



FACTORS INFLUENCING PEERS IN ECO-CONSCIOUS PURCHASING BEHAVIOUR IN THE SOUTHEAST ASIA REGION: A SYSTEMATIC REVIEW

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ABSTRACT

Eco-conscious product procurement is crucial in fulfilling the Sustainable Development Goals (SDGs) and has received growing consumer interest. This research intends to enhance the comprehension of factors that affect eco-conscious purchasing intention through a systematic literature review (SLR) using the PRISMA methodology. By analyzing 33 articles from the significant databases from 2020 to 2025, we organized our examination around variables such as the country of origin, publisher, journal of publication, influencing factors, and theoretical frameworks utilized. Our results highlight the intricacies of purchasing intention for eco-conscious products, illuminating the various influences that span from personal beliefs to societal norms. Notably, we pinpoint directions for future research, such as the investigation of multilingual database resources to achieve a thorough understanding of the factors affecting eco-conscious purchasing intention. This study addresses a gap in the literature by offering insights into the complex interactions of factors that shape consumer behavior regarding sustainable procurement. Additionally, it provides practical implications for policymakers and businesses aiming to encourage eco-conscious purchasing initiatives, stressing the importance of targeted actions based on a comprehensive understanding of consumer motivations.

Keywords: *Eco-Conscious; Purchasing Intention; Influencing Factors*