of publication, type, characteristics, sample attributes, area of focus, industry emphasis, and utilized variables. Excel was utilized for content analysis and quality evaluation. The findings are presented thematically in accordance with the research questions posed.

Databases

Identifying the objectives and research questions was the first step in the planning stage. Scopus, Web of Science, Proquest, Harman Turkish Academic Archive, and TR Index are the five globally renowned and esteemed comprehensive databases that were targeted.

Determination of Keywords

A pilot study has been conducted on published articles related to sustainable consumption behavior. Keywords in the literature were examined, and those that are frequently used were adopted in the systematic literature review (SLR). The keywords, "sustainable purchase behavior", "sustainable consumption behavior", "sustainable buying behavior", "green consumption behavior", "green purchase behavior", "green buying behavior", "sustainable consumption intention", "sustainable purchase intention", "green consumption intention" and "green purchase intention" were searched in titles, abstracts, and keywords in all targeted databases in December 2023 (see Table 1). In addition, Turkish keywords "yeşil satın alma niyeti", "sürdürülebilir satın alma niyeti", "sürdürülebilir tüketim niyeti", "yeşil tüketim niyeti" "yeşil satın alma davranışı", "sürdürülebilir satın alma davranışı", "sürdürülebilir tüketim davranışı" and "yeşil tüketim davranışı" were also searched in Harman Turkish Academic Archive, and TR Index databases.

Table 1. Keywords and Search Strings

Sustainable/Sürdürülebilir	Green/Yeşil
"consumption behavior" or "buying behavior" or "purchase behavior" or "consumption intention" or "purchase intention" or "satın alma niyeti" or "satın alma davranışı" or "tüketim davranışı" or "tüketim niyeti"	"consumption behavior" or "buying behavior" or "purchase behavior" "consumption intention" or "purchase intention" or "tüketim davranışı" or "satın alma davranışı" or "tüketim niyeti" or "satın alma niyeti"
Search Strings Example WoS ((TI=("sustainable consumption behavior")) AND AB=("sustainable consumption behavior")) AND (DT=("ARTICLE") AND LA=("ENGLISH")) AND LA=("TURKISH")) AND PY>2000 Harman TR Akademik Arşiv title("sustainable consumption behavior") AND abstract("sustainable consumption behavior")	

As a result of the initial search, as indicated in Figure 1, a total of 17963 articles were retrieved. Of these 17963 articles, 13892 were accessed from Scopus, 737 from Web of Science, 3161 from Proquest, 105 from Harman Turkish Academic Archive, 35 from TR Index English, and 33 from TR Index Turkish databases.

Records identified through database searching		
Scopus: 13892	WoS: 737	Proquest: 3161
Harman TR Akademik Arşivi: 105	TR Dizin TR: 33	TR Dizin ENG: 35
Records Total: 17963		

Figure 1. Process of Initial Search

Exclusion Criteria

Five exclusion criteria were established to identify papers that are eligible for further investigation:

1. Publications released prior to the year 2000
2. Non-article formats
3. Papers not written in English or Turkish
4. Studies not involving Turkish consumers
5. Non-empirical research

Due to the established awareness of sustainability, sustainable consumption, and sustainable consumption practices in Türkiye by the year 2000, articles published prior to that date were excluded from this research. It was determined that publications released before the early 2000s would lack sufficient content quality, as the concept of sustainable consumption in Türkiye is believed to have originated during that period. After removing the papers published before 2000, a total of 17,953 articles remained, as indicated in Figure 2. Following the exclusion of books, book chapters, bibliometric analyses, conference papers, and other non-peer-reviewed publications, 15,380 articles were retained. After eliminating those written in languages other than English and Turkish, 15,179 studies remained.

Records after publication year < 2000 removed: 17953	→	Publication year < 2000 records: 10
Records after non articles removed: 15380	→	Non article records: 2573
Records after non English and Turkish written papers removed: 15179	→	Non English and Turkish written papers: 201
Records after non Turkish consumers removed: 312	→	Non Turkish consumers records: 14867
Records after non empirical papers removed: 284	→	Non empirical records: 28
Records after without open access papers removed: 274	→	Without open access records: 10
Records after duplicates removed: 93	→	Duplicate records: 181

Figure 2. Screening Process

The papers were thoroughly reviewed since only research involving Turkish consumers would be considered. Consequently, a total of 312 articles remained. After excluding non-empirical research, 284 articles were left. Certain articles were not accessible due to technical issues, access limitations, and other factors, resulting in 274 remaining items after the unavailable ones were eliminated. Within the same database, some articles were accessed multiple times. After recording each item, overlaps were examined to prevent duplication, leading to 209 items remaining in the database after duplicates were removed. This same procedure was subsequently applied to duplicate articles identified across various databases which resulted in a final count of 93 articles.

Quality Assessment

The remaining 93 papers underwent a comprehensive quality evaluation following the application of the exclusion criteria. Each article was individually examined and scored by the two authors. A total of seven quality assessment criteria were applied to all articles, with a scoring system where 0 indicated "not meeting the criteria at all," 0.5 indicated "somewhat meeting the criteria," and 1 indicated "completely meeting the criteria." The overall quality score for each article was calculated by summing the ratings and taking the arithmetic mean of the scores assigned by the two authors. To pass the quality evaluation, an average score of 0.5 or above was required (Kassab, DeFranco and Laplante, 2020). According to the research conducted by Kassab, DeFranco, and Laplante (2020), the following standards were utilized to determine whether an article is considered legitimate and of high quality.

- Is the research aim/objective clearly defined?
- Was the questionnaire the most appropriate research design for this question?
- What was the sampling frame and was it sufficiently large and representative?
- What claims for reliability and validity have been made, and are these justified?
- Was a pilot version administered to participants representative of those in the sampling frame, and was the instrument modified accordingly?
- Are the findings clearly stated?
- Based on the findings, how valuable is the research?

Following the examination, all articles received scores of 0.5 or above, indicating that they satisfied the quality requirements. Hence, 93 papers were judged eligible for further review.

Findings

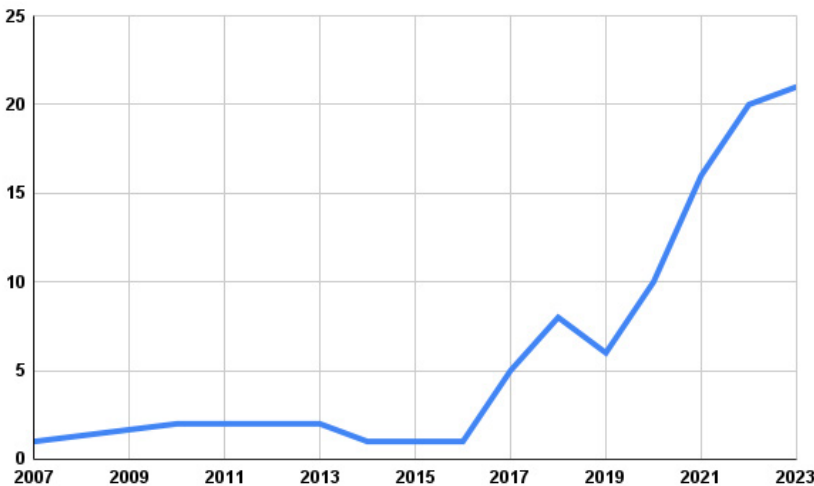


Figure 3. Distribution of Studies by Year

Figure 3 displays the total number of studies that were conducted over the years. The first study on sustainable consumption behavior was released in 2007. Between 2007 and 2016, a total of seven research papers were published. However, there was a small increase in the number of research studies in 2017. There is an increase in the number of research papers published between 2017 and 2023. The systematic literature review compiles studies released up until January 2024. Therefore, this examination does not encompass studies published after January 2024.

Table 2. Distribution of Journals

Journals	F
Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi	3
Journal of Business Research-Turk	3
European Journal of Sustainable Development	2
Journal of Fashion Marketing and Management: An International Journal	2
Pazarlama ve Pazarlama Araştırmaları Dergisi	2
Sustainability	2
Third Sector Social Economic Review	2
Others	76

As presented in Table 2, although the 93 articles were published in a variety of journals, the *Dokuz Eylül University Journal of the Institute of Social Sciences* and the *Journal of Business Research-Turk* had the highest number of publications, with three articles each. Following these journals, the *European Journal of Sustainable Development*, *Journal of Fashion Marketing and Management: An International Journal*, *Journal of Marketing and Marketing Research*, *Sustainability*, and *Third Sector Social Economic Review* each contained two articles. The remaining 76 journals included one article each. The complete table is provided in Appendix 1.

Table 3. University Distribution of Authors

Authors' Universities	F	Authors' Universities	F
Karabük Üniversitesi	11	Eskişehir Teknik Üniversitesi	3
Gümüşhane Üniversitesi	10	Kırıkkale Üniversitesi	3
İzmir Ekonomi Üniversitesi	8	ODTÜ	3
Dokuz Eylül Üniversitesi	7	Sivas Cumhuriyet Üniversitesi	3
Kastamonu Üniversitesi	7	Aydın Adnan Menderes Üniversitesi	2
Bingöl Üniversitesi	6	Bayburt Üniversitesi	2
Hacettepe Üniversitesi	6	Çankırı Karatekin Üniversitesi	2
İstanbul Üniversitesi	6	Erciyes Üniversitesi	2
Niğde Ömer Halisdemir Üniversitesi	6	Galatasaray Üniversitesi	2
Trakya Üniversitesi	6	Gebze Teknik Üniversitesi	2
Central European University	4	Hasan Kalyoncu Üniversitesi	2
İstanbul Aydın Üniversitesi	4	Hitit Üniversitesi	2
İTÜ	4	İğdır Üniversitesi	2
Mehmet Akif Ersoy Üniversitesi	4	İstanbul Sabahattin Zaim Üniversitesi	2
Muğla Sıtkı Koçman Üniversitesi	4	Kyrgyzstan Türkiye Manas University	2
Yaşar Üniversitesi	4	Nişantaşı Üniversitesi	2
Ankara Üniversitesi	3	Ondokuz Mayıs Üniversitesi	2
Başkent Üniversitesi	3	Selçuk Üniversitesi	2
Bursa Uludağ Üniversitesi	3	Yeditepe Üniversitesi	2
Düzce Üniversitesi	3	Others	30

As presented in Table 3, which displays the distribution of universities where the authors of the examined papers are affiliated, Karabük University ranks first with 11 articles. This is followed by Gümüşhane University with 10 articles and İzmir University of Economics with 8 articles. Dokuz

Eylül University and Kastamonu University each contributed 7 articles. Several universities—Bingöl University, Hacettepe University, Istanbul University, Niğde Ömer Halisdemir University, and Trakya University—each accounted for 6 articles. Central European University, Istanbul Aydın University, Istanbul Technical University (ITU), Mehmet Akif Ersoy University, and Muğla Sıtkı Koçman University each produced 4 articles. Additionally, Ankara University, Başkent University, Bursa Uludağ University, Düzce University, Eskişehir Technical University, Kırıkkale University, Middle East Technical University (METU), and Sivas Cumhuriyet University contributed 3 articles each.

Furthermore, Nişantaşı University, Ondokuz Mayıs University, Selçuk University, Yeditepe University, Aydın Adnan Menderes University, Bayburt University, Çankırı Karatekin University, Erciyes University, Galatasaray University, Gebze Technical University, Hasan Kalyoncu University, Hitit University, Iğdır University, Istanbul Sabahattin Zaim University, and Kyrgyzstan-Türkiye Manas University each contributed 2 articles to the literature on sustainable consumption behavior. Each of the remaining 30 universities contributed one article to the relevant literature. The complete table is available in Appendix 3.

Table 4. Theories Used

Theories	F	Theories	F
TPB	16	Schwartz's value theory	1
TRA	5	Social cognitive theory	1
ETPB	3	Social exchange theory	1
Consumer socialization	2	The value basis theory	1
Norm Activation Theory	2	TPR	1
Attitude-behavior-context theory	1	Theory of consumption values	1
KAP	1	VBN	1
KAIP	1	YEP	1
		YSDT	1

Table 4 indicates that the Theory of Planned Behavior (TPB), applied in 16 studies, was the most frequently utilized theory in the analysis of sustainable consumption intention and behavior. Following this, the Theory of Reasoned Action (TRA) was employed in five studies, while the Extended Theory of Planned Behavior (ETPB) was used in three publications. Additionally, Consumer Socialization and Norm Activation Theory were each applied in two studies. The remaining 12 theories—Schwartz's Value Theory, Knowledge-Attitude-Practice (KAP) Model, Knowledge-Attitude-Intention-Practice (KAIP) Model, Social Cognitive Theory, Social Exchange Theory, Value-Basis Theory, Transtheoretical Model of Behavior Change (TPR), Theory of Consumption Values, Value-Belief-Norm (VBN) Theory, Youth Environmental Perception (YEP) Model, and Consumer Environmental Values Theory (CEVT)—were examined in only a limited number of studies.

Table 5. Distribution of Industries

Industries	F	Industries	F
General	72	Forestry	1
Organic food	6	Green hotels	1
Green clothing	2	Advertising	1
Automotive	1	Organic products	1
C2C electronic commerce	1	Renewable energy	1
Ecorecreation	1	Sports	1
Food and beverage	1	Sustainable fashion	1
Forest products	1	Yoga	1

The distribution of industries analyzed in the examined articles is highly uneven. As shown in Table 5, the majority of studies (72) fall under the "General" category, indicating a broad focus on

sustainability-related topics without a specific industry designation. Among the industry-specific studies, the organic food sector stands out with six articles, followed by green clothing with two articles. Other industries, including automotive, consumer-to-consumer (C2C) electronic commerce, eco-recreation, food and beverage, forest products, forestry, green hotels, advertising, organic products, renewable energy, sports, sustainable fashion, and yoga, were each represented by a single study.

Table 6. Distribution of Unit of Analysis

Unit of Analysis	F
N/A	30
Adults over 18 years of age	7
Generation Z consumers	4
Generation Y consumers	3
Green product consumers	3
Undergraduate students	3
Adults over 20 years of age	2
Female consumers	2
Green hotel customers	2
Others	37

An analysis of the examined papers based on their unit of analysis, as presented in Table 6, reveals that a significant portion (30 publications) does not specify a particular unit of analysis and instead adopts a general approach. Among the studies that do specify a unit of analysis, individuals over the age of 18 are analyzed in seven articles, with four of these specifically focusing on Generation Z consumers. Given that generational differences provide a distinct and valuable perspective for studying sustainable consumption patterns, it is not surprising that three publications examine Generation Y consumers. Additionally, three articles each focus on consumers of green products and undergraduate students. Meanwhile, two studies examine individuals over the age of 20, female consumers, and consumers of green hotels, respectively. The complete table is available in Appendix 2.

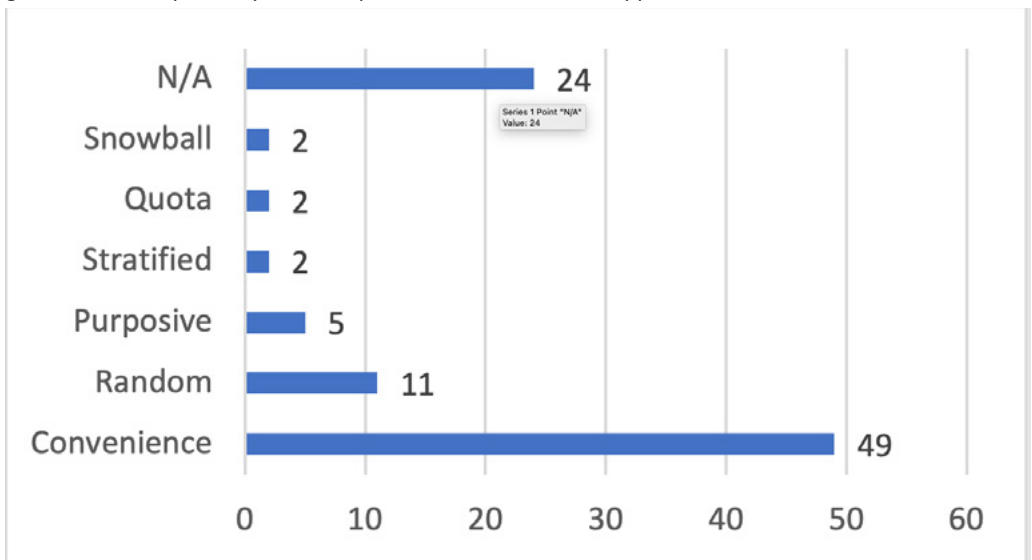


Figure 4: Sampling Methods Distribution

As shown in Figure 4, convenience sampling was the most commonly utilized method, employed in 49 examined articles. Following this, random sampling was used in 11 studies, while purposive sampling accounted for 5. The least frequently used methods are stratified sampling, quota sampling,

and snowball sampling, which were applied in 2 studies each. Additionally, the sampling method was not specified in 24 publications.

Table 7. Sustainable Consumption Behavior as the Dependent Variable

Sustainable Consumption Behavior	F	Sustainable Consumption Behavior	F
Sustainable consumption behavior in general	51	Economic factors in purchasing green products	1
Eco-friendly product purchasing behavior	6	Energy conservation	1
Organic food purchasing behavior	5	Food waste aversion	1
Environmental activism behavior	2	Good citizenship behavior	1
Responsibility in purchasing green products	2	Re-buying decision	1
Sustainable fashion consumption behavior	2	Recycling	1
Sustainable water consumption behavior	2	Sustainable sports consumer behavior	1

The writers of each of the 93 papers assessed various sustainable consumption practices. 51 publications attempted to assess broad sustainable consumption behavior rather than concentrating on a particular category, as shown in Table 7. Five publications addressed the purchase behavior of organic foods, while six articles addressed the "eco-friendly product purchasing behavior" component of sustainable consumption behavior. Additionally, the articles used other forms of sustainable consumption behavior, such as environmental activism, responsibility in buying green products, sustainable fashion consumption, and sustainable water consumption, with two articles on each topic. Each of the remaining seven distinct behavior was mentioned once in each article.

Table 8. Independent Variables Significantly Affecting Sustainable Consumption Behavior

Independent Variables	F
Sustainable consumption intention	9
Education level	5
Gender	5
Environmental concern	5
Income level	4
Attitude toward green consumption behavior	4
Occupation	3
Age	3
Perceived consumer effectiveness	3
Marital status	2
Environmental consciousness	2
Lifestyle	2
Perceived behavioral control	2
Environmental values	2
Greenwashing	2
Green brand image	2
Green brand loyalty	2
Green product information	2
Others	41

Table 8 presents the independent variables that have a significant impact on sustainable consumption behavior. Among these, sustainable consumption intention is the most frequently examined variable, appearing in 9 studies. Several other factors, including education level, gender,

and environmental concern, were each analyzed in 5 studies. Income level and attitude toward green consumption behavior were examined in 4 studies, while occupation, age, and perceived consumer effectiveness were each considered in 3 studies. Additionally, marital status, environmental consciousness, lifestyle, perceived behavioral control, environmental values, greenwashing, green brand image, green brand loyalty, and green product information were each identified as significant variables in 2 studies. The category labeled "Others" includes 41 additional variables that were examined across various studies.

Table 9. Independent Variables Significantly Affecting Sustainable Consumption Intention

Independent Variables	F
Attitude	15
Subjective norms	7
Environmental concern	6
Perceived behavioral control	5
Environmental awareness	4
Green trust	3
Saving behavior	2
Green perceived value	2
Others	18

Table 9 summarizes the independent variables that significantly influence sustainable consumption intention, based on conducted hypothesis tests. The results highlight that attitude, subjective norms, and environmental concern collectively emerge as the most prominent factors in shaping sustainable consumption intentions.

Table 10. Variables Significantly Mediating the Relationship between Independent Variables and Sustainable Consumption Behavior/Intention

Mediator Variables	F
Environmental concern	3
Green brand image	2
Green brand loyalty	2
Certification in forestry	1
Consumer engagement	1
E-Womm behavior related to secondhand products	1
Environmental attitude	1
Green brand love	1
Green consumption intention	1
Green trust	1
Perceived consumer effectiveness	1
Price perception	1
Water saving	1

Table 10 presents the mediator variables that significantly influence the relationship between independent variables and sustainable consumption behavior/intention. Among these, environmental concern is the most frequently examined mediator, appearing in 3 studies. Both green brand image and green brand loyalty were identified as mediating variables in 2 studies. Additionally, several other factors—certification in forestry, consumer engagement, electronic word-of-mouth (e-WOM) behavior related to second-hand products, environmental attitude, green brand love, green

consumption intention, green trust, perceived consumer effectiveness, price perception, and water saving—were each examined as mediators in 1 study.

Table 11. Variables Significantly Moderating the Relationship between Independent Variables and Sustainable Consumption Behavior/Intention

Moderator Variables	F
Price sensitivity	2
Gender	1

Table 11 presents the moderating variables that significantly influence the relationship between independent variables and sustainable consumption behavior/intention. Among these, price sensitivity was the most frequently examined moderator, appearing in 2 studies. Additionally, gender was identified as a moderating variable in 1 study.

Discussion and Implications of the Study

Theoretical Frameworks: The Supremacy of TPB

A primary finding of this systematic literature review is the overwhelming dominance of the Theory of Planned Behavior (TPB), which was utilized as the foundational framework in 16 of the 93 analyzed studies. This prevalence aligns with global academic trends identified by Quoquab and Mohammad (2020), who observed that TPB remains the most robust framework for predicting green purchase intentions internationally due to its inclusion of perceived behavioral control. However, the current research also reveals a significant gap: while international discourse has begun to transition toward more complex socio-psychological models like the Value-Belief-Norm (VBN) Theory, this framework remains notably under-explored in the Turkish context, appearing in only one study. As emphasized by Zhao et al. (2025), consumers in emerging markets are increasingly driven by moral obligations and altruistic values rather than purely rational calculations; therefore, this theoretical limitation in the Turkish literature represents a critical area for future inquiry into the ethical dimensions of local consumption.

Determinants of Sustainable Behavior: Beyond Intentions

The analysis confirms that sustainable consumption intention is the most frequent and significant predictor of actual behavior among Turkish consumers, being validated in 9 of the hypothesized models within the reviewed literature. While this reinforces the "intention-behavior" link widely discussed in social psychology, it also highlights the persistent "attitude-behavior gap" that continues to define the 2025 consumer landscape, where positive environmental sentiments frequently fail to manifest as tangible sustainable actions (Fernandes & Gabriel, 2025). Regarding demographic determinants, education level and gender emerged as the most influential factors, appearing as significant variables in 5 studies each. The finding that women and highly educated individuals in Türkiye exhibit a stronger inclination toward sustainable practices corroborates earlier national studies while suggesting that in collectivistic cultures, social and familial roles often amplify sustainable tendencies among female consumers.

Mediating and Moderating Mechanisms: The Bridge to Trust

A sophisticated insight from this review is the identification of environmental concern, green brand image, and green brand loyalty as the most validated mediator variables in the Turkish context. This suggests that for Turkish consumers, a positive attitude toward sustainability is not a standalone driver; it must be channeled through a sense of concern and established trust in a brand's ecological claims. This is particularly relevant given the rise of "greenwashing" and "green confusion," which Onurlubaş (2025) identifies as significant deterrents to sustainable purchasing in 2025. Furthermore, the confirmation of price sensitivity as a significant moderator reflects the unique economic dynamics of Türkiye. As observed in multi-country analyses in 2025, economic volatility in emerging markets often overrides environmental intentions, distinguishing the Turkish consumer journey from that of developed economies where financial barriers are less restrictive (FrancoAngeli Journals, 2025).

Temporal Evolution: The 2016 Paradigm Shift

The dramatic surge in research output observed after 2016—with approximately 78% of the total 93 articles published between 2017 and 2023—is directly attributable to the global adoption of the UN Sustainable Development Goals (SDGs) in early 2016. The concentration of Turkish academic interest specifically on SDG 12 (Responsible Consumption and Production) mirrors national policy shifts, such as the "Zero Waste" initiative, and indicates a proactive academic response to both local and global sustainability agendas. This temporal trend supports the theory that academic inquiry in emerging nations is often accelerated by high-level policy frameworks and international cooperative goals (Arya et al., 2024).

Broad Implications

On a broader scale, these findings carry significant theoretical and managerial weight, providing a foundational map for the next decade of sustainability research in Türkiye. Theoretically, the transition from descriptive summaries to structural interaction mapping offers a clear trajectory for future studies to incorporate modern psychological constructs. From a managerial perspective, the confirmed roles of trust and brand image suggest that transparent communication is now a prerequisite for capturing the growing sustainable market segment in Türkiye. While these contributions are essential for current academic discourse, their specific structural applications and detailed strategic recommendations will be expanded upon in the concluding section of this study.

Conclusion

This systematic literature review has provided a comprehensive synthesis of the empirical landscape concerning sustainable consumption behavior in Türkiye by meticulously analyzing 93 peer-reviewed articles published over nearly two decades. The research identifies a pivotal paradigm shift following the 2016 adoption of the UN Sustainable Development Goals, reflecting a significant intensification of academic interest in aligning Turkish consumer patterns with global ecological mandates. While the dominance of the Theory of Planned Behavior (TPB) confirms a robust foundation in cognitive behavioral modeling within Turkish scholarship, the review simultaneously highlights critical theoretical and methodological gaps that offer fertile ground for the next generation of researchers to explore more holistic and regenerative consumption paradigms.

Theoretical Contributions

The study offers several profound theoretical advancements that move beyond the scope of traditional descriptive reviews. Primarily, it provides a structured taxonomical mapping of sustainable consumption variables by categorizing factors into independent, mediating, and moderating roles. This structural synthesis elucidates the complex mechanisms governing consumer decisions in an emerging market context, enabling a transition from merely identifying isolated factors toward testing integrated causal chains of behavior. Furthermore, the study provides a critical theoretical audit, confirming the cross-cultural validity of TPB while exposing a significant theoretical silence regarding normative and altruistic frameworks. The relative absence of models such as the Value-Belief-Norm (VBN) theory suggests an over-reliance on rationalist explanations in the current literature. By highlighting this deficiency, the research sets a new agenda for incorporating moral obligation, social identity constructs, and the "attitude-behavior gap" into the Turkish sustainability discourse, providing a theoretical baseline for future cross-country comparisons.

Managerial and Practical Implications

From a managerial perspective, the findings yield actionable insights for businesses and marketers aiming to navigate the unique sensitivities of the Turkish market. The identification of green trust and brand image as pivotal mediators suggests that sustainability is no longer a peripheral marketing tool but a core requirement for long-term brand equity. To mitigate the growing skepticism regarding "greenwashing" in the 2025 consumer landscape, managers must prioritize transparent, evidence-based communication and verifiable third-party certifications. Furthermore, the confirmed moderating role of price sensitivity indicates that the Turkish sustainable market is highly elastic;

therefore, businesses should focus on "frugal innovation" strategies that offer eco-friendly products with long-term cost-saving benefits to appeal to the value-conscious middle class. Marketing efforts should also be specifically tailored to female and high-education segments, who exhibit a stronger predisposition toward environmental responsibility, while broader campaigns should emphasize personal well-being and social approval rather than abstract ecological goals.

Limitations

Despite its comprehensive nature, this research is subject to several methodological limitations that should be acknowledged. The review is primarily constrained to peer-reviewed articles indexed in major academic databases such as Web of Science, Scopus, and TR Index, meaning that valuable insights from grey literature, books, or recent doctoral dissertations not yet published as articles may have been excluded. Additionally, the temporal scope of the analysis concludes in early 2024, which prevents the full inclusion of the most immediate publications from late 2024 and early 2025. Finally, the study's exclusive focus on the Turkish context provides significant depth but limits the direct generalizability of the structural variable map to developed Western economies, where socio-economic safety nets and consumer consciousness levels may foster different behavioral dynamics.

Directions for Future Research

To advance the field beyond its current boundaries, future inquiries must prioritize methodological diversification and sector-specific depth. There is an urgent need for longitudinal and experimental designs to move away from the current reliance on cross-sectional surveys, allowing researchers to track the actual evolution and persistence of sustainable habits over time. Given that the majority of existing studies adopt a general consumer perspective, future research should shift toward high-impact industries such as circular textiles, renewable energy, and sustainable food systems to provide sector-specific actionable insights. Moreover, the relative neglect of regenerative models—including the sharing economy, upcycling, and collaborative consumption—presents a significant opportunity for future scholars to explore how these models interact with local cultural codes and economic constraints in Türkiye.

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ANNEX - List of Studies Reviewed

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Appendices

APPENDIX 1

Journals	F
Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi	3
Journal of Business Research-Turk	3
European Journal of Sustainable Development	2
Journal of Fashion Marketing and Management: An International Journal	2
Pazarlama ve Pazarlama Araştırmaları Dergisi	2
Sustainability	2
Third Sector Social Economic Review	2
Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi	1
Baltic Journal of Management	1
Bilge Uluslararası Sosyal Araştırmalar Dergisi	1
Bingöl University Journal of Economics and Administrative Sciences	1
BMIJ	1
Brazilian Journal of Marketing	1
Business and Economics Research Journal	1
Business strategy and the environment	1
Cankırı Karatekin University Journal of the Faculty of Economics and Administrative Sciences	1
EJOSTIMTECH International Electronic Journal of OSTIMTECH	1
Electronic Green Journal	1
Emerging Markets Journal	1
Environment, Development and Sustainability	1
Environmental Science and Pollution Research	1
ERCİYES AKADEMİ	1
Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi	1
Eskişehir Osmangazi Üniversitesi İİBF Dergisi	1
EURASIA Journal of Mathematics Science and Technology Education	1
Food Quality and Preference	1
Food Science and Technology	1
Forestist	1
Gaziantep University Journal of Social Sciences	1
Global Journal of Economics and Business Studies	1
Gümüşhane Üniversitesi Sosyal Bilimler Enstitüsü Elektronik Dergisi	1
Güncel Turizm Araştırmaları Dergisi	1
H.Ü. İktisadi ve İdari Bilimler Fakültesi Dergisi	1
Hacettepe University Journal of Education	1
Hitit University Journal of Social Sciences Institute	1

APPENDIX 1

Journals	F
Innovative Marketing	1
Int. Journal of Management Economics and Business	1
International Journal of Consumer Studies	1
International Journal of Contemporary Economics and Administrative Sciences	1
International Journal of Economics, Business and Politics	1
International Journal of Environmental & Science Education	1
International Journal of Management and Administration	1
International Journal of Marketing, Communication and New Media	1
International Social Sciences Studies Journal	1
Journal of Aksaray University Faculty of Economics and Administrative Sciences	1
Journal of Animal & Plant Sciences	1
Journal of Business, Economics and Finance	1
Journal of Consumer Marketing	1
Journal of Enterprising Communities: People and Places in the Global Economy	1
Journal of Global Marketing	1
Journal of History School	1
Journal of International Food & Agribusiness Marketing	1
Journal of the American Nutrition Association	1
Journal of the Human and the Social Science Researches	1
Journal of Tourism and Gastronomy Studies	1
Kastamonu İletişim Araştırmaları Dergisi	1
KAÜİİBFD	1
KMU Journal of Social and Economic Research	1
Malatya Turgut Ozal University Journal of Business and Management Science	1
MANAS Journal of Social Studies	1
Marketing Intelligence & Planning	1
ODÜSOBİAD	1
Online Academic Journal of Information Technology	1
Pamukkale University Journal of Social Sciences Institute	1
PressAcademia	1
Psychol Mark	1
SAGE Open	1
Social Marketing Quarterly	1
SPORMETRE	1
Suleyman Demirel University The Journal of Faculty of Economics and Administrative Sciences	1
Sustainability and Climate Change	1

APPENDIX 1

Journals	F
Sustainable Development	1
Süleyman Demirel University Visionary Journal	1
The Academic Elegance	1
The Journal of Academic Social Science Studies	1
The Journal of Operations Research, Statistics, Econometrics and Management Information Systems	1
The Journal of Turkish Sport Sciences	1
To & Re	1
Trend Bus Econ	1
TUJOM	1
Turkish Journal of Forestry	1
Water and environment journal	1
YOUNG CONSUMERS	1

APPENDIX 2

Unit of Analysis	F	Unit of Analysis	F
N/A	30	Green ready-to-wear product consumers over 18 years of age	1
Adults over 18 years of age	7	Licensed outdoor athletes	1
Generation Z consumers	4	Local people	1
Generation Y consumers	3	Members and volunteers of environmentalist organizations (TEMA, Greenpeace, DOĞDER, DOĞAÇEV and TÜRÇEK)	1
Green product consumers	3	Mothers and college-age daughters	1
Undergraduate students	3	Network-marketing customers	1
Adults over 20 years of age	2	People who are familiar with guerilla marketing tactics	1
Female consumers	2	Pre-service teachers	1
Green hotel customers	2	Pre-service teachers attending the Department of Science Education in the Faculty of Education of Aksaray University	1
Academic personnels in a foundation university	1	Retail food consumers	1
Adults between 18-55 years of age	1	Statistics, mechanical, industrial and mining engineering students	1
Adults between 20-65 years of age	1	Students from 5 different universities	1
Adults over 25 years of age	1	Students from social sciences, science and fine arts faculties	1
Civil servant	1	Students of Dumlupınar University Faculty of Economics and Administrative Sciences	1
Consumers aged between 15 and 70	1	Students, who were engaged in sports in different branches of sports and non-sports students of a university	1

APPENDIX 2

Unit of Analysis	F	Unit of Analysis	F
Consumers over 15 years of age	1	Teacher candidates at Faculty of Education	1
Consumers who buy used goods on the Internet	1	Traditional vehicle consumers	1
Consumers with experience in environmentally friendly products	1	Trakya University students	1
Customers of a well-known local farm	1	University of Kocaeli undergraduate and graduate students	1
Çamkoru Youth Camp, Yol Konak Youth Camp, Ondokuz Mayıs Youth Camp participants	1	University staff and students	1
Eco-friendly electronic product consumers	1	Visitors of Bolu Yedigöller National Park	1
Elementary school parents	1	White-collar people working in a private company operating in Manisa Organized Industrial Zone	1
Forest Products Industry employees	1	Yoga practitioners	1

APPENDIX 3.

Authors' Universities	F	Authors' Universities	F
Karabük Üniversitesi	11	Niğantaşı Üniversitesi	2
Gümüşhane Üniversitesi	10	Ondokuz Mayıs Üniversitesi	2
İzmir Ekonomi Üniversitesi	8	Selçuk Üniversitesi	2
Dokuz Eylül Üniversitesi	7	Yeditepe Üniversitesi	2
Kastamonu Üniversitesi	7	Adana Bilim ve Teknoloji Üniversitesi	1
Bingöl Üniversitesi	6	Akdeniz Karpaz Üniversitesi	1
Hacettepe Üniversitesi	6	Aksaray Üniversitesi	1
İstanbul Üniversitesi	6	Al Akhawayn University	1
Niğde Ömer Halisdemir Üniversitesi	6	American University	1
Trakya Üniversitesi	6	Ankara Hacı Bayram Veli Üniversitesi	1
Central European University	4	Bandırma Onyediy Eylül Üniversitesi	1
İstanbul Aydın Üniversitesi	4	Burdur Mehmet Akif Ersoy Üniversitesi	1
İTÜ	4	Eskişehir Osmangazi Üniversitesi	1
Mehmet Akif Ersoy Üniversitesi	4	Gaziantep Üniversitesi	1
Muğla Sıtkı Koçman Üniversitesi	4	Giresun Üniversitesi	1
Yaşar Üniversitesi	4	Isparta Uygulamalı Bilimler Üniversitesi	1
Ankara Üniversitesi	3	İstanbul Gelişim Üniversitesi	1
Başkent Üniversitesi	3	İstanbul Ticaret Üniversitesi	1
Bursa Uludağ Üniversitesi	3	İstinye Üniversitesi	1
Düzce Üniversitesi	3	İzmir Demokrasi Üniversitesi	1
Eskişehir Teknik Üniversitesi	3	İzzet Baysal Üniversitesi	1
Kırıkkale Üniversitesi	3	Kayseri Üniversitesi	1
ODTÜ	3	Max van der Stoel Institute	1

APPENDIX 3.

Authors' Universities	F	Authors' Universities	F
Sivas Cumhuriyet Üniversitesi	3	Mustafa Kemal Üniversitesi	1
Aydın Adnan Menderes Üniversitesi	2	Nuh Naci Yazgan Üniversitesi	1
Bayburt Üniversitesi	2	OSTİM Teknik Üniversitesi	1
Çankırı Karatekin Üniversitesi	2	Sakarya Üniversitesi	1
Erciyes Üniversitesi	2	Samsun Üniversitesi	1
Galatasaray Üniversitesi	2	Tekirdağ Namık Kemal Üniversitesi	1
Gebze Teknik Üniversitesi	2	Ufuk Üniversitesi	1
Hasan Kalyoncu Üniversitesi	2	Universiti Malaysia Perlis	1
Hitit Üniversitesi	2	University Canada West	1
Iğdır Üniversitesi	2	Uşak Üniversitesi	1
İstanbul Sabahattin Zaim Üniversitesi	2	Yozgat Bozok Üniversitesi	1
Kyrgyzstan Türkiye Manas University	2		

APPENDIX 4.

Independent Variables of Sustainable Consumption Behavior	F
Sustainable consumption intention	9
Education level	5
Gender	5
Environmental concern	5
Income level	4
Attitude toward green consumption behavior	4
Occupation	3
Age	3
Perceived consumer effectiveness	3
Marital status	2
Environmental consciousness	2
Lifestyle	2
Perceived behavioral control	2
Environmental values	2
Greenwashing	2
Green brand image	2
Green brand loyalty	2
Green product information	2
Altruism	1
Anthropocentric attitude	1
Certification in forestry	1
Collectivism	1

APPENDIX 4.

Independent Variables of Sustainable Consumption Behavior	F
Consumer engagement	1
Consumer level of conscientiousness	1
Dependence on settlement	1
E-Womm behavior related to second hand products	1
Ecocentric attitude	1
Economic concerns	1
Economic motivations	1
Environmental friendliness of organic products	1
Frugality	1
Green advertising	1
Green brand awareness	1
Green brand love	1
Green product quality	1
Health consciousness	1
Helping attitude	1
Ideological motivations	1
Informative effects of reference groups	1
Level of corporate social responsibility perception	1
Level of legal responsibility perception	1
Level of perception of responsibility towards employees	1
Machiavellianism	1
Materialism (non-generosity, envy, preservation)	1
Peer influence	1
Perceived environmental responsibilities	1
Personal norm	1
Pet ownership	1
Place of home town	1
Pocket money amount	1
Psychopathy	1
Religiosity	1
Social appreciation	1
Utilitarian effects of reference groups	1
VALS types (innovators, thinkers, believers, achievers, strivers, experiencers, makers, survivors)	1
Value-expressive effects of reference groups	1
Voluntary simple life style	1
Volunteer tax compliance level	1
Water saving behavior	1

APPENDIX 5.

Independent Variables of Sustainable Consumption Intention	F
Attitude	15
Subjective norms	7
Environmental concern	6
Perceived behavioral control	5
Environmental awareness	4
Green trust	3
Saving behavior	2
Green perceived value	2
Altruistic values	1
Collective self-esteem	1
Consumer's response to companies and products	1
E-Womm behavior related to second hand products	1
Environmental responsibility	1
Environmental values	1
Green advertising	1
Green brand equity	1
Green brand image	1
Green perceived quality	1
Guerilla marketing (ambient marketing, ambush marketing, stealth marketing and viral marketing)	1
Materialism (non-generosity, envy, preservation)	1
Perceived consumer effectiveness	1
Perceived environmental impact	1
Pro-environmental behavior	1
Social influence	1
Social media marketing	1
Social media usage	1

Özet

Tüketiciler, sürdürülebilir tüketim uygulamalarına aktif olarak katılarak sürdürülebilir kalkınmaya önemli bir etki yapmaktadır. Gelişmekte olan ülkelerde sürdürülebilir tüketimin ortaya çıkması, bu ülkelerin büyük nüfusları ve artan çevresel etkileri nedeniyle önemlidir ve sürdürülebilir kalkınma hedeflerine ulaşmak için bu uygulamaların benimsenmesi gerekmektedir. Bu ülkelerde yapılan araştırmalar, sürdürülebilir tüketimi etkileyen farklı unsurları anlamak için gereklidir ve uluslararası işbirliği ve bilgi alışverişini iyileştirebilir, böylece sosyal ve ekonomik ilerlemeyi teşvik edebilir. Bu araştırmanın temel amacı, Türkiye'de sürdürülebilir tüketim davranışını etkileyen faktörleri sistematik literatür taraması yöntemi ile araştırmak ve sürdürülebilir tüketim davranışıyla ilgili çalışmalarda benimsenen davranış teorilerini ortaya koymaktır. Bu kapsamda, Google Scholar, YÖK Ulusal Tez Merkezi, TR Dizin, Dergipark, ULAKBİM, Scopus ve Web of Science veri tabanlarında yer alan toplam 93 çalışma analiz edilmiştir. Mevcut araştırma için veriler, sistematik hataları ve önyargıları azaltmak ve daha güvenilir bulgular elde etmek için, Sistematik İncelemeler ve Meta-Analizler için Tercih Edilen

Raporlama Öğeleri (PRISMA) kılavuzuna uygun olarak toplanmıştır. Veri toplama prosedürünün ardından Microsoft Excel'de bir veritabanı oluşturulmuştur. Bu veritabanı, her çalışmanın başlığı, anahtar kelimeleri, kurumu, yayın yılı, türü, özellikleri, örnek özellikleri, odak alanı, sektör vurgusu ve kullanılan değişkenlerle sürekli olarak güncellenmiştir. İçerik analizi ve kalite değerlendirmesi için Excel kullanılmıştır. Tematik kalıpları belirlemek ve incelenen materyallerin özetini ve açıklamasını sağlamak için içerik analizi kullanılmıştır. Bulgular, ortaya konulan araştırma sorularına uygun olarak tematik olarak sunulmuştur. Araştırmaların çoğu 2015 yılından sonra yayınlanmıştır ve bu da konunun Türkiye'de son yıllarda artan bir ilgi gördüğünü göstermektedir. Analize dâhil edilen çalışmalar, içerik analizi yöntemiyle incelenmiş ve elde edilen bulgular belirli kategoriler altında toplanmıştır. Bunlar arasında araştırmalarda en sık kullanılan teorik çerçeveler, incelenen değişkenler, kullanılan yöntemler, sektör odakları ve araştırma örneklemi yer almaktadır.

Araştırmaların büyük çoğunluğu nicel yöntemlerle gerçekleştirilmiştir. Ölçek temelli anketler, veri toplamada en yaygın kullanılan araç olmuştur. Teorik olarak ise en sık kullanılan kuram Planlanmış Davranış Teorisi olmuştur. Bunun dışında Nedensel Etki Teorisi ve Rasyonel Eylem Teorisi gibi yaklaşımlara da başvurulduğu gözlemlenmiştir. Çalışmalarda en çok analiz edilen ve sürdürülebilir tüketim davranışı üzerinde anlamlı bir etkisi olan bağımsız değişken, sürdürülebilir tüketime yönelik niyet olurken; cinsiyet, eğitim seviyesi, gelir düzeyi, çevresel duyarlılık, kişisel değerler ve tutumlar da ön planda yer almaktadır. Kadınların, daha yüksek eğitilmiş bireylerin ve çevresel sorunlara daha duyarlı tüketicilerin sürdürülebilir tüketime yönelik eğilimlerinin daha yüksek olduğu bulgulanmıştır. Veriler, sürdürülebilir tüketim niyeti ile fiili davranış arasında önemli bir bağlantı olduğunu ortaya koyarak, eğitim, çevresel kaygılar ve sosyoekonomik faktörlerin rolünü vurgulamaktadır. Bu, Türkiye'de hedefli eğitim programları ve farkındalık kampanyalarının, küresel sürdürülebilirlik hedefleriyle uyumlu olarak sürdürülebilir tüketimi daha da teşvik edebileceğini göstermektedir. Ayrıca, sektörler özgü uygulamalar yerine genel olarak sürdürülebilir davranışlara odaklanılması, gelecekteki araştırmaların ele alabileceği bir boşluk olduğunu göstermektedir. Gıda, moda ve enerji sektörleri gibi sektöre özgü dinamikleri araştırmak, sektöre özgü sürdürülebilirlik uygulamalarını teşvik eden eyleme geçirilebilir içgörüler sağlayabilir.

Makale, mevcut literatürün kapsamlı bir haritasını çıkararak hem akademik camiaya hem de uygulayıcılara yol gösterici bilgiler sunmayı hedeflemektedir. Gelecek çalışmalar için metodolojik çeşitlilik, örneklem çeşitlendirmesi, sektör odaklı derinlemesine analizler ve kültürel bağlamın daha fazla vurgulanması önerilmektedir. Ayrıca davranışsal değişim stratejileri geliştirmek isteyen kamu politikası yapıcılar ve özel sektör temsilcileri için de tüketici eğilimlerine dair bütüncül bir bakış açısı sağlamaktadır.

Sonuç olarak bu çalışma, Türkiye'de sürdürülebilir tüketim davranışı konusunda yapılmış ampirik araştırmaları sistematik olarak değerlendirerek, alandaki eğilimleri, boşlukları ve gelecek araştırmalar için potansiyel yönleri ortaya koymaktadır. Sürdürülebilirliğin yalnızca çevresel değil, aynı zamanda bireysel ve toplumsal düzeyde bir dönüşüm gerektirdiği gerçeğinden hareketle, tüketici davranışlarının çok boyutlu bir şekilde ele alınması gerektiği vurgulanmaktadır.