

How Eco-labels Work: A Systematic Review on Consumer Attention and Choices

Mengyao HU

University of Toulon, CERGAM

Brigitte Müller

University of Toulon, IAE, Cergam

Isabelle Muratore

CERGAM, Toulon University, Aix Marseille University

Cite as:

HU Mengyao, Müller Brigitte, Muratore Isabelle (2026), How Eco-labels Work: A Systematic Review on Consumer Attention and Choices. *Proceedings of the European Marketing Academy*, 55th, (133625)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



How Eco-labels Work: A Systematic Review on Consumer Attention and Choices

Abstract

This review synthesizes how eco-labels attract visual attention and influence consumer behavior. Using the PICOS protocol, we searched three databases, identified 70 eligible articles, and analyzed 22 studies through the ADO–TCM framework. Across contexts, eco-labels generally increase greener choices, purchase intention, and willingness to pay. Logo and joint logo–text formats attract more attention and produce stronger effects than text-only labels. Eye-tracking shows that longer fixation on eco-labels predicts higher purchase likelihood and valuation, confirming visual attention as a key mechanism. Methodologically, strong reliance on hypothetical scenario settings limits causal inference. This review advances prior work by integrating visual and perceptual attention as an explanatory mechanism, linking label design and behavioral outcomes, and combining risk-of-bias assessment with ADO–TCM evidence, and Forest Plot to provide a more rigorous account of eco-label effectiveness.

Track: Consumer Behaviour