

Psychological Factors Driving Sustainable Purchase Intention: A Systematic Literature Review

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Abstract—Sustainable consumption behavior is a strategic issue in facing global environmental challenges, but there is still a gap between environmental awareness and consumer purchasing decisions. This study aims to examine and synthesize the psychological factors that drive sustainable purchasing intentions from the perspective of Human Resource Management. The method used is a systematic literature review with reference to the PRISMA 2020 guidelines, combined with bibliometric analysis using VOSviewer software. Data sources are obtained from articles from reputable international journals indexed by Scopus and Web of Science with a publication range of 2020–2025. A total of 37 selected articles were analyzed thematically and bibliometrically to identify patterns of findings, concept clusters, and developments of research topics. The results of the study show that sustainable purchasing intentions are significantly influenced by psychological factors such as environmental concerns, attitudes, personal values, self-identity, trust in eco-labels, as well as social influences and digital information. The VOSviewer analysis reveals that psychological factors occupy a central position in the conceptual structure of sustainable purchasing research, with the trend of studies increasingly leading to the issue of trust and greenwashing. This research contributes by providing an integrated conceptual synthesis that enriches the development of consumer behavior theories and provides practical implications for human resource management and organizational sustainability strategies.

Keywords: Consumer Psychological Factors; Continuous Purchase Intentions; Consumer Behavior; PRISM; VOSviewer

1. INTRODUCTION

Climate change, environmental degradation, and increasing pressure on natural resources have driven a paradigm shift in global development towards sustainability. In this context, people's consumption behavior is one of the key factors that determine the success of the sustainable development agenda. Irresponsible consumption has been shown to contribute significantly to increased carbon emissions, environmental pollution, and overexploitation of natural resources. Therefore, encouraging consumers to switch to sustainable products and services is a strategic issue that has received widespread attention from academics, practitioners, and policymakers in various countries.

One of the concepts that is widely used to understand environmentally friendly consumption behavior is sustainable purchase intention. This intention reflects an individual's readiness to choose a product that considers environmental, social, and ethical impacts in the decision-making process. Various studies show that sustainable purchasing intentions are not only influenced by economic factors or product characteristics, but also by internal psychological factors such as attitudes, values, beliefs, environmental awareness, and consumer self-identity (Chang et al., 2020; Costa, 2021; Sharma & Rana, 2022). These psychological factors become important determinants that bridge the gap between environmental awareness and actual purchasing behavior.

In the last five years, the literature has shown a significant increase that addresses psychological factors in the formation of sustainable purchasing intent. A number of empirical studies confirm the role of environmental concern and positive attitudes towards the environment as the main predictors of green purchasing intentions (Chang et al., 2022; Yadav & Pathak, 2020). Other studies highlight the importance of consumer trust in eco-labels and the credibility of environmental information in influencing purchasing decisions (Gorton et al., 2021; Testa et al., 2021). In addition, deeper psychological dimensions such as green self-identity, moral values, and self-control have also been shown to contribute significantly to shaping consumer preferences for sustainable products (Becerra et al., 2023; Bansal & Wheeler, 2020).

Nevertheless, these empirical findings show significant variation in results between contexts, countries, and product types. Some studies have found that environmental awareness has a strong influence on purchase intent, while other studies show that these factors are weak or mediated by other variables such as beliefs and social norms (Hong, 2023; Lin, 2023). This difference shows the existence of inconsistencies in empirical findings that require more systematic mapping and synthesis. In addition, most research is still fragmented, focusing on one or two specific psychological constructs without integrating them into a comprehensive conceptual framework.

The study of consumer psychological factors has a strong relevance to Human Resource Management (HRM). Human resources are not only concerned with workforce management in organizations, but also with understanding human behavior, values, attitudes, and decision-making processes. Understanding the psychological factors that drive sustainable behavior can have important implications for the development of sustainability-oriented organizational cultures, training strategies, and internal policies that encourage pro-environmental behavior. Thus, the integration of psychological and HR perspectives in the study of sustainable purchasing is becoming increasingly relevant and urgent.

However, until now there is still a limited systematic literature review study that specifically maps and synthesizes the psychological factors that influence sustainable purchasing intentions using a strict and standardized methodological approach. Most of the existing review studies focus on green marketing in general or only review specific variables

without explicitly linking them to behavioral and MSDM perspectives (Patiño-Toro et al., 2024). This condition shows that there is a research gap in the form of the need for a comprehensive, up-to-date, and evidence-based synthesis of literature from reputable international journals.

Based on this background, this study aims to conduct a systematic literature review of reputable international articles that discuss psychological factors in the formation of sustainable purchasing intentions. By referring to the PRISMA guidelines and using a reputable database, this study seeks to identify key finding patterns, group dominant psychological factors, and uncover gaps in research that are still open. The main contribution of this research lies in the provision of an integrated conceptual framework regarding the psychological factors of sustainable purchasing, which can enrich the development of consumer behavior theories while providing practical implications for human resource management and future sustainability strategies.

2. RESEARCH METHODS

This study uses a systematic literature review approach to examine consumer psychological factors in encouraging sustainable product purchase intentions from the perspective of Human Resource Management. This approach was chosen because it is able to present a comprehensive, transparent, and replicable synthesis of scientific evidence, especially in consumer behavior and sustainability studies that have diverse and widespread empirical findings (Zhang et al., 2021; Patiño-Toro et al., 2024). The literature review process was carried out with reference to the PRISMA 2020 guidelines, which include the stages of identification, screening, feasibility assessment, and inclusion of articles, in order to minimize selection bias and increase the credibility and accountability of research results (Page et al., 2021).

The main data source for the study comes from the Scopus database, which was chosen because of its reputation as the largest and most consistent international citation index in guaranteeing the quality of scientific publications. The use of Scopus allows the selection of articles that have gone through a peer-reviewed process and have strong methodological standards. To expand the scope of the literature and ensure that relevant studies are not missed, the Web of Science is used as a supporting database, while Google Scholar is used on a limited basis as a complementary resource. The publication range is limited to the period 2020–2025 to ensure the up-to-date of findings and academic relevance. The inclusion criteria include reputable journal articles that explicitly address psychological factors, consumer behavior, and continuous purchasing intentions, while articles that are not thematically relevant, purely conceptual with no empirical support, or do not meet methodological standards are excluded from the analysis (Costa, 2021; Joshi et al., 2021).

The literature search strategy is carried out systematically using a combination of keywords and Boolean operators, including psychological factors, consumer behavior, green purchase intention, sustainable purchase, eco-label, and pro-environmental behavior. The selection of these keywords refers to the main constructs most often used in the international literature related to sustainable consumer behavior (Chang et al., 2020; Sharma & Rana, 2022). The search process is strengthened through forward and backward citation tracking techniques to identify articles that have significant influence and are frequently referenced, as well as to ensure comprehensive literature coverage (Gorton et al., 2021). All identified articles were then selected through a review of titles and abstracts, before a full text review was carried out to assess suitability with the objectives and scope of the research.

In addition to qualitative synthesis, this study also applies bibliometric analysis using VOSviewer software to map knowledge structures and thematic patterns in research on sustainable purchasing intentions. This analysis was carried out by utilizing article metadata extracted from Scopus, specifically on the aspect of keyword co-occurrence. VOSviewer is used to identify key thematic clusters, relationships between concepts, as well as the development of research topics over time. This bibliometric approach complements the systematic literature review by providing an objective visualization of research trends and the linkages between themes, thereby strengthening the validity of the interpretation of the results.

Articles that pass the inclusion stage are then evaluated for methodological quality using a critical appraisal approach according to the type of study used, as recommended in a systematic literature review in the field of social sciences and management (Hong, 2023; Lin, 2023). Data are extracted systematically, including the characteristics of the study, the context of the study, the psychological constructs analyzed, as well as the main findings. Data synthesis is carried out through thematic and narrative approaches to identify patterns of findings, empirical inconsistencies, research gaps, as well as theoretical and practical implications in the context of Human Resource Management and sustainable behavior (Becerra et al., 2023; Testa et al., 2021). This combination of systematic review and bibliometric analysis allows for a more comprehensive integration of cross-study findings and provides a solid conceptual basis for the development of future sustainable purchasing studies.

3. RESULTS AND DISCUSSION

3.1 Result

This section presents the main results of the research obtained from the PRISMA-based systematic literature review process and bibliometric analysis using VOSviewer. The results were compiled to provide a systematic overview of the

literature selection process, publication characteristics, and thematic patterns of research related to psychological factors in encouraging sustainable purchasing intentions.

3.1.1 PRISM

The results of the literature selection conducted using the PRISMA 2020 guidelines show a systematic and transparent screening process in obtaining articles relevant to the research topic. At the initial identification stage, a literature search through the Scopus, Web of Science, and Google Scholar databases yielded a large number of articles relating to ongoing purchasing intent and consumer psychological factors. After the removal of duplicate articles, the remaining number of articles then entered the filtering stage based on titles and abstracts. At this stage, articles that do not explicitly address the psychological aspects, consumer behavior, or the context of continuous purchasing are excluded from the analysis.

The next stage is a feasibility assessment through a full-text review of articles that pass the initial screening. This process aims to ensure methodological suitability, topic relevance, and academic quality of the article. Articles that are conceptual in nature without adequate empirical support, are not indexed in reputable journals, or are not aligned with the focus of the study are excluded from the selection process. Through this stage, a number of final articles were obtained that met all inclusion criteria and were further analyzed in this study.

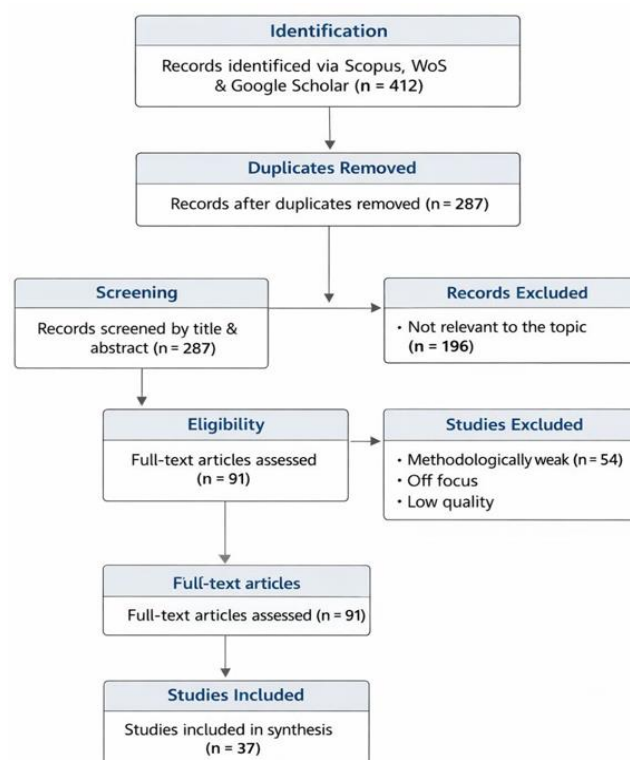


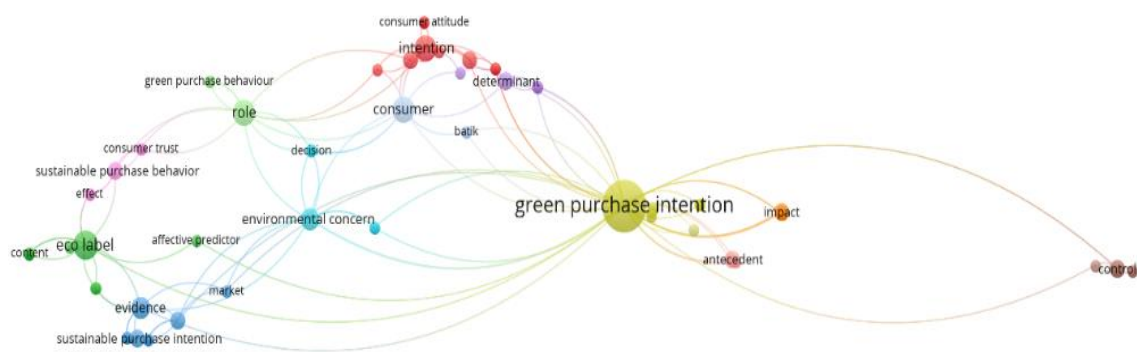
Figure 1. Prism Process Diagram

The results of PRISMA show that although the number of publications related to continuous purchasing continues to increase, only a fraction of the articles consistently and in-depth discuss consumer psychological factors in the context of purchase intent. Thus, the PRISMA process not only serves as a selection tool, but also reveals the fragmentation of research and the need for a more integrated synthesis. The PRISMA diagram in Figure 1 visually depicts the stages of identification, screening, feasibility assessment, and inclusion of the articles used in this study.

3.1.2 Network Visualization

Bibliometric analysis using VOSviewer resulted in a network visualization that maps the relationships between key keywords in the sustainable purchasing literature. This network visualization shows several major interconnected clusters, reflecting the conceptual structure and research focus that is dominant in this field. The largest clusters were dominated by keywords such as green purchase intention, consumer behavior, and sustainability, which showed that sustainable purchase intent was at the center of academic discourse in the literature analyzed.

Other clusters that are quite prominent include keywords related to psychological factors, such as attitude, environmental concern, self-identity, and trust. The strong relationship between these keywords suggests that recent research tends to place the psychological dimension as a key determinant in shaping sustainable purchasing intentions. In addition, clusters have also emerged that focus on information and credibility aspects, such as eco-labels, green marketing, and perceived value, which indicate the important role of environmental information in the consumer decision-making process.

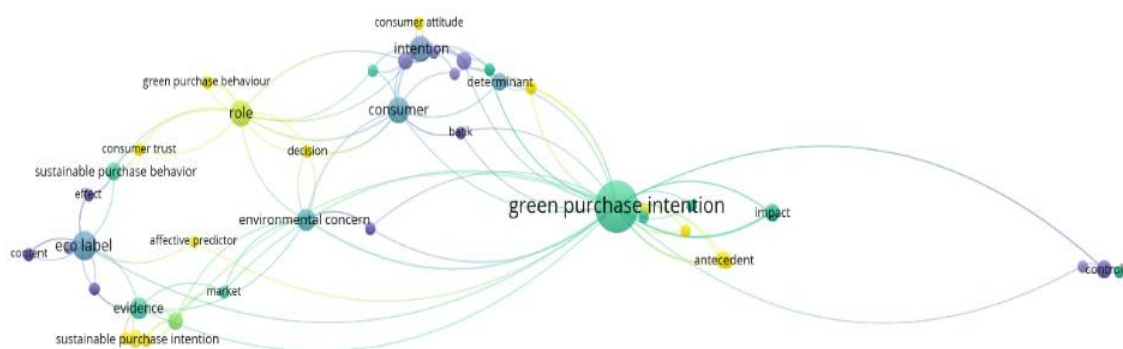


Gambar 2. Network Visualization

The network visualization in Figure 2 shows a high level of interconnectedness between clusters, which indicates that the study of continuous procurement is multidisciplinary and interintegrated. Nevertheless, it is still seen that some specific psychological constructs arise separately and have not yet been strongly connected to the main cluster. This shows that there is an opportunity to integrate these psychological concepts in a more comprehensive theoretical framework.

3.1.3 Overlay Visualization

Overlay visualization is used to analyze the temporal development of a research topic based on the year of publication. The results of this visualization show a shift in the focus of the research in the time span analyzed. In the early period, the research focused more on the general issue of sustainability and consumer attitudes towards environmentally friendly products. Over time, the focus of research shifted towards more specific psychological constructs, such as green self-identity, trust in environmental claims, and the influence of digital media and online information on purchase intent.



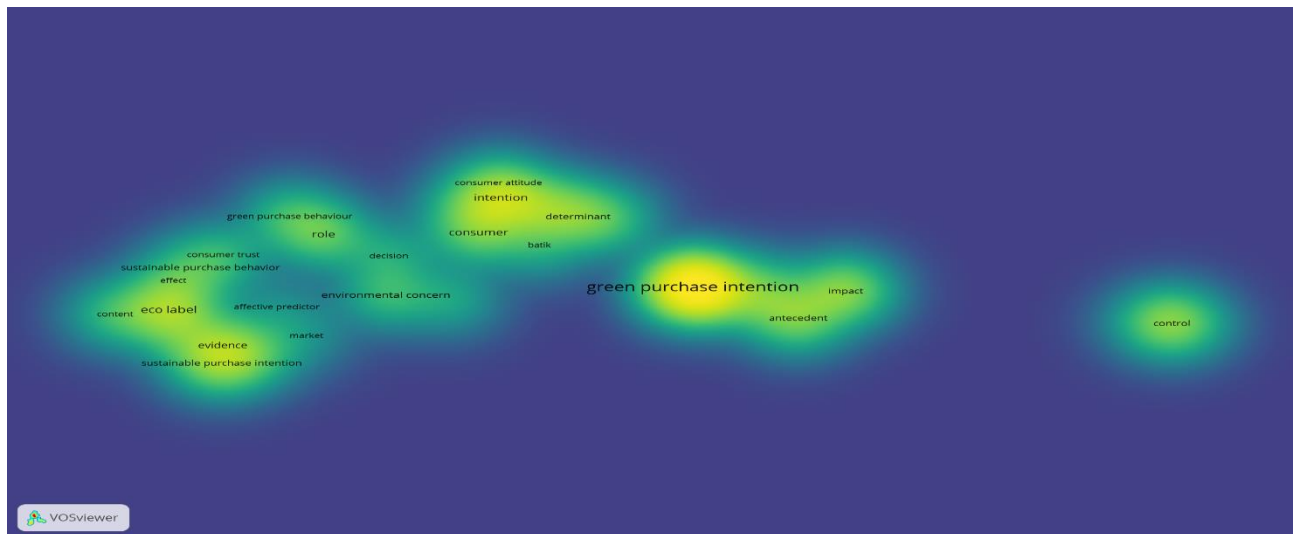
Gambar 3. Overlay Visualization

The lighter colors in the visualization overlay in Figure 3 indicate a relatively new keyword and is increasingly used in recent publications. Keywords such as greenwashing, digital information, and consumer trust reflect the academic response to market dynamics and the increasing complexity of environmental information that consumers face. These findings indicate that research on sustainable purchasing is not static, but rather continues to evolve with changing social, technological and consumer behavioural contexts.

Overlay visualization also shows that psychological factors are getting more attention in recent research, particularly in explaining the gap between intentions and sustainable purchasing behavior. This strengthens the argument that psychological approaches are becoming increasingly relevant and crucial in understanding consumer behavior in the era of sustainability.

3.1.4 Density Visualization

Density visualization memberikan gambaran mengenai intensitas dan konsentrasi penelitian berdasarkan frekuensi kemunculan kata kunci. Visualisasi ini menunjukkan bahwa area dengan kepadatan tertinggi didominasi oleh kata kunci seperti green purchase intention, sustainable consumption, dan consumer behavior. Tingginya kepadatan pada area ini menandakan bahwa topik tersebut telah banyak diteliti dan menjadi arus utama dalam literatur pembelian berkelanjutan. Sebaliknya, area dengan kepadatan yang lebih rendah menunjukkan topik-topik yang masih relatif kurang dieksplorasi, terutama yang berkaitan dengan integrasi faktor psikologis tertentu dalam konteks organisasi dan MSDM. Kata kunci seperti psychological ownership, employee values, dan organizational sustainability muncul dengan intensitas yang lebih rendah, menunjukkan adanya celah penelitian yang potensial untuk dikembangkan di masa mendatang.



Gambar 4. Density Visualization

The density visualization in Figure 4 confirms that although research on sustainable purchasing has grown rapidly, there is still ample room to deepen the study of the role of psychological factors holistically. These findings provide a solid foundation for further research to develop a conceptual model that integrates the psychological dimension, consumer behavior, and the perspective of MSDM in driving sustainable purchasing.

3.2 Discussion

The results of this study show that continuous purchase intent is a complex and multidimensional behavioral construct, which is significantly influenced by various consumer psychological factors. The thematic synthesis of the analyzed Scopus articles confirms that the psychological dimension plays a central role in bridging the gap between environmental awareness and actual purchasing decisions. These findings reinforce the view that economic approaches alone are not enough to explain sustainable purchasing behavior, so a deeper understanding of the cognitive, affective, and normative aspects of consumers is needed (Chang et al., 2020; Costa, 2021; Hong, 2023).

One of the most consistent psychological factors found in the literature is environmental concern and positive attitudes towards the environment. Various studies show that individuals with high levels of environmental concern tend to have stronger intentions to purchase sustainable products (Chang et al., 2022; Yadav & Pathak, 2020). However, empirical findings also indicate that environmental concern does not always directly translate into purchase intent, but is often mediated by other variables such as perceptions of self-effectiveness and personal value (Chang et al., 2020; Bansal & Wheeler, 2020). This shows that environmental awareness is a necessary, but not sufficient, condition in shaping sustainable purchasing behavior.

In addition to attitudes and environmental concerns, consumer self-identity and psychological value emerge as important determinants in sustainable purchasing intentions. The concept of green self-identity explains how individuals who identify themselves as eco-friendly consumers tend to show consistency between values, attitudes, and purchase intentions (Becerra et al., 2023; Sharma & Rana, 2022). Self-identity serves as an internal mechanism that reinforces a commitment to sustainable behavior, even when there are barriers such as higher prices or limited access to products. These findings expand the understanding that sustainable purchasing is not only a rational decision, but also an expression of an individual's moral identity and values.

Another psychological factor that stands out in the literature is trust in information and product sustainability claims. A number of studies show that consumer trust in eco-labels, environmental certification, and brand credibility has a significant influence on sustainable purchasing intent (Gorton et al., 2021; Testa et al., 2021; Zhao & Ma, 2023). Conversely, perceptions of greenwashing practices have been shown to weaken purchase intent and increase consumer skepticism of environmentally friendly products (Lu et al., 2022). These findings confirm that psychological aspects of trust and risk perception play a crucial role in a market context that is increasingly flooded with sustainability claims.

The literature also shows the important role of social norms and the influence of the social environment in shaping sustainable purchasing intentions. Recent studies reveal that social influence, both through subjective norms and information disseminated through digital media, can strengthen or weaken consumer purchase intentions (Nekmahmud et al., 2022; Sun & Xing, 2022). This influence is becoming increasingly relevant to young consumer groups, who tend to be more responsive to social opinion and online information. Thus, psychological factors are not only individual, but also formed through social interactions and specific cultural contexts (Hussain & Huang, 2022).

The findings of this study have significant theoretical and practical implications. The psychological factors that influence consumer continuous purchasing behavior are also relevant in the context of individual behavior within the organization. Personal values, self-identity, and attitudes toward sustainability can influence how individuals respond to an organization's environmentally-oriented policies. Thus, MSDM has a strategic role in instilling sustainability values

through training, organizational culture development, and reward systems that encourage pro-environmental behaviors (Karatepe & Okumus, 2023; Md et al., 2022).

Although the literature shows rapid development, the results of the synthesis also reveal research gaps. First, most studies still focus on purchase intent, while empirical evidence regarding the transition from intent to actual behavior is still limited (Kumar et al., 2021). Second, the integration of psychological factors with the perspective of MSDM and organizational context is still relatively rarely explored. Third, there is a need to develop a conceptual model that integrates various psychological factors holistically, rather than simply testing the partial influence of each variable.

The results of this study confirm that psychological factors are the main foundation in understanding sustainable purchasing intentions. The literature synthesis conducted not only confirms previous findings, but also underscores the importance of integrative approaches that link consumer behavior, psychology, and MSDM. Thus, this research makes a significant conceptual contribution to the development of sustainable purchasing studies and opens up the direction of future research that is more interdisciplinary and contextual.

4. CONCLUSION

This study concludes that sustainable purchasing intentions are shaped by the multidimensional interaction of consumer psychological factors, which include environmental concerns, personal attitudes and values, self-identity, trust in information and eco-labels, and social influences. Through a systematic literature review approach based on PRISMA 2020 combined with bibliometric analysis using VOSviewer, this study succeeded in identifying the main finding patterns, conceptual structure, and dynamics of the development of sustainable purchasing studies in reputable international literature. The results of the synthesis confirm that psychological factors play a key role as a key mechanism in bridging the gap between environmental awareness and purchase intention, thus providing comprehensive answers to research problems. The main contribution of this research lies in the provision of an integrated conceptual framework that links sustainable consumer behavior with the perspective of Human Resource Management, particularly in understanding the role of individual values, attitudes, and identities. However, this study has limitations because it relies on secondary data sources in the form of journal articles, as well as the dominance of studies that still focus on purchase intent rather than actual behavior. Therefore, further research is recommended to combine systematic literature review with cross-contextual empirical studies, as well as expand the integration of psychological factors and MSDM practices to encourage the implementation of sustainable purchasing behaviors more effectively and sustainably.

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