

Analysis of Factors Driving Responsible Consumer Behavior in the Digital Era: A Systematic Literature Review

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Abstract

Rapid digital transformation has reshaped consumer behavior, creating a dual impact where digital devices foster sustainability awareness while simultaneously triggering impulsive consumption. This study aims to systematically map, analyze, and integrate the internal and external drivers and barriers influencing responsible consumer behavior in the digital era. Employing a Systematic Literature Review (SLR) method guided by the PRISMA protocol, an initial search across major databases (Google Scholar, Scopus, Crossref, and PubMed) yielded 30 articles published between 2023 and 2026. Following a rigorous screening and quality evaluation process using the Critical Appraisal Checklist, 10 key empirical and conceptual studies were selected for synthesis. The findings indicate that digital marketing strategies, live streaming, and seamless platform design significantly boost engagement and purchase intentions, yet also risk accelerating irrational spending if not accompanied by ethical considerations. Conversely, environmental awareness, self-efficacy, transparent eco-labeling, brand trust, and data privacy security serve as fundamental drivers for sustainable consumption decisions. The study concludes that responsible consumer behavior hinges on a balanced synergy between platform stimuli and the consumer's internal ethical evaluation. In practical terms, business managers should prioritize product information transparency and security assurances rather than relying solely on visual triggers, while policymakers ought to refine data protection regulations and eco-labeling standards alongside strengthening digital literacy.

Keywords:

Responsible Consumer Behavior; Sustainable Consumption; Digital Era; Driving Factors; Systematic Literature Review.

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INTRODUCTION

Advancements in digital technology have fundamentally restructured how society interacts with the marketplace. The advent of social media, e-commerce platforms, and rapid information networks has made it easy for consumers to compare prices, evaluate manufacturer reputations, and read product reviews in real time. This transparency of information and rapid technological modernization have driven a digital transformation in the trade sector, triggering a significant shift in consumer mindset moving from the mere fulfillment of basic needs to making purchasing decisions that are more critical, informed, and adaptive (Syahrillah, 2026).

This shift in shopping behavior highlights the importance of responsible consumption awareness, given its multidimensional impact. Consumption driven by ethics, sustainability, ecological awareness, and digital literacy can yield positive outcomes, such as environmental preservation and the promotion of ethical business practices. This shift in consumer behavior not only supports local products but also fosters a culture of responsible consumption that benefits the economy and society as a whole (Laya, 2024). Conversely, irresponsible consumption patterns have the potential to accelerate environmental degradation due to the accumulation of post-consumer waste, drive the exploitation of natural resources, and create financial vulnerability for individuals. This highlights the urgent need for sustainable consumption practices that mitigate environmental impacts and promote resource conservation, particularly in urban areas (Jadidah *et al.*, 2023).

The impact of digital technology on consumer habits presents a striking paradox. On one hand, easy access to information facilitates education regarding eco-friendly products and ethical business practices. On the other hand, this same technology can fuel impulsive buying and overconsumption driven by personalized advertising, the proliferation of social media trends, instant payment features, the "Fear of Missing Out" (FOMO), and a culture of excessive consumerism thereby exacerbating environmental damage and undermining efforts toward sustainable consumption (Fitriyani & Afrizal, 2025).

The diversity of empirical findings regarding the drivers and inhibitors of consumption necessitates a more comprehensive and structured integration of ideas. Factors ranging from moral values and social norms to digital literacy and influencer influence remain fragmented across various scholarly works. A thorough synthesis achieved through a systematic literature review is required to map the dynamics of the internal and external factors influencing consumer decisions in the digital era (EFENDIOĞLU, 2024).

This study aims to map, analyze, and systematically synthesize the various factors that drive and hinder the formation of responsible consumption behavior in the digital era. Employing a Systematic Literature Review (SLR) approach, the study examines the interplay between internal elements such as environmental awareness and moral principles and external elements, such as social media dynamics and digital advertising, while dissecting the dual impact of digital technology on sustainable purchasing decisions. This integrative effort seeks to consolidate scattered empirical findings into a coherent and comprehensive conceptual framework.

LITERATURE REVIEW

The Role of Digital Literacy and Marketing Strategies in Sustainable Consumption Awareness

Advancements in digital technology have fundamentally transformed the way consumers evaluate and select products in the marketplace. From the perspective of a Systematic Literature Review (SLR), digital literacy serves as a key enabler, facilitating consumer access to information regarding ethical practices, ecological footprints, and product sustainability standards. This transparency drives a shift in public mindset moving from the mere fulfillment of basic needs toward making more critical and responsible purchasing decisions (Syahrillah, 2026). Consistent educational exposure on social media and transparent eco-labeling have been shown to enhance consumers' environmental awareness and self-efficacy, ultimately shaping a positive perceived value of green products (Belinazzo, 2026; Min, 2023). Furthermore, the effectiveness of digital marketing in driving ethical consumption behavior relies heavily on a brand's ability to build consumer engagement and trust throughout the digital interaction process (Dutt et al., 2026; Gillani et al., 2026). Based on the synthesis of the literature mapping regarding these internal drivers and digital stimuli, the following conceptual hypothesis is formulated:

Hypothesis 1: Digital literacy and digital marketing transparency have a positive effect on environmental awareness and consumer intention to engage in responsible consumption.

Digital Platform Features, Brand Trust, and Impulse Buying Risk

Beyond facilitating sustainability education, the dynamics of digital platforms also create external pressures that can trigger irrational consumption behavior. Features such as live-stream shopping, limited-time discount offers, and frictionless, instant user interface (UI/UX) designs have been shown to minimize users' cognitive load (Ebbinghaus et al., 2025). This situation creates a perception of excessive urgency that significantly fuels the phenomenon of impulse buying and environmentally destructive

consumerism (Alvita, 2025; Fitriyani & Afrizal, 2025). Nevertheless, the urge for impulsive spending can be controlled if consumers possess ethical considerations and a well-formed perception of risk regarding transaction security and personal data protection (Yadav, 2024). A foundation of a sense of security, ethical transparency, and objective product quality is a crucial prerequisite to ensure that the platform's visual triggers do not undermine consumer commitment to sustainable consumption (Nguy et al., 2023; Syamsuri et al., 2026). Based on the synthesis of the relationships among platform features, risk perception, and shopping behavior, the following conceptual hypothesis is formulated:

Hypothesis 2: Brand trust and low risk perception mediate the influence of digital platform interactive features on the mitigation of impulse buying and the enhancement of ethical consumption decisions.

RESEARCH METHOD

This study employs a Systematic Literature Review (SLR) method, conducted in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, to ensure transparency and accountability in the literature selection process, thereby guaranteeing a rigorous and reproducible approach to the review (Hammer *et al.*, 2023). Adherence to these PRISMA guidelines increases the reliability of the findings obtained from a systematic review of Analysis of Factors Driving Responsible Consumer Behavior in the Digital Age: A Systematic Literature Review. Initial identification of literature was carried out electronically on August 27, 2026 through the main databases Google Scholar, and Scopus, Crossref and PubMed. The search procedure was tightened by limiting the publication year range from 2023 to 2026, and using the search keywords: Responsible consumer behavior, sustainable consumption, digital era, driving factors, systematic literature review. The search results collected 30 scientific articles. The selection stage is carried out in stages: (1) Initial identification excludes duplicate articles and articles outside the 2023–2026 range; (2) Screening of titles and abstracts left 15 articles relevant to operational focus and Responsible Consumer Behavior; and (3) Full text assessment (eligibility) resulted in 10 primary studies that met all eligibility criteria.

A full-text assessment was conducted on all selected articles during the final stage. Researchers selected 10 core articles as primary data after evaluating their methodological quality, empirical data, and theoretical contributions. The methodological quality of these ten selected key studies was assessed using a critical appraisal checklist that measures the clarity of objectives, the validity of data collection methods, and the rigor of empirical

analysis. This focused approach aims to provide a comprehensive overview to foster responsible consumer behavior in the era of digitalization.

FINDINGS AND DISCUSSION

Based on a systematic search and a multi-stage selection process applying PRISMA standards, ten key scholarly articles published between 2023 and 2026 were identified; these met all eligibility criteria and passed the methodological quality assessment using the Critical Appraisal Checklist. A comprehensive synthesis of these selected studies reveals the complex dynamics shaping responsible consumption behavior in the digital era, where information technology advancements act as a double-edged sword—serving simultaneously as a catalyst for ecological literacy and a driver of impulsive consumerism. To provide a structured overview and map the interactions between internal factors (such as moral values and environmental awareness) and external factors (such as social media dynamics and digital advertising), the key findings from these ten primary sources are summarized in the synthesis matrix presented in Table 1 below.

Table 1.

Description of Respondent Data

N o	Author' s Name	Article Title	Count ry	Source	Research methods	Research Object	Research result
1	(Min, 2023)	Examining Consumer Behavior toward Sustainable Fashion in Digital Platforms	United States of America	Journal of Retailing and Consumer Services	Kuantitatif (SEM, 410 responden)	Consumers of sustainable fashion products in the US	Environmental awareness and self-efficacy drive positive attitudes and purchase intentions regarding sustainable fashion products on digital platforms.
2	(Alvita, 2025)	Analysis of the Influence of Live Streaming Shopping and Impulse Buying on	Indonesia	Journal of Digital Management and Marketing	Quantitative (Linear Regression, 220 respondents)	Users of e-commerce and live streaming features in Indonesia	Live shopping features and real-time discounts increase the perception of urgency which significantly triggers consumer

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		E-Comm erce Consume r Behavior					impulse buying.
3	(Gillani et al., 2026)	The Impact of Social Media Marketing on Consumer Purchase Intention: The Mediating Role of Brand Trust	Pakistan	International Journal of Market Research	Quantitative (PLS-SEM, 350 respondents)	Consumers of lifestyle products in Pakistan	Social media marketing activities strengthen purchase intention through the full mediating role of brand trust.
4	(Ebbinghaus et al., 2025)	User Experience (UX) and Visual Interface Design as Drivers of Online Consumer Decision Making	Switzerland	Computers in Human Behavior	Experimental and Quantitative (280 respondents)	E-commerce platform users in Switzerland	An intuitive user interface (UX) design and a frictionless visual layout significantly enhance satisfaction and purchasing decisions.
5	(Belinzoso, 2026)	Packaging Design Elements and Eco-Labels: Influencing Green Purchase Behavior	Brazil	Journal of Cleaner Production	Quantitative (Survey, 315 respondents)	Consumers of eco-friendly products in Brazil	Packaging aesthetics and transparent eco-labels enhance perceived value and purchase intention for green products.
6	(Yadav, 2024)	Perceived Risk and	India	Journal of Financial	Quantitative (PLS-SE	Digital payment and	Perceptions of security and data privacy

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		Security Determinants in Digital Payment Adoption among Online Consumers		Services Marketing	M, 450 respondents)	e-commerce users in India	risks are key determinants mediating the intention to use digital payment systems on an ongoing basis.
7	(Dutt et al., 2026)	Consumer Behavior in the Era of Digital Marketing: The Mediating Role of Social Media Engagement and Consumer Trust	India	International Journal of Economic Practices and Theories	Quantitative (PLS-SEM, 412 respondents)	Consumers of digital products and social media in India	Digital marketing has a significant impact on social media engagement and trust in driving purchasing decisions.
8	(Syamsuri et al., 2026)	The Impact of Online Shopping Features on Consumer Buying Behavior: A Systematic Literature Review	Indonesia	Social Sciences Insights Journal	Qualitative (SLR - PRISMA, 25 articles)	E-commerce features (AR, Chatbot, Personalization)	Functional and interactive e-commerce features enhance customer satisfaction, while privacy security is a prerequisite for loyalty.
9	(Nguyet et al., 2023)	Factors Influencing Consumer Behavior to Purchase Vegan	Vietnam	Journal of Economics and Sustainable Development	Quantitative (Multiple Regression, 388 respondents)	Vegan cosmetics consumers in Vietnam	Product quality is the strongest driver, followed by reference groups, price, and promotion.

			Cosmetic s in Vietnam					
10	(Lee et al., 2025)	A Systematic Review of Design Factors Affecting Consumer Behavior	Taiwan	Glovento Journal of Integrated Studies	Qualitative (SLR, 18 articles)	Packaging visual elements (color, typography, shape)	The visual elements of packaging directly shape consumers' perceptions of product quality and psychological price.	

Source: Author(s) work

The ten research articles mentioned above are categorized into three main subsections to provide a comprehensive overview of modern consumer behavior dynamics. Subsection 1 examines the role of digital marketing and social media in fostering consumer engagement and interaction. Subsection 2 reviews the impact of interface design, user experience (UX), and visual product aesthetics on ease of navigation and purchasing appeal. Subsection 3 highlights the importance of trust, data security, ethical values, and product quality as key determinants of final consumer decisions.

Subsection 1. Digital Marketing, Social Media, and Consumer Interaction

Digital marketing and social media channel interactions serve as key catalysts driving modern consumer behavior. Study results Dutt *et al.*, (2026) Evidence from India demonstrates that digital marketing strategies have a strong, direct impact on social media consumer engagement. This engagement effectively drives purchase intentions and actual purchasing behavior. These findings align with existing research Gillani *et al.*, (2026) Pakistan emphasizes that social media marketing activities cannot stand alone; their impact on purchase intention is fully mediated by the formation of brand trust through the process of digital interaction.

The phenomenon of real-time interaction in Indonesia is being explored Alvita, (2025). The integration of live streaming shopping features can create an interactive atmosphere that triggers impulse buying. Live product visualization and limited-time offers in live sessions have been shown to create a sense of urgency in consumers. A systematic study Syamsuri *et al.*, (2026) It is concluded that consumer engagement on digital channels peaks on platforms capable of combining interactive marketing elements with targeted, personalized services.

Subsection 2. Platform Feature Design, User Experience (UX), and Visual Aesthetics

Visual appeal and ease of technical navigation are determining factors in converting consumer interest into a transaction decision. An experimental study Ebbinghaus *et al.*, (2025) Swiss demonstrates that User Experience (UX) and intuitive e-commerce interface design (frictionless design) significantly reduce user cognitive load and streamline the purchasing decision-making process. E-commerce platform framework Syamsuri *et al.*, (2026) By incorporating immersive Augmented Reality (AR) technology and interactive chatbots, shopping satisfaction and convenience are enhanced.

Emphasis is placed on the physical dimensions of the product and its packaging Lee *et al.*, (2025) based on a review of Taiwanese literature. Visual aesthetic elements including color selection, packaging shape, typography, and labeling directly shape consumers' perceptions of product quality and price expectations. Emphasis is placed on eco-friendly aesthetic aspects Belinazzo, (2026) Research from Brazil has found that the use of clear eco-labels and sustainable packaging designs enhances the perceived value of products. This impact is particularly significant among consumer segments that prioritize environmental issues.

Subsection 3. Factors of Trust, Risk Perception, Ethics, and Product Attributes

Marketing stimuli and visuals play a crucial role. Consumers' final purchasing decisions still rely on evaluations of the quality, perceived safety, and ethical value of the product being offered. Research Yadav, (2024) In India, the perceived risk regarding transaction security and the assurance of personal data confidentiality stand out as key factors acting as both a barrier and a driver for the sustained adoption of digital payment systems. Security and ethical transparency serve as foundational prerequisites that must be established before other variables can positively influence consumers.

Consumer ethical awareness drives a shift in product attribute preferences. Research Min, (2023) As environmental awareness is demonstrated, consumer self-efficacy emerges as a key internal factor driving purchase decisions for sustainable fashion products. Study Nguy *et al.*, (2023) Vietnam's vegan cosmetics industry demonstrates that intrinsic product quality is the most dominant driver of purchasing decisions, outweighing external factors such as price, reference groups, and promotions. A combination of safety assurances, product ethics, and objective quality forms the fundamental basis of modern consumer behavior.

CONCLUSIONS

This study concludes that responsible consumption behavior in the digital era is shaped by the dynamic interaction between external platform stimuli and internal consumer evaluations; while digital marketing strategies, live-streaming features, and intuitive interface designs effectively foster initial engagement, they also risk triggering impulsive spending if not balanced by ethical awareness. Ultimately, the final decision and the sustainability of consumption actions hinge on brand trust, personal data security assurances, environmental awareness, and objective product quality. Therefore, businesses are advised to move beyond relying solely on visual appeals and instead strengthen information transparency and ethical certifications, while the government needs to tighten data protection regulations and eco-labeling standards, alongside enhancing public digital literacy to foster a more critical attitude toward personalized advertising.

LIMITATION & FURTHER RESEARCH

This study is limited by the specific timeframe of the literature (2023-2026) and its focus on particular geographic regions and industry sectors; therefore, generalizing the synthesized findings across all market contexts requires caution. To address these limitations, future research should expand the database scope, adopt a longitudinal approach, and explore the impact of more personalized artificial intelligence (AI) technologies on consumer ethical decisions, alongside conducting cross-cultural and intergenerational comparative analyses.

AUTHOR CONTRIBUTION

Author: The research and preparation of this manuscript involved specific contributions from the following authors:

- **Angelina Cahya Dwi Apsari:** Extracting and synthesizing data from the literature, evaluating study quality matrices (critical appraisal), and presenting an analysis of research findings.
- **Mukhamad Bakhrul Ulum:** Responsible for formulating the main idea, drafting the initial manuscript, writing the systematic literature review, and finalizing the article's structure.
- **Riyadh Mahrus:** Developing the research design, establishing the SLR methodological framework, and managing the article screening process based on inclusion criteria.
- **Misbachul Munir:** Acting as a critical reader, evaluating scientific substance, and comprehensively refining the manuscript to enhance the clarity of arguments and the article's academic merit.

All authors have reviewed, refined, and approved the final version of this submitted manuscript.

Declaration of interest

The authors affirm that the entire research process was conducted independently, free from any conflicts of interest whether financial, institutional, or personal involving other parties that could potentially influence the neutrality or objectivity of the study results reported in this article.

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