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The Role of Generative Artificial Intelligence in Shaping Consumer Behavior toward Sustainable Consumption: A Systematic Literature Review

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ABSTRACT

Generative Artificial Intelligence (GenAI) has emerged as a transformative technology that reshapes consumer decision-making and creates new opportunities to promote sustainable consumption. However, existing studies remain fragmented across marketing, consumer behavior, and sustainability literature, limiting a comprehensive understanding of GenAI's role in encouraging sustainable consumer behavior. This study aims to systematically synthesize the existing literature on the role of GenAI in shaping consumer behavior toward sustainable consumption. A Systematic Literature Review (SLR) was conducted following the PRISMA 2020 guidelines. Relevant English-language publications indexed in the Scopus database from 2020 to 2026 were identified and analyzed using thematic analysis. The review identifies seven major themes, including the evolution of GenAI in consumer decision-making, AI-driven personalization, psychological mechanisms, sustainable marketing, behavioral determinants, ethical challenges, and future research directions. The findings indicate that GenAI facilitates sustainable consumption by improving personalized recommendations, trust, environmental knowledge, and consumer engagement, while transparency, privacy, and algorithmic bias remain critical challenges. This study contributes by integrating fragmented knowledge into a comprehensive thematic framework and proposing future research directions to advance AI-enabled sustainable consumption research and practice.

Keywords: Generative Artificial Intelligence, Consumer Behavior, Sustainable Consumption, Systematic Literature Review, Sustainability.

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INTRODUCTION

Generative Artificial Intelligence (GenAI) has rapidly emerged as a transformative digital technology that is reshaping how consumers search for information, evaluate alternatives, and make purchasing decisions. Unlike conventional artificial intelligence, GenAI generates human-like content, supports interactive communication, and provides personalized recommendations. Wang (2019) argues that artificial intelligence performs cognitive functions traditionally requiring human intelligence, while

advances in generative models have expanded these capabilities into content creation and decision support. Consequently, GenAI increasingly serves as an intelligent decision-support system that enhances consumer experiences through real-time personalization (Almeida, S., & Ivanov, 2024).

At the same time, sustainable consumption has become a global priority in addressing climate change, resource depletion, and excessive consumption. Consumers are increasingly encouraged to consider environmental and social impacts when making purchasing decisions. Haws et al. (2014) show that stronger green consumption values increase consumers' willingness to purchase environmentally friendly products, while Sun et al. (2021) emphasize that sustainable purchasing contributes to environmental protection. However, environmental concern does not always translate into actual purchasing behavior because consumers often face information limitations and uncertainty regarding sustainability claims (Nguyen et al., 2023).

Recent studies suggest that GenAI can help bridge this intention–behavior gap by reducing information asymmetry and supporting informed decision-making. AI-powered recommendation systems and conversational agents improve consumers' environmental knowledge and encourage sustainable purchasing through personalized recommendations and AI-driven nudging (Sadiq et al., 2024; Foroughi, et al., 2025; Surbakti et al.,2025; Panwar, et al., 2025). Nevertheless, the effectiveness of these recommendations depends on the quality and credibility of AI-generated information (Zhang et al., 2026).

Despite the rapid growth of this research area, existing knowledge remains fragmented. Riandhi et al. (2025) review the relationship between AI and consumer behavior but give limited attention to sustainable consumption, while Panda et al. (2026) examine GenAI and consumer behavior without placing sustainable consumption at the center of analysis. In addition, recent bibliometric reviews provide limited theoretical explanations of the mechanisms through which GenAI shapes sustainable consumer behavior. To address these gaps, this study conducts a Systematic Literature Review (SLR) following the methodological guidelines of Tranfield et al. (2003), Snyder (2019), Page et al. (2021), and Sauer, P. C., & Seuring (2023), By synthesizing the existing literature, this review identifies the dominant research themes, underlying mechanisms, theoretical perspectives, and future research directions concerning the role of GenAI in shaping consumer behavior toward sustainable consumption.

LITERATURE REVIEW

Generative Artificial Intelligence

Generative Artificial Intelligence (GenAI) has emerged as a transformative technology that supports innovation and decision-making across various domains (Marolla G et al., 2026). Wang (2019) defines intelligence as the capacity of an information-processing system to adapt under limited knowledge and resources. GenAI refers to artificial intelligence systems capable of generating original content across multiple media, including text and images (Panda et al., 2026). These capabilities have transformed how consumers search for information, evaluate alternatives, and make purchasing decisions. Almeida and Ivanov (2024) further explain that GenAI enhances consumer experiences through easier decision-making, convenience, time savings, resource efficiency, and environmental benefits.

GenAI can automate complex tasks, analyze behavioral patterns, and support intelligent decision-making (Huang, M.-H., & Rust, 2018). Through conversational interactions, personalized recommendations, and real-time access to product information, it assists consumers throughout the purchasing process. In sustainability contexts, GenAI facilitates environmentally responsible consumption by recommending eco-friendly alternatives and providing sustainability-related information (Marolla G, et al, 2026). AI-generated information also increases environmental awareness and perceived value, encouraging more sustainable behavior (Zhang et al., 2026). Moreover, GenAI can educate consumers about sustainable practices and green products through accessible and personalized information (Al-Sharafi, M.A., et al., 2023). These capabilities position GenAI as an important technology for supporting sustainable consumer behavior.

Consumer Behavior

Consumer behavior refers to the processes through which individuals or groups select, purchase, use, and dispose of products and services to satisfy their needs. Purchasing decisions are influenced by psychological processes such as cognition, emotion, motivation, reward, and perception (Rodríguez-Ulcuango, et al., 2025). As consumer preferences evolve, these processes are increasingly shaped by technological advancement, environmental concerns, and information availability.

Growing environmental awareness has shifted consumer behavior toward greater consideration of environmental and social impacts in purchasing decisions (Trong Nguyen, et al., 2023). At the same time, digital transformation has accelerated the adoption of omnichannel retailing, social commerce, and AI-supported decision-making (Riandhi, A. N., Arviansyah, M. R., & Sondari, 2025). Consequently, AI has become an important tool for helping consumers navigate complex information and make more informed and sustainable purchasing decisions.

Sustainable Consumption

Sustainable consumption refers to the use of goods and services that satisfy current needs without compromising the ability of future generations to meet their own needs (Sun, J. J., Bellezza, S., & Paharia, 2021). It encompasses not only environmentally friendly products but also responsible consumption behaviors that consider environmental and social impacts (Makani, 2025). Minton, E. A., et al. (2022) identify demographic characteristics and attitudes, including environmental concern, knowledge, values, trust, and willingness to sacrifice, as key determinants of sustainable consumption. The same authors adopt the concept of green consumption values proposed by Haws, et al. (2014), which defines sustainable consumption as expressing environmental protection through purchasing and consumption behaviors.

Minton, E. A., et al. (2022) further argue that environmental values and knowledge represent the first stage in promoting sustainable consumption. In this context, GenAI has the potential to strengthen consumers' environmental knowledge by providing accessible, personalized, and real-time sustainability information. Zhang et al. (2026) explain that AI enhances consumer engagement with sustainability by improving access to environmental information and encouraging deeper understanding of sustainability issues. Through AI-generated recommendations and explanations of sustainability attributes, GenAI can strengthen environmental awareness and support more sustainable purchasing decisions.

METHOD

Systematic Literature Review

This study employed a Systematic Literature Review (SLR) to synthesize and integrate existing knowledge on the role of Generative Artificial Intelligence (GenAI) in shaping consumer behavior toward sustainable consumption. Compared with traditional narrative reviews, SLR applies a transparent, rigorous, and reproducible process for identifying, selecting, evaluating, and synthesizing relevant evidence, thereby minimizing selection bias and enhancing the reliability, validity, and replicability of review findings (Tranfield et al., 2003; Snyder, 2019).

An SLR is particularly suitable for this study because research on GenAI, consumer behavior, and sustainable consumption is rapidly expanding across multiple disciplines, resulting in fragmented knowledge. Therefore, a systematic synthesis is necessary to consolidate existing evidence, identify major research themes, examine theoretical perspectives, and highlight future research opportunities.

The review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) guidelines proposed by Page et al. (2021), which provide internationally recognized standards for ensuring transparency and reproducibility throughout the identification, screening,

eligibility assessment, and inclusion stages. In addition, the review adopted the evidence synthesis framework of Tranfield et al. (2003), consisting of three stages: planning, conducting, and reporting the review. During these stages, the review objectives, eligibility criteria, search strategy, study selection, and thematic synthesis were systematically implemented to provide an integrated understanding of how Generative Artificial Intelligence influences consumer behavior toward sustainable consumption This systematic literature review was guided by the following research questions:

RQ1. *How has Generative Artificial Intelligence been conceptualized and applied in shaping consumer behavior toward sustainable consumption?*

RQ2. *What are the key mechanisms through which Generative Artificial Intelligence influences sustainable consumer behavior?*

RQ3. *What are the dominant research themes and theoretical perspectives identified in the existing literature on Generative Artificial Intelligence, consumer behavior, and sustainable consumption?*

RQ4. *What research gaps and future directions can be identified to advance the literature on Generative Artificial Intelligence and sustainable consumption?*

Literature Search Strategy

The literature search was conducted exclusively using the Scopus database because it indexes high-quality peer-reviewed journals across business, management, marketing, sustainability, information systems, computer science, and social sciences. To ensure methodological consistency, the search was limited to English-language journal and review articles published between January 2020 and June 2026, reflecting the rapid development of Generative Artificial Intelligence (GenAI).

The search strategy combined keywords representing the three core concepts of this review—Generative Artificial Intelligence, consumer behavior, and sustainable consumption—using Boolean operators across article titles, abstracts, and author keywords. Search terms *included "Generative Artificial Intelligence," "Generative AI," "GenAI," "Artificial Intelligence," "ChatGPT,"* and *"Large Language Model"* together with terms related to consumer behavior and sustainable consumption. Additional filters restricted the results to peer-reviewed publications within relevant subject areas, including Business, Management and Accounting, Social Sciences, Economics, Computer Science, Decision Sciences, and Environmental Science.

Inclusion and Exclusion Criteria

To ensure methodological consistency, predefined inclusion and exclusion criteria were established before the screening process. Studies were included if they were peer-reviewed journal articles or review papers indexed in Scopus, published in English between 2020 and 2026, and explicitly examined the relationship between Generative Artificial Intelligence, consumer behavior, and sustainable consumption. Studies focusing solely on technical algorithm development, engineering applications, healthcare, robotics, or artificial intelligence without consumer or sustainability perspectives were excluded. Likewise, conference abstracts, editorials, book reviews, theses, dissertations, working papers, and publications with inaccessible full texts were excluded from the review).

Table 1. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Published between 2020 and 2026	Published before 2020
Indexed in Scopus	Not indexed in Scopus
Peer reviewed journal article or review article	Conference abstract, editorial, note, thesis, dissertation, book review, working paper
Published in English	Non-English publication

Inclusion Criteria	Exclusion Criteria
Focuses on Generative Artificial Intelligence or Artificial Intelligence in consumer contexts	Purely technical AI studies without consumer implications
Examines consumer behavior, purchase behavior, decision making, or consumer engagement	Studies unrelated to consumer behavior
Discusses sustainable consumption, green purchasing, environmental sustainability, or responsible consumption	Sustainability not discussed
Full text accessible	Full text unavailable

Study Selection Process Based on PRISMA 2020

The study selection followed the PRISMA 2020 framework, comprising four stages: identification, screening, eligibility assessment, and final inclusion. During the identification stage, all records retrieved from the Scopus database were exported to reference management software, where duplicate records were identified and removed. The remaining studies were screened based on titles and abstracts using the predefined inclusion and exclusion criteria, excluding publications unrelated to Generative Artificial Intelligence, consumer behavior, or sustainable consumption. Finally, full-text articles were assessed to ensure they addressed the research objectives and provided relevant empirical or conceptual evidence for the final qualitative synthesis.

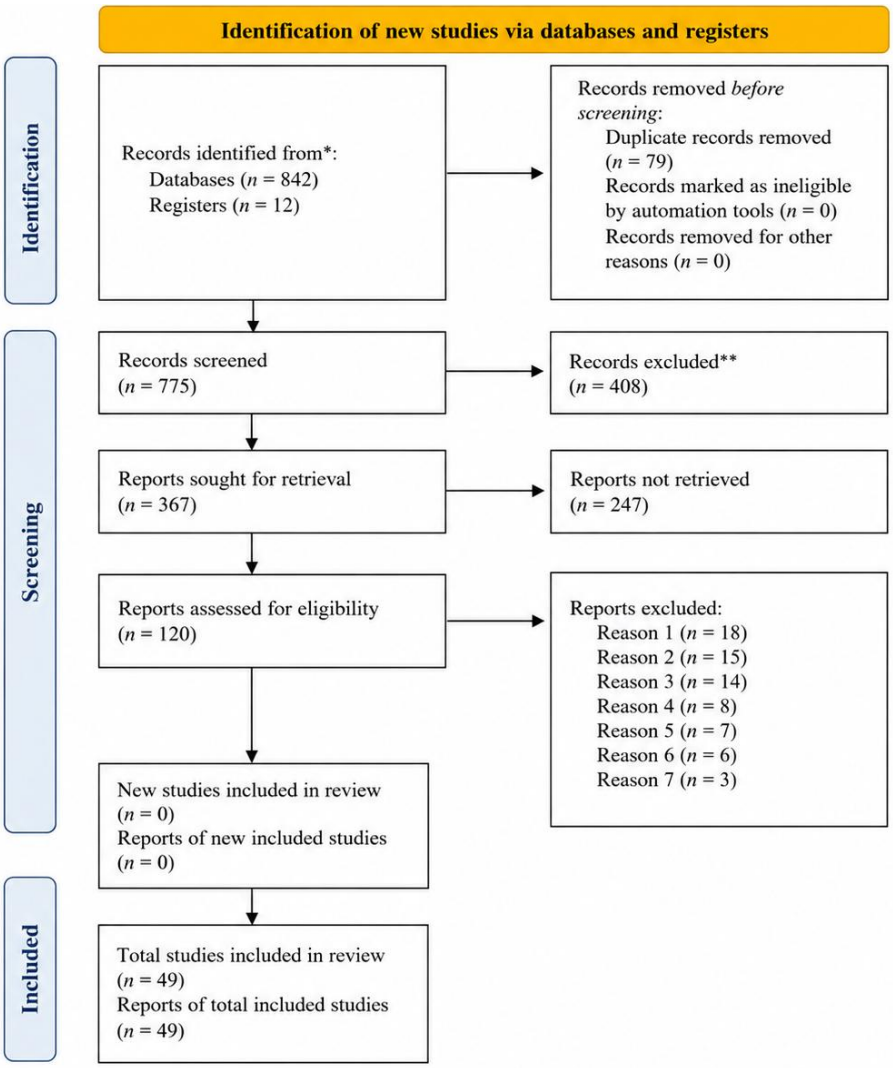


Figure 1. PRISMA 2020 Flow Diagram

RESULTS

The Evolution of Generative AI in Consumer Decision-Making

The literature shows that Generative Artificial Intelligence (GenAI) has evolved from a supporting technology into an intelligent decision-support system that influences information search, alternative evaluation, purchasing decisions, and post-purchase interactions. This evolution progressed from cognitive intelligence (Wang, 2019), to personalized recommendation systems that simplify sustainability information and reduce cognitive effort (Almeida, S., & Ivanov, 2024; Lin et al., 2023; Silalahi, 2025), and finally to an influential actor within digital consumer ecosystems that shapes consumer cognition and purchasing behavior through adaptive personalization (Riandhi et al., 2025; Panda et al., 2026; Zulaikha et al., 2026).

AI-Driven Personalization and Recommendation for Sustainable Consumption

AI-driven personalization emerged as a key mechanism through which GenAI promotes sustainable consumption. By integrating consumer preferences with sustainability information, GenAI simplifies information processing, improves recommendation relevance, and supports environmentally responsible purchasing decisions (Cao, P., & Liu, 2023; Si et al., 2026). Compared with traditional recommendation systems, GenAI delivers adaptive recommendations and AI-driven nudging that encourage sustainable choices without limiting consumer autonomy (Panwar et al, 2025). Personalized recommendations also strengthen consumer trust, confidence, and emotional engagement in selecting sustainable products (Foroughi et al, 2025; Foroughi & Al-sharafi, 2026; Bharadwaj, 2026).

Psychological Mechanisms Underlying AI-Driven Sustainable Consumer Behavior

The influence of GenAI on sustainable consumer behavior operates primarily through psychological mechanisms. Trust, perceived usefulness, cognitive fluency, environmental knowledge, emotional connection, and pro-environmental attitudes consistently emerged as factors shaping consumers' acceptance of AI-generated sustainability recommendations. Consumers are more likely to adopt AI when it is perceived as useful and trustworthy (Alyousuf et al., 2026), while simplified sustainability information improves cognitive fluency (Si et al., 2026). Emotional engagement (Zheng et al., 2026), environmental knowledge, and pro-environmental attitudes further strengthen sustainable purchasing behavior (Zambrano-Vélez et al., 2026; Ma et al., 2025).

Generative AI in Sustainable Marketing and Consumer Engagement

The literature demonstrates that GenAI has transformed sustainable marketing through personalized communication and consumer engagement. Conversational AI provides real-time sustainability information and personalized recommendations (Sadiq et al., 2024), while AI-generated marketing content improves message relevance and brand perception (Garg et al, 2025; Wadia, A. K., & Rawal, 2026). AI also enhances customer segmentation and behavioral analytics (Khaldy et al., 2026), enabling organizations to adapt sustainability campaigns dynamically (Phuangsuwan et al, 2024). Personalized communication further strengthens the effectiveness of green marketing in encouraging sustainable purchasing (Ahmed et al., 2025).

Determinants of Sustainable Consumer Behavior in the GenAI Era

The effectiveness of GenAI depends on individual, technological, and contextual determinants. Environmental values strengthen positive attitudes toward AI-enabled green products (Ma et al., 2025; Cao, P., & Liu, 2023) while perceived usefulness, ease of use, and trust influence technology acceptance (Alyousuf et al., 2026; Foroughi et al., 2025). Personalized recommendations improve recommendation

relevance (Sharma & Sharma, 2024), whereas AI literacy, environmental awareness, and social norms influence consumer acceptance across different cultural settings (Al-Sharafi et al., 2023).

Ethical Challenges and Risks of AI-Driven Sustainable Consumption

The literature consistently highlights ethical governance as essential for the successful implementation of GenAI in sustainable consumption. The credibility of AI-generated information directly influences consumer trust (Zhang et al., 2026), while AI systems optimized primarily for efficiency may unintentionally reduce consideration of environmental impacts (Wang et al., 2026). Transparent data management and responsible personalization strengthen consumer confidence (Qadri et al., 2026), whereas organizations must ensure that AI-generated sustainability claims remain accurate and verifiable to prevent digital greenwashing (Sidra, S., & Wagan, 2026).

Future Research Directions for AI-Enabled Sustainable Consumption

The literature indicates that research on GenAI and sustainable consumption remains at an early stage, with most studies emphasizing technology adoption and purchase intention. Future research should employ longitudinal approaches to examine long-term behavioral change (Riandhi et al., 2025) and investigate actual sustainable consumption behaviors beyond purchase intention (Panda et al., 2026). The literature also calls for stronger interdisciplinary theoretical frameworks (Panda et al., 2026), greater attention to Explainable Artificial Intelligence (XAI), transparency, and AI governance (Zulaikha et al., 2026), and broader cross-cultural and cross-platform investigations to improve the generalizability of findings.

Discussion

The findings of this systematic literature review indicate that Generative Artificial Intelligence (GenAI) has evolved into an intelligent decision-support system that supports sustainable consumer behavior by improving information access, delivering personalized recommendations, and facilitating consumer decision-making. These findings are consistent with Wang (2019), who conceptualizes artificial intelligence as a cognitive system, and with Almeida and Ivanov (2024), Huang and Rust (2018), and Marolla et al. (2026), who highlight GenAI's ability to enhance consumer decision-making and sustainability-related information.

The review further identifies AI-driven personalization as the primary mechanism through which GenAI encourages sustainable consumption. Personalized recommendations improve the relevance and accessibility of sustainability information while reducing consumers' cognitive effort. At the same time, trust, environmental knowledge, cognitive fluency, and pro-environmental attitudes emerged as key factors influencing consumers' acceptance of AI-generated recommendations. These findings support previous studies emphasizing the importance of environmental values and knowledge in promoting sustainable consumption (Haws et al., 2014; Minton et al., 2022; Zhang et al., 2026; Al-Sharafi et al., 2023).

The findings also demonstrate that the effectiveness of GenAI depends not only on technological capabilities but also on responsible AI governance. Transparency, explainability, privacy protection, and information credibility consistently emerged as essential factors for maintaining consumer trust and ensuring the effectiveness of AI-enabled sustainability initiatives. These results suggest that organizations should integrate technological innovation with ethical AI practices to maximize the contribution of GenAI to sustainable consumption.

Finally, the review reveals that current research remains methodologically limited, as most studies rely on cross-sectional survey designs and purchase intention rather than actual sustainable consumption behavior. Future studies should therefore employ longitudinal, experimental, and cross-

cultural approaches to better understand the long-term impact of GenAI on sustainable consumer behavior.

CONCLUSION

This systematic literature review examined the role of Generative Artificial Intelligence (GenAI) in shaping consumer behavior toward sustainable consumption by synthesizing evidence from recent studies. The findings indicate that GenAI has evolved beyond a conventional automation technology into an intelligent decision-support system that supports sustainable consumption through personalized recommendations, improved access to sustainability information, and interactive consumer engagement. The review further identifies AI-driven personalization, trust, cognitive fluency, environmental knowledge, and pro-environmental attitudes as the primary mechanisms through which GenAI influences sustainable consumer behavior. However, the effectiveness of these mechanisms depends on responsible AI governance, particularly transparency, explainability, privacy protection, and information credibility, which are essential for maintaining consumer trust and supporting responsible decision-making.

This study contributes to the literature by integrating fragmented evidence from artificial intelligence, consumer behavior, and sustainable consumption into a comprehensive synthesis. Unlike previous reviews that primarily examine AI adoption or consumer behavior separately, this review provides a broader understanding of how GenAI supports sustainable consumption while identifying emerging research areas such as explainable AI, ethical AI governance, and human–AI collaboration.

Recommedations

Despite these contributions, several limitations should be acknowledged. The existing literature is dominated by cross-sectional studies that primarily examine purchase intention rather than actual sustainable consumption behavior. In addition, most empirical evidence focuses on Generation Z consumers and specific geographical contexts, particularly in Asia, limiting the generalizability of current findings. The rapid evolution of GenAI and methodological differences across studies also indicate that the evidence base remains in an early stage of development.

Future research should adopt longitudinal, experimental, and cross-cultural approaches to examine the long-term impact of GenAI on actual sustainable consumer behavior. Greater attention should also be given to post-purchase behavior, sustainable lifestyle practices, explainable AI, algorithmic transparency, privacy protection, and human–AI collaboration. Integrating perspectives from artificial intelligence, consumer behavior, and sustainability will contribute to more comprehensive theoretical frameworks and provide stronger evidence for the effective use of GenAI in promoting sustainable consumption.

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