

## Mapping Consumer Role: A Systematic Review of Circular Economy Strategies

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**Abstract :** The shift to a circular economy necessitates a substantial change in consumer behavior, a complex and unpredictable actor that proves challenging to guide toward sustainability. This systematic literature review addresses the pivotal role that consumers play in propelling a circular economy, emphasizing the critical gap between positive attitudes and responsible actions. In this review, we utilized two prominent databases, Scopus and Web of Science, during the months of July and August 2023. A comprehensive screening process considered 467 articles, ultimately including 115 in the study for detailed analysis. Recognizing the transformative potential of consumer behavior, the study examines three key phases of consumer interaction with products —pre-purchasing decision, careful usage, and post-use management—identifying consumer-centric strategies that boost sustainability in each phase. Contrary to the prevailing emphasis on post-management strategies in society, the synthesis highlights the profound impact of strategies enacted during the pre-purchasing decision phase. In the investigation of the persistent attitude-behavior gap, factors influencing this gap and impeding consumers from engaging in sustainable actions are identified based on behavioral theories. Subsequently, strategies aimed at diminishing barriers and boosting motivators, as outlined in the literature, are presented. Recognizing the transformative potential of consumer behavior, the study underscores the pivotal roles of policymakers, businesses, and governments in fostering a more sustainable future. Ultimately, there is a call for further research to enhance the depth of analysis. This could be achieved through a more focused approach, such as narrowing the scope to a specific industry or applying a specific behavioral theory.

**Keywords :** circular economy, consumer behavior, sustainability, attitude-behavior gap, systematic literature review

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