

Abstrak: Panaliten saiki nyemak artikel babagan prilaku konsumen sing lestari saka macem-macem wilayah utawa negara. Saka 20 artikel peer-review sing diindeks ing web ilmu pengetahuan, umume nggunakake pendekatan kuantitatif. Setengah saka artikel sing dideleng nganggep aspek lingkungan, ekonomi, lan sosial minangka kriteria kelestarian, dene liyane mung kalebu bagean saka telung aspek kasebut. Panganan lan sandhangan minangka produk sing paling akeh dianggep ing artikel sing dideleng, dene klompok konsumen biasane adhedhasar umur, jender, pendhidhikan, penghasilan, lan pakaryan. Sacara géografis, akèh-akèhé studi asalé saka negara-negara ing Éropah, déné sisané saka Amerika Serikat lan wilayah Asia. Panliten kasebut nemokake manawa 16 saka 20 artikel sing dideleng nganggep manawa konsumen ing wilayah sing ditimbang padha transisi menyang prilaku sing lestari.

Kata Kunci: Perilaku, Konsumen, Milenial, Gaya Hidup

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