

ABSTRACT

Plastic pollution has intensified the demand for sustainable alternatives like bioplastics, yet consumer misconceptions about their biodegradability and disposal persist. This Systematic Literature Review (SLR) analyzes studies from 2018 to 2024, exploring bioplastics consumer awareness, behavior, and adoption barriers using various theories with key theories such as Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA), and Signaling Theory. Findings highlight a growing research interest in bioplastics, particularly in Europe, Asia, and the Middle East, with increased publication rates from 2019 onward. Key barriers to adoption include consumer misinformation, lack of clear labeling, and limited knowledge of disposal methods. This review identifies gaps in consumer awareness and marketing strategies and provides a framework for future research to enhance consumer education, policy implementation, and business practices. By addressing these gaps, stakeholders can better promote bioplastics as a viable alternative to conventional plastics, fostering sustainable consumption and supporting circular economy initiatives.

Keywords: Bioplastics Consumer Behavior, Bio-based plastic consumption, Sustainable plastics consumer preference, Biodegradable plastics consumer information, Bio-polymers consumer behavior.