

REVIEW PAPER OPEN ACCESS

Sustainable Consumption for a Better Life: Consumer Well-Being—A Review and Research Agenda

Nuria García-Rodríguez | Silvia Cachero-Martínez  | Eduardo González-Fidalgo 

School of Economics and Business, University of Oviedo, Oviedo, Spain

Correspondence: Nuria García-Rodríguez (nuriagr@uniovi.es)

Received: 19 May 2025 | **Revised:** 17 July 2025 | **Accepted:** 29 July 2025

Funding: The authors received no specific funding for this work.

Keywords: consumer well-being | SciMAT | sustainable/responsible consumption | systematic literature review | TCCM framework

ABSTRACT

Studies on consumer responsible behavior (CRB) and consumer well-being (CWB) have grown exponentially over the past 20 years. Although these lines of research have been developed independently, an important number of studies have focused on the connections between them. This article offers a systematic review of the existing literature at the intersection between CRB and CWB. Following the theory-context-characteristics-methods (TCCM) framework, proposed by Paul and Rosado-Serrano, and using SciMAT software for thematic analysis, we analyze and synthesize 79 articles published in high-quality peer-reviewed journals. Our findings show that personal values and self-determination theories are central in the literature, while the food, clothing, and tourism sectors prevail in empirical studies. We provide a comprehensive overview of the most influential theoretical approaches, most frequently studied contexts (e.g., countries and industries), key constructs, and methodological designs. We propose future research avenues for each TCCM dimension. Among them, we emphasize the need to research underrepresented regions, such as Africa and Latin America, and adopt more advanced methods that can capture the complex relationships between CRB and CWB. This review contributes to a better understanding of how responsible consumption influences well-being and paves the way for sustainability-oriented policy development and transformative consumer research.

1 | Introduction

Marketers have long stressed the positive connection between consumption and well-being, epitomized in images of happy smiling consumers performing in commercials. Classical economic theory identified well-being with consumption and, thereby, with income. More income implied more consumption possibilities and, therefore, more utility (well-being). Unfortunately, the way of life that unfolds from consumerism is taking our planet to a critical point. According to the Earth Overshoot Day estimations, with our current consumption patterns, humanity is using natural resources 1.7 times faster than our planet's bio-capacity to regenerate (Lin et al. 2021). This situation calls for sustainable or responsible consumption, particularly, in countries severely dominated by consumerism.

Regrettably, if reducing (individual) consumption leads to reduced (individual) well-being, the goal of sustainability will be difficult to achieve.

Fortunately, the relationship between consumption and well-being is more complex than previously suggested (Binder and Blankenberg 2017). Fifty years ago, Easterlin (1974) showed that as per capita GDP increased steadily in occidental countries, well-being did not. Recent studies show that the positive associations between income and well-being are due to correlations between income and variables such as health or social support (Oparina et al. 2025). There is extensive evidence that well-being does not follow directly from consumption (DeLeire and Kalil 2010; Dunn et al. 2011). Once basic needs are covered, consumption adds little to happiness. Consuming less and other forms

This is an open access article under the terms of the [Creative Commons Attribution-NonCommercial-NoDerivs](https://creativecommons.org/licenses/by-nc-nd/4.0/) License, which permits use and distribution in any medium, provided the original work is properly cited, the use is non-commercial and no modifications or adaptations are made.

© 2025 The Author(s). *International Journal of Consumer Studies* published by John Wiley & Sons Ltd.

of responsible consumption may indeed contribute to increasing consumer happiness (Chancellor and Lyubomirsky 2011). Empirical evidence collected over the last 20 years mostly points to positive effects of responsible consumption (Xiao and Li 2011; Lee and Ahn 2016; Jeong and Kim 2024). The purpose of this study is to provide a thorough systematic review of the literature that explores the compatibility between responsible consumption and CWB.

The World Happiness Report places well-being at the center of sustainability and public policy (Helliwell et al. 2023). What do we mean by well-being? The academic literature on well-being has evolved from a wide variety of theoretical perspectives, which have produced many different definitions of the term (Diener et al. 2018). In general, “well-being” refers to how well individuals are doing in life. This definition is ambiguous and open to different interpretations. The most relevant perspectives in the literature are those of quality of life (QoL), subjective well-being (SWB), and happiness. QoL refers to the objective circumstances that affect how good a person's life can be (e.g., wealth, health status, environmental quality, social relations). In other words, the objective conditions that make a good living possible. In turn, SWB focuses on the subjective self-evaluation of one's life, representing the degree of satisfaction with life (Diener et al. 2002). What matters is the personal perception of the experience of living, not the actual objective conditions of life. As people react differently to similar circumstances, the same objective conditions may lead to different perceptions of SWB. Finally, happiness refers specifically to emotions regarding positive (or negative) affect (Veenhoven 2024). Even though we can make these distinctions theoretically, the truth is that we can find the general term “well-being” used in the literature to refer to QoL, SWB, happiness, or a combination of them.

The specific interest in CWB can be linked to the movement of transformative consumer research, which aims to encourage research that benefits consumer welfare and QoL for all (Pancer and Handelman 2012). This interest aligns well with SDG 3, to ensure healthy lives and promote well-being for all at all ages. Research on CWB focuses specifically on the role of individuals as consumers. The traditional view of consumer sovereignty (Nelson 1970) describes consumer choice as an exercise of democracy that benefits society as a whole. It is, indeed, a reinterpretation of neoclassical economics in which the efficient allocation of resources follows from consumer choice, and social well-being is maximized. Critics have challenged this view owing to the strong assumptions involved. First, rational behavior is a fundamental economic assumption with weak empirical support (Ariely 2009). For instance, Welsch and Kühling (2010) found that environmentally friendly consumption tends to be less than individually rational. The absence of externalities is a second assumption that does not hold in practice. Third, consumer sovereignty theory requires consumer preferences to be exogenous to the marketing system. If marketers can manipulate (persuade) consumers in their purchasing decisions, consumption patterns may not contribute to either individual or social well-being (Packard 1957). Overall, empirical research consistently shows that materialism leads to reduced life satisfaction and happiness (Belk 1985; Richins and Dawson 1992; Frank 2004; Lee and Ahn 2016). In contrast, transformative

consumer research focuses on a wider array of drivers of consumer welfare, including emotional, social, economic, physical, spiritual, environmental, and political (Mick et al. 2011).

The effects of consumer behavior on CWB can be analyzed under the lens of two well-known stances of happiness: Hedonism and Eudaimonism (Ryan and Deci 2001). The (mis)conception of well-being as a product of mindless consumption relates to the Epicurean notion of hedonic well-being (HWB), which focuses on the satisfaction obtained from pleasure (lowered by pain). The hedonistic school of thought traces back to ancient Greek philosophers such as Epicurus and Aristippus and inspired the writings of classic philosophers such as Jeremy Bentham and John Stuart Mill. In turn, these authors set the ground for the utilitarian approach mentioned above. On the other hand, eudaimonic well-being (EWB) is rooted in Aristotelian philosophy. Eudaimonia literally means well-being. In contrast to the hedonistic tradition, virtue and self-fulfillment are essential components of EWB. The path to well-being requires the pursuit of purpose in life.

EWB requires consuming well, not consuming much. Conscious, responsible, or mindful consumption refers to a behavior that is aware of the consequences of consumption. Responsible consumption often implies less consumption. Anticonsumers reject buying certain goods or services (or brands) for different reasons (Lee and Ahn 2016), obtaining EWB by congruity with life values. Evidence suggests that environmentally conscious consumers experience feelings of well-being from supporting green products (Hartmann and Apaolaza-Ibañez 2008). Congruence with their pattern of personal altruistic environmental values provides the stimulus to engage in green consumption, despite the costs involved in this behavior. It is worth noting that consumption (just as any other aspect of life) does not occur in isolation, but within a social and institutional context. External factors, such as access to green areas or social relations, are commonly associated with higher well-being (Oishi and Diener 2001). Similarly, marketing practices can have a determining influence on consumption behavior and, therefore, on CWB (Sirgy 2001). By appealing to either EWB or HWB, marketers can shape the intimate relationship between consumer choice and consumer values. Furthermore, consumption behavior also has a deep impact on society (Daskalopoulou 2014), being critical in the pursuit of sustainability (Nangia et al. 2024).

Bhardwaj and Kalro (2024) and Dahiya et al. (2024) provide comprehensive reviews of the literature on CWB, focusing on the different specific domains to which the concept applies. In turn, Nangia et al. (2024) offer a complete revision of the literature on CRB. In this paper, we aim to provide a systematic review of the literature on the intersection between these two topics. We are not aware of any other revision of this specific research field, since the major focus of CRB literature has been on its effects on sustainability. The literature on CRB-CWB demonstrates that the effects of consumption behavior on well-being are significant and deserve the attention of marketers and policy makers.

To accomplish this task, we conducted a systematic literature review (SLR) of peer-reviewed articles published in high-quality academic journals. The objectives of this review are to address the following research questions:

RQ1. Which journals and authors had the greatest impact on the study of CWB and responsible consumption?

RQ2. What key thematic trends emerge from this research domain, and how have they evolved over time?

RQ3. What theories, contexts, characteristics, and methodologies (TCCM framework) are prevalent in this literature?

RQ4. What research opportunities exist for advancing the study of well-being and sustainable consumption in future research?

2 | Methodology

Systematic reviews can be conducted in myriad ways (Paul and Criado 2020). Theory-based reviews (e.g., Gilal et al. 2019), theme-based reviews (e.g., Paul et al. 2017; Rana and Paul 2017; Kahiya 2018; Rosado-Serrano et al. 2018; Mishra et al. 2021; Hao et al. 2021), framework-based reviews (e.g., Paul and Benito 2018; Paul and Mas 2020; Paul and Rosado-Serrano 2019; Paul 2020), hybrid reviews (e.g., Dabić et al. 2020), bibliometric analysis (e.g., Ruggeri et al. 2019), and meta-analysis (e.g., Barari et al. 2021; Rana and Paul 2020).

The present study undertakes a rigorous SLR using TCCM as an organizing framework to assess the current state of the art and to uncover key research gaps in the areas of CWB and CRB. Although systematic reviews are widely recognized for their methodological robustness and ability to synthesize knowledge, their application in marketing research is relatively new (Paul et al. 2021). This method constitutes an established research tool that enables the synthesis of existing literature, the identification of gaps and contradictions, and the detection of future research opportunities (Paul and Criado 2020; Paul et al. 2021). The TCCM framework helps to systematically synthesize theories, methodologies, geographical and sectoral contexts, and characteristics of the extant literature (Billore and Anisimova 2021; Chakma et al. 2021; Basu et al. 2022; De Keyser and Kunz 2022; Hassan et al. 2022; Khlystova et al. 2022).

Our methodological approach is based on the SPAR-4-SLR protocol described by Paul et al. (2021), which provides an explicit and structured step-by-step process to follow when conducting literature reviews in social sciences. Its systematic nature makes it, particularly, useful for organizing, analyzing, and synthesizing research in marketing and consumer studies. SPAR-4-SLR provides an understandable and explicit procedure that compels researchers to justify decisions at all stages of the review. It places particular emphasis on the formulation of a robust and well-defined search strategy, alongside explicit inclusion and exclusion criteria, which helps minimize bias and ensures the relevance of the studies retrieved. Furthermore, the protocol includes a formal quality assessment of the papers included, thereby reinforcing the overall accuracy and reliability of the review.

The SPAR-4-SLR methodology is structured around three sequential stages—*assembling*, *arranging*, and *assessing* (Figure 1)—and is intended to synthesize the current body of

knowledge and to identify promising directions for future research within the field reviewed (Paul et al. 2021).

2.1 | Assembling Stage

The *assembling* stage involves the *identification* and *acquisition* of relevant literature. The identification of documents within the CRB and CWB domains is oriented toward addressing research questions related to both the performance (e.g., publication and citation trends, leading journals and authors) and the intellectual structure (e.g., underlying theories and key themes) of the selected studies.

We based our analysis on data extracted from the Web of Science (WoS) and Scopus databases, both of which are widely recognized for their comprehensive coverage and inclusion of author-defined keywords, which are essential elements in bibliometric analysis (Waltman 2016). In the case of the WoS database, the search was limited to the Core Collection, the Social Sciences Citation Index (SSCI), and the Emerging Sources Citation Index (ESCI). These sources are acknowledged for offering reliable metadata and are regularly used in marketing and management research (Lacka et al. 2020). Alternative databases, such as ProQuest, JSTOR, EBSCOHost, and Google Scholar, were not considered because they lack standardized metadata, consistent peer-review filters, and bibliometric tools needed for SLRs and science mapping. Document sources were restricted to peer-reviewed journal articles. Books, book chapters, grey literature, and conference proceedings were not included because they usually prioritize breadth over analytical depth and are seldom subjected to rigorous peer-review processes (Lim et al. 2021; Paul et al. 2021; Çelik et al. 2023).

During the acquisition stage, documents were downloaded from WoS and Scopus in accordance with the procedures recommended by Klarin (2024). Unlike alternative databases and search engines, these two platforms are not only widely used for literature search but also enable the systematic downloading of bibliometric data. This essential feature is not consistently available in other platforms such as EBSCO, ScienceDirect, Emerald, and Google Scholar (Paul et al. 2021; Lim et al. 2022).

In order to capture all the relevant contributions within the domain of interest, a preliminary systematic search was conducted with the objective of identifying the range of terms that are common in the literature to refer to its defining concepts: CWB and CRB. This exploratory step enabled us to define an all-inclusive Boolean equation to perform an advanced search in each database: (well-being OR wellbeing OR “well being” OR happiness) AND (“sustainable consumption” OR “green consumption” OR “ethical consumption” OR “responsible consumption” OR “pro-environmental behavior” OR “conscious consumption” OR “ecological consumption” OR “consum* curtailment” OR minimalism OR “mindful consumption” OR “voluntary simplicity” OR “anti-consumption” OR “anti consumption” OR anticonsumption). To maximize the relevance and completeness of the results, the search first targeted documents with the selected terms in the title. It was then extended to papers that contained these terms in the abstract

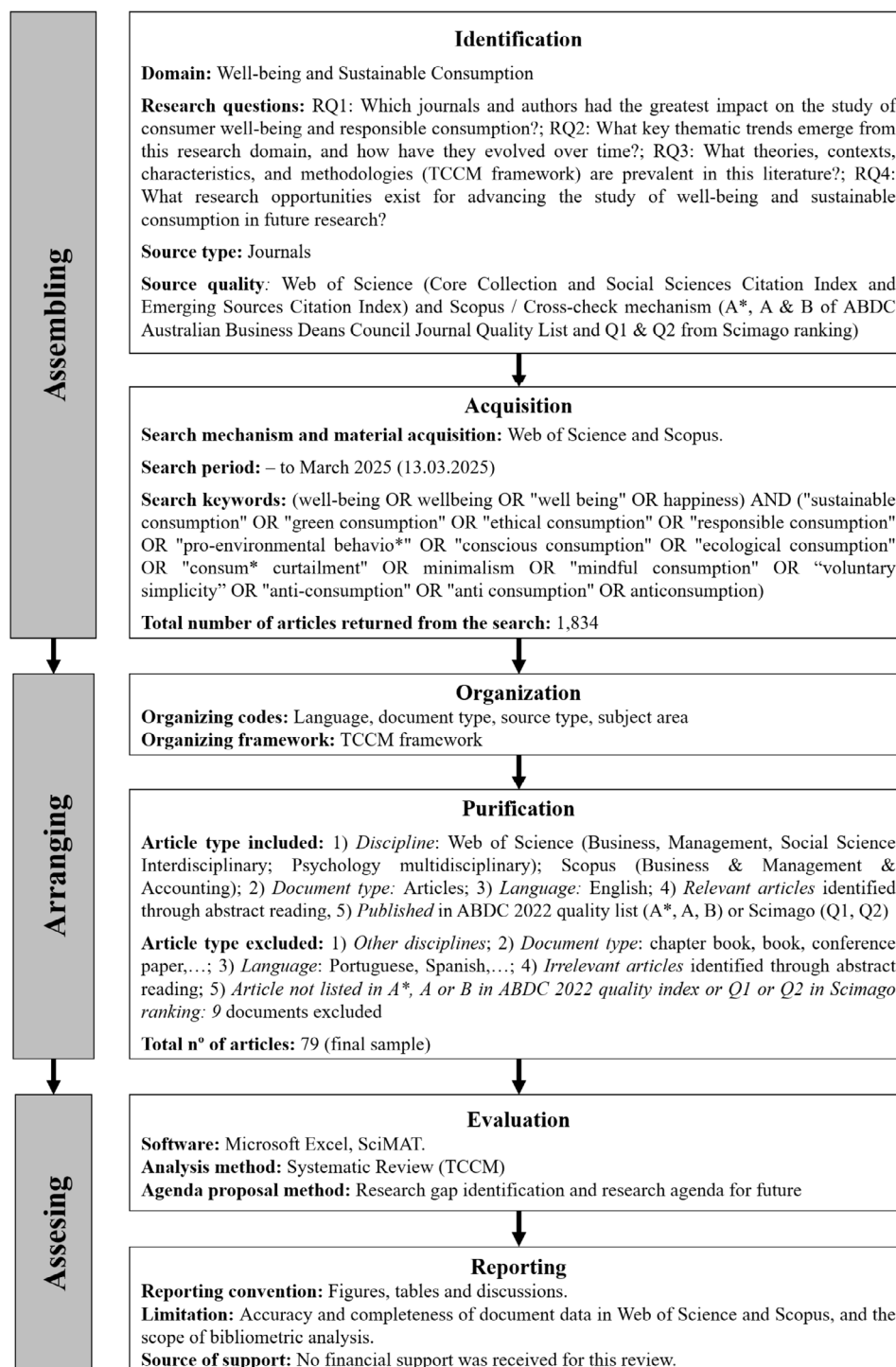


FIGURE 1 | SPAR-4-SLR framework for systematic review. *Source:* Adapted from Paul et al. (2021).

(AB) or author-assigned keywords (AKs), ensuring broader coverage of the literature on well-being and sustainable consumption. The data from Scopus were retrieved using an identical query format, specifically the TITLE-ABS-KEY command.

In accordance with one of the specific objectives of this study (understanding the temporal evolution of publications addressing well-being in the context of sustainable consumption) the search was not restricted to specific periods. After applying the selection criteria, the first article selected dates to 2008, whereas the most recent works were published during the first quarter of

2025. Interestingly, 2008 marks a turning point in the interest on CWB and sustainability (O'Loughlin et al. 2023).

At the end of the assembling stage, 1834 documents were retrieved: 736 from WoS and 1098 from Scopus.

2.2 | Arranging Stage

The *arranging stage* comprises two substages: *organization* and *purification* of literature that are in the process of being

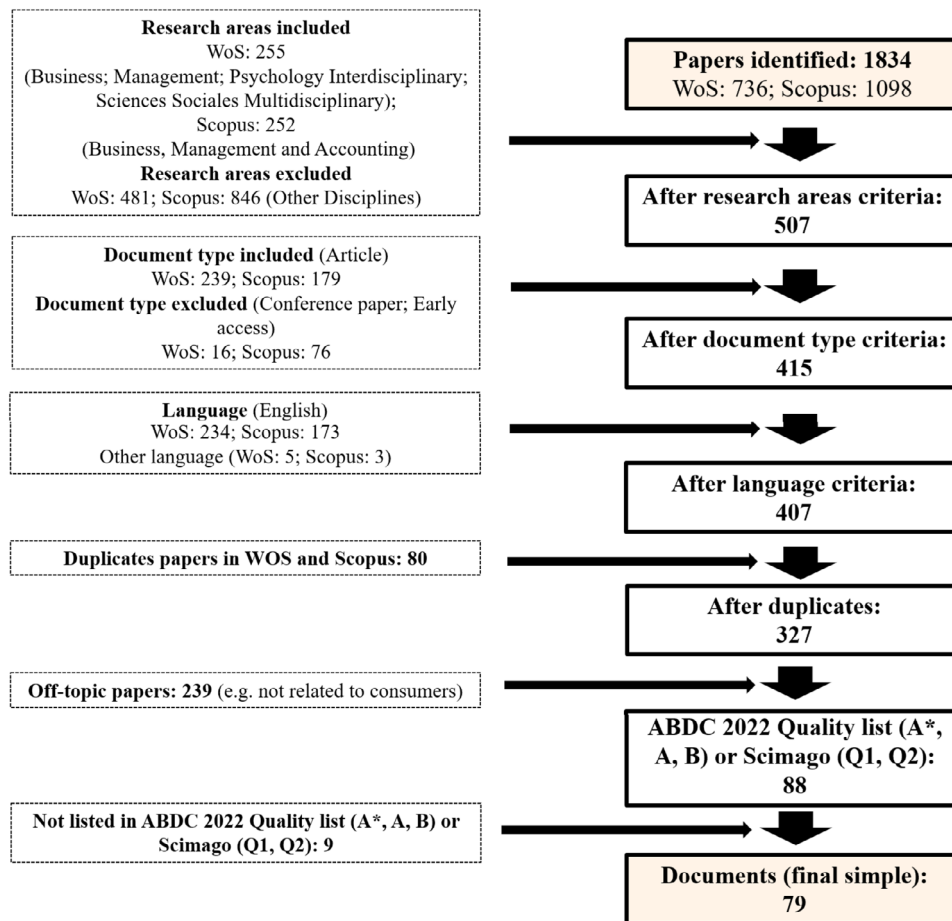


FIGURE 2 | Inclusion and exclusion criteria.

synthesized. In terms of organization, this study applied four types of filters available in WoS and Scopus as coding criteria to classify and organize the documents. Specifically, documents were categorized based on four parameters: language, document type, source type, and subject area. For the screening process, the study selected documents that met the following criteria: (1) classified as “articles”; (2) published in “journals”; (3) published in English; and (4) aligned with subject areas relevant to the field of study. Accordingly, the search was restricted to articles within the areas of “Business, Management, Psychology Interdisciplinary, or Social Sciences Multidisciplinary” in WoS and “Business, Management and Accounting” in Scopus (Juliani and de Oliveira 2016). Although WoS and Scopus do not employ identical classification systems, efforts were made to select comparable categories deemed relevant for the analysis. To ensure the quality of the papers included, we excluded articles that were not listed in the ABDC-2022 ranking or not ranked in Q1 or Q2 of the Scimago Journal Rank.

After applying the previous filters, the number of articles retrieved from WoS was 234, and 173 from Scopus. Subsequently, duplicate documents appearing in both databases (80) were removed, resulting in 327 unique articles. These articles were then carefully read by the authors, and papers considered irrelevant or unaligned with the research topic were excluded from the dataset. For example, articles unrelated to sustainable consumption or those addressing well-being in other contexts, such as the workplace, were removed. This fine-grained process was

performed independently by the three authors, and paper exclusion was agreed upon by consensus. The inclusion and exclusion criteria are detailed in Figure 2. After following these steps, the final database consisted of 79 papers.

2.3 | Assessing

The final stage of the process is focused on evaluation and involves two critical tasks: (1) in-depth reading of selected papers and (2) organization of the insights appraised. In accordance with well-established practices in marketing and consumer behavior research (Donthu et al. 2021; Paul et al. 2021), the analysis relies on inductive logic. Rather than applying a predefined framework, the review allowed themes and conceptual patterns to emerge directly from the literature, providing an informed view of the current state of the field and possible future lines of research. The evaluation was based on bibliometric techniques that combine performance analysis with scientific mapping. The former, based on descriptive statistics, allowed identifying publication trends and citation impact, which, in turn, helped detect the most influential journals, articles, and authors. Complementarily, scientific mapping was used to explore the intellectual and conceptual structure of the literature. In this stage, we performed content analysis, keyword co-occurrence, and bibliographic coupling, following the guidelines provided by Donthu et al. (2021). For that purpose, we used the Science Mapping Analysis Tool

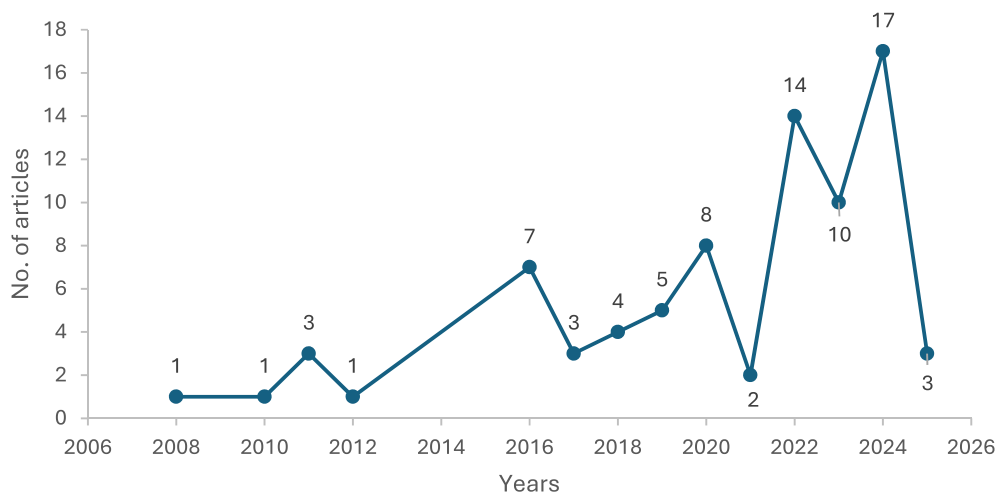


FIGURE 3 | Evolution of the number of articles.

(SciMAT), a software specifically designed to help researchers map out major research topics, observe how they have developed over time, and understand how concepts relate to each other. Using SciMAT, we were able to delve deeper into the main thematic clusters, assess how mature these topics have become, and better understand the collaboration networks among scholars working at the intersection of CWB and sustainable consumption.

To present the results, we employed a combination of narrative synthesis, summary tables, and visual displays that convey the findings unambiguously and distinctly. Bibliometric core indices and core thematic structures are shown in tables; keyword networks and strategic diagrams produced by SciMAT visually illustrate the research landscape. This mixed-method approach corresponds to the current best-practice recommendations for performing SLRs in the social sciences (Paul et al. 2021) and improves the interpretability of the findings.

In any case, we must acknowledge the limitations of the analysis conducted. First, the accuracy and comprehensiveness of our findings critically depend on the quality of the metadata provided by the WoS and Scopus databases. Second, the review is limited to articles published in peer-reviewed scientific journals. Therefore, potentially relevant contributions from books, book chapters, and grey literature are excluded. Third, only bibliometric indicators directly related to the objectives of the study were reported. Throughout the entire process, we endeavored to maintain maximum methodological transparency and procedural consistency in accordance with the SPAR-4-SLR protocol.

SLRs may adopt different orientations, including those that focus on specific domains, theoretical perspectives, or methodological approaches (Palmatier et al. 2018). Within each of these broad categories, further distinctions can be made, such as reviews organized around thematic structures, conceptual frameworks, or bibliometric analyses. This article adopts the TCCM framework, which systematically organizes and structures the literature (Paul and Rosado-Serrano 2019) in a coherent manner by emphasizing several key elements, namely Theories (T), Contexts (C), Characteristics (C), and Methods (M), employed

in the body of literature within the focal domain. Although various methodological frameworks are available for conducting systematic reviews, TCCM was chosen for its suitability in the fields of marketing and consumer behavior, where it facilitates the integration of conceptual insights and the identification of theoretical gaps.

Alternative frameworks, such as PRISMA (Moher et al. 2010), are more appropriate for clinical or quantitative reviews. In turn, SPIDER (Cooke et al. 2012) is specifically tailored to qualitative evidence syntheses. In contrast, the TCCM approach offers a comprehensive and flexible structure that aligns well with the objectives of this study, that is, to critically map the conceptual landscape of CWB and CRB, and to propose future research avenues grounded in theory and context (Paul et al. 2023). According to Paul et al. (2021), a research domain may be considered mature enough for a systematic review when it has accumulated a substantial body of work—specifically, at least 40 relevant articles. Following the TCCM approach, this review synthesizes 79 papers published between 2008 and March 2025, covering the full span of the literature.

3 | Synthesis and Findings

3.1 | Publication Trends and Distribution of Research

In this section, we present a descriptive overview of the 79 academic articles selected. Figure 3 presents the yearly distribution of publications from 2008 to 2025, illustrating the development of academic interest in the confluence of CWB and CRB. In the early stages of the period analyzed (2008–2012), research interest was reduced, with a small set of isolated publications. In contrast, from 2016 onwards, the topic gained momentum, as evidenced by a gradual increase in publication output. This increasing trend became more defined after 2018, with a significant peak in 2024, corresponding to the 17 articles published that year. In sum, the data show increasing interest in the literature on CRB and CWB in recent years. Given this trend, a potentially large number of contributions can be expected in the foreseeable future.

TABLE 1 | Top 9 journals ranked by number of articles.

Journal	No. of articles	Citation (average cit./art)	Sample articles
<i>Frontiers in Psychology</i>	7	182 (26)	Venhoeven et al. (2016); Stoltz and Schaffer (2018); Wang et al. (2019); Thiermann et al. (2020); Xie et al. (2022); Winkelmaier and Jansen (2023); Burke and Corrigan (2024)
<i>Journal of Consumer Affairs</i>	5	420 (84)	Iyer and Muncy (2016); Lee and Ahn (2016); Seegebarth et al. (2016); Balderjahn et al. (2020); Teufer and Grabner-Kräuter (2023)
<i>International Journal of Consumer Studies</i>	4	155 (38.75)	Ladhari and Tchetgna (2017); Minton et al. (2018); Oral and Thurner (2019); Garima et al. (2025)
<i>Psychology & Marketing</i>	4	150 (37.5)	Furchheim et al. (2020); Kuanr et al. (2020); Kuanr et al. (2022); Maseeh et al. (2022)
<i>European Journal of Marketing</i>	3	81 (27)	McGouran and Prothero (2016); Balderjahn et al. (2023); Morais and Brito (2025)
<i>Journal of Cleaner Production</i>	3	94 (31.3)	Guillen-Royo (2019); Balderjahn et al. (2021); Daniel et al. (2024)
<i>Journal of Macromarketing</i>	3	45 (15)	Ganglmair-Wooliscroft and Lawson (2011); Pai et al. (2022); Vesterinen et al. (2024)
<i>Journal of Sustainable Tourism</i>	3	22 (7.33)	lv et al. (2024); MacInnes et al. (2024); Zhang et al. (2024)
<i>Sage Open</i>	3	20 (6.67)	Xiao et al. (2020); Ruo-Fei et al. (2022); Ni and Ueichi (2024)
Top 9 journals	35		

Regarding RQ1, Table 1 provides the metrics for the top nine journals ranked by the number of articles published. The top source of relevant content is *Frontiers in Psychology*, with seven documents. The journal focuses on psychological processes, openness to interdisciplinary research, and commitment to open access publishing, making it, particularly, attractive for studies exploring the emotional, cognitive, and behavioral dimensions of CWB and sustainability. Other major contributing journals include the *Journal of Consumer Affairs* and *Psychology of Popular Media Culture*, each with five documents. The *International Journal of Consumer Studies* and *Psychology & Marketing* contributed four documents each. Several other journals have published three papers: the *European Journal of Marketing*, the *Journal of Cleaner Production*, the *Journal of Macromarketing*, the *Journal of Sustainable Tourism*, and *Sage Open*.

Beyond the ranking by articles count, a second critical feature is the identification of the most influential journals in terms of citations within the CWB and CRB literature. The *Journal of Consumer Affairs* leads the citations ranking (420), followed by *Frontiers in Psychology* (182), the *International Journal of Consumer Studies* (155), and *Psychology and Marketing* (150). In

terms of citations per paper, the performance of the *Journal of Consumer Affairs* (84) is remarkable. The *International Journal of Consumer Studies* and *Psychology & Marketing* are next in this ranking, with averages of 38.7 and 37.5, respectively. These figures emphasize the prominence and visibility of these journals, which have an important target audience. Citation patterns suggest that while some journals publish few articles, their content resonates strongly within the academic community, achieving good scholarly impact on a per-article basis.

Continuing with RQ1, Table 2 shows the authors with the most significant academic contribution to the study of the relationship between CRB and CWB.

3.2 | Strategic Diagrams and Motor Themes

To address RQ2, we employed the open-source software SciMAT (Cobo et al. 2012), which is widely recognized for its ability to visualize research themes and their evolution over time (Campos-García et al. 2024). The analysis was structured according to time intervals, and the resulting themes

TABLE 2 | Top 3 authors ranked by number of articles.

Author	Affiliation	Articles	Citations
Lee, Michael S.W.	University of Auckland Business School (New Zealand)	5	266
Balderjahn, Ingo	University of Potsdam (Germany)	4	205
Seegebarth, Bárbara	Technische Universität Braunschweig (Germany)	3	190

were positioned within strategic diagrams and cluster networks. These diagrams are based on two core bibliometric indicators originally proposed by Callon et al. (1991): centrality, which indicates the extent of a theme's interaction with other themes (e.g., external relevance), and density, which reflects the internal development and cohesion of a theme. This mapping model, as implemented in SciMAT, has been extensively applied in bibliometric research in the social sciences (Molina-Collado et al. 2022), offering a robust framework for identifying the most prominent research topics and tracking their evolution over time.

After importing the dataset into SciMAT, a term normalization process was performed to consolidate semantically related concepts and ensure the consistency and reliability of the bibliometric results (Molina-Collado et al. 2022). This process involved two complementary techniques: (1) an automated clustering procedure based on lexical proximity and (2) a manual refinement stage in which conceptually equivalent terms were grouped together (e.g., *responsible behavior* and *sustainable behavior*). Once this normalization was performed, the total number of terms was reduced from 1924 to 1669.

The configuration established in SciMAT followed the parameters proposed by Cobo et al. (2011): the unit of analysis was set as “word”; co-occurrence analysis was used to construct the thematic networks; the equivalence index served as the similarity measure to normalize these networks. Clusters or themes were identified using the simple centers algorithm, with a minimum of 3 and a maximum of 12 keywords. The Jaccard index was applied to capture thematic evolution, while the inclusion index measured the degree of overlap across time periods. The relevance of keywords was assessed through both the number of citations and the *h*-index.

The analysis was subdivided into specific time intervals to offer a longitudinal view of the development within the field. The selection of these intervals was based on theoretical, social, and academic factors pertinent to the field. Specifically, the segmentation considered the progression in the number of publications within the field, as well as two pivotal events closely related to the topic: the adoption of the United Nations 2030 Agenda in 2015, and the outbreak of the COVID-19 global pandemic in 2020. As the earliest article retrieved was published in 2008,

three timeframes were established: Period 1 (2008–2015), Period 2 (2016–2020), and Period 3 (2021–2025).

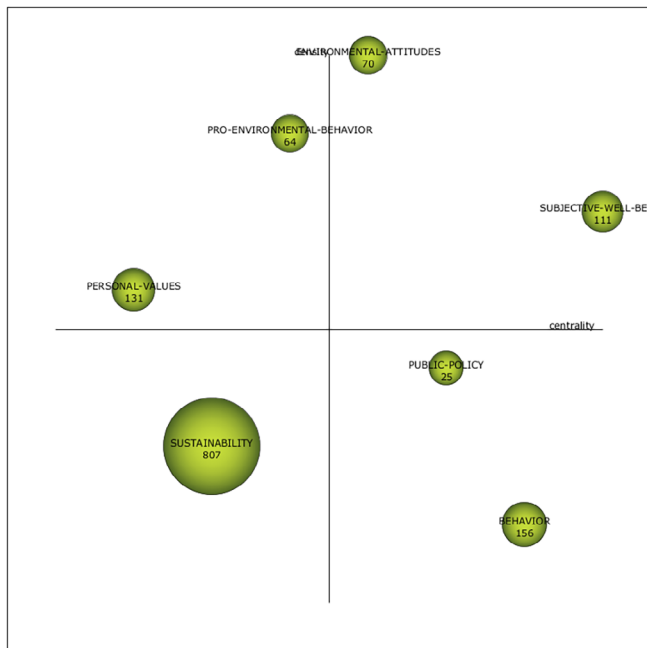
The analysis was structured according to these time periods; the resulting themes were positioned within strategic diagrams and cluster networks. The strategic diagrams are structured into four interpretative quadrants.

- Quadrant I (top right—“motor themes”): this category comprises well-established and central issues that present solid conceptual structures and are highly relevant for researchers.
- Quadrant II (upper left—“highly developed but peripheral themes”): Themes that are internally well-developed but have limited cross-relations with other clusters. They often represent specialized or isolated fields.
- Quadrant III (bottom left—“emerging or declining themes”): Weakly developed or marginal topics, which may reflect emerging topics or topics in decline.
- Quadrant IV (lower right—“basic and transversal themes”): Topics with great development potential, which are broad and fundamental topics that are maturing.

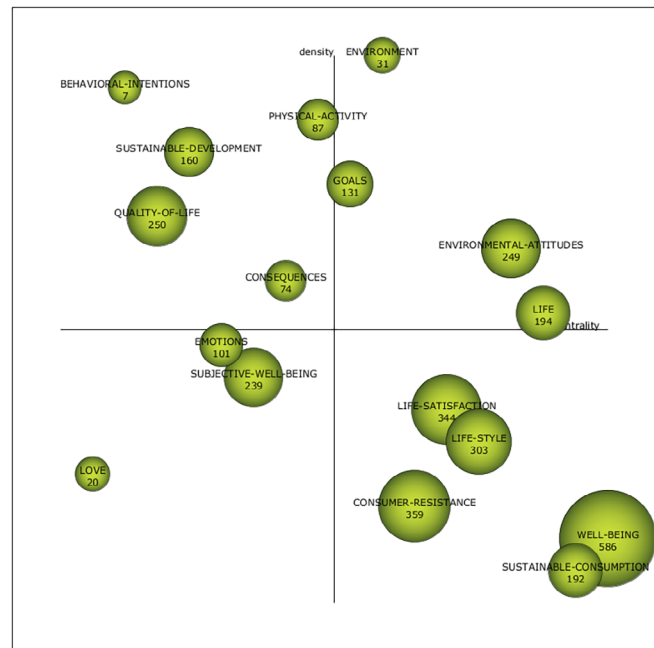
The strategic maps describing each of the periods considered (2008–2015, 2016–2020, and 2021–2025) provide a systematic view of the conceptual landscape and its evolution over time (Figure 4). In the first period (2008–2015), the field was still at an exploratory stage, with some conceptual fragmentation. While *sustainability* was the most-cited theme (807 mentions), its position in the lower-left quadrant of the diagram (low density and centrality) suggests that although present in discourse, it had not yet been structurally integrated into the main research core. Conversely, *subjective well-being* (111) (Ganglmair-Wooliscroft and Lawson 2011) and *environmental attitudes* (70) (Hartmann and Apaolaza-Ibañez 2008) appear as motor themes connected to other concepts and play central roles despite moderate internal development. Other themes, such as *behavior* (156) and *public policy* (25), occupied more foundational roles, serving as transversal concepts that connected different subfields, although still in an early stage of theoretical consolidation. Simultaneously, *personal values* (131) and *pro-environmental behavior* (64) were placed in the upper-left quadrant, reflecting areas with internal coherence but weak connection to the broader thematic structure. These findings depict a field characterized by parallel lines of research—psychological, normative, and policy-oriented—that has not yet converged into a unified research agenda.

Consolidation and conceptual expansion characterize the second period studied (2016, –2020). The motor area (Quadrant I) is formed by *environmental attitudes* (249) (Iyer and Muncy 2016), *life* (194) (Seegebarth et al. 2016), *goals* (131) (Kuanr et al. 2020), and *environment* (31) (Lin and Niu 2018), which are central and articulated with internal consistency. The centrality of these themes suggests that the psychological and value foundations of responsible consumption are relevant. However, they are now more clearly connected to well-being outcomes. This connection is reflected in sustainable lifestyle behaviors, everyday practices, and the pursuit of

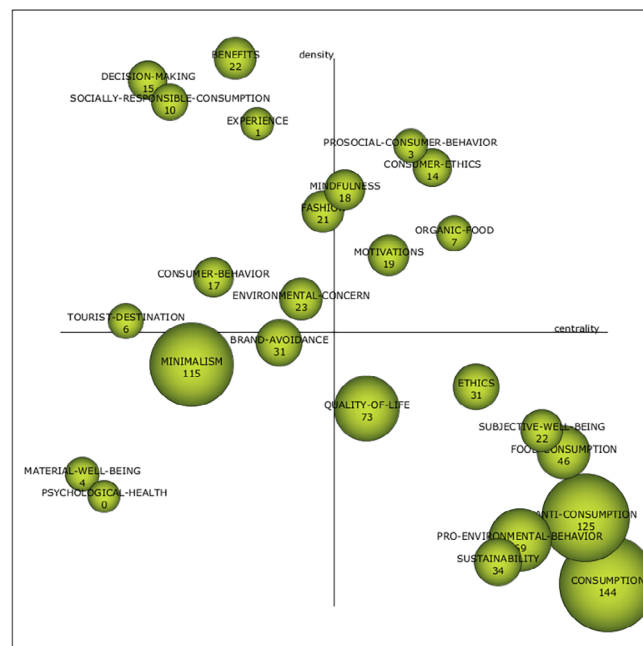
Period 1 (2008-2015)



Period 2 (2016-2020)



Period 3 (2021-2025)

**FIGURE 4** | Strategic diagrams divided into three periods.

personal and societal goals aligned with sustainability. In the basic and transversal quadrant (Quadrant IV), we found some of the most cited topics of the period: *well-being* (586), *consumer resistance* (359), *life satisfaction* (344), *lifestyle* (303), and *sustainable consumption* (192). These clusters exhibited strong connectivity across thematic structures, underscoring their importance in unifying the field. However, their low densities suggest ongoing theoretical refinement and empirical elaboration. *Quality of life* (250), *sustainable development* (160), *physical activity* (87), *consequences* (74), and *behavioral intentions*

(7) appeared in the highly developed but peripheral quadrant (Quadrant II), indicating robust internal consistency but limited interaction with other clusters. This positioning reflects their maturity as concepts in their parent subdomains despite their relative isolation from mainstream research. *Subjective well-being* (239), *emotions* (101), and *love* (20) are growth or declining themes (Quadrant III). Although they remain active in this period, their centrality seems to be decreasing, and their power is likely to reside more within other global factors, such as life satisfaction and well-being.

During the most recent period (2021–2025), the field has experienced increasing thematic fragmentation and saturation, largely driven by the growing prominence of value-oriented and reflective approaches to sustainable consumption. Motor themes, characterized by high centrality and density, include *motivation* (19) (Martin-Woodhead 2022), *mindfulness* (18) (Teufer and Grabner-Kräuter 2023), *consumer ethics* (14) (Ruo-Fei et al. 2022), *organic food* (7) (Alotaibi and Abbas 2023), and *prosocial consumer behavior* (3) (Cachero-Martínez et al. 2024). Not only do these themes resonate with one another, but they are also connected to a broader thematic network of what appears to be emergent issues. Finally, *mindfulness* (18) and *consumer ethics* (14) emphasize the relevance of heightened interest in personal awareness, intentions, and morality in consumer choices. These clusters reflect a growing interest in the emotional and ethical dimensions of sustainable lifestyles, moving the field beyond purely behavioral or environmental approaches. Simultaneously, the field continues to rely on a set of basic and transversal themes: those with high centrality but low density, such as *consumption* (144), *anti-consumption* (125), *quality of life* (73), *food consumption* (46), *sustainability* (34), *ethics* (31), *subjective well-being* (22), and *pro-environmental behavior* (9). These ideas provide a cohesive network capable of connecting separate lines of research so that they do not become dispersed, relevant only to a historical period, and not worth further efforts. In particular, the joint presence of the *consumption* (144) and *anti-consumption* (125) dimensions might indicate the bipolar nature of contemporary academic debate, which simultaneously encompasses traditional CB and its critical revision. *Quality of life* (73) and *subjective well-being* (22) retain an anchoring role and suggest that individual-level outcomes continue to be core in the field, although they are sometimes characterized by conceptualizations that are more complex.

The quadrant of specialized themes (Quadrant II) identifies *environmental concern* (23), *benefits* (22), *fashion* (21), *consumer behavior* (17), *decision-making* (15), *socially responsible consumption* (10), *tourist destination* (6), and *experience* (1). These themes are conceptually well developed, as evidenced by their high internal density; although they remain relatively peripheral in terms of structural influence within the broader thematic network. This suggests that, while these areas have evolved into distinct lines of inquiry, they have not achieved a strong integration with the field's dominant research trajectories. For example, fashion and consumer behavior engage with identity expression and sustainable choice but are often within bounded empirical scopes. Insights into decision-making and the advantages of responsible consumption usually tend to emphasize cognitive and emotional aspects. Although they may seem disconnected and rooted in normative frameworks, the literature often discusses environmental issues and socially responsible consumption. Overall, these particular themes enrich the field and highlight the necessity for future research that connects specialized areas with experiential or psychological contexts.

By contrast, emerging or declining themes (Quadrant III) include *minimalism* (115), *brand avoidance* (31), and *material well-being* (4). Despite its high citation count, minimalism remains loosely connected to the field's central thematic structure. It has low centrality, which suggests that while interest in the

topic is growing, particularly, in relation to sustainable lifestyles and value-oriented consumption, it has not been completely integrated within the field's theoretical frameworks. Similarly, brand avoidance (critical attitudes toward mainstream consumption) remains peripheral, suggesting that resistance-based behaviors are still under-researched in relation to well-being. Although conceptually promising, material well-being and psychological health are currently underdeveloped and marginal concepts. Their presence signals the early stages of a shift toward incorporating emotional and mental health dimensions into the sustainability and consumption debate, an evolution likely intensified by postpandemic consumer concerns.

The thematic evolution map extends the structural assessment to a longitudinal analysis of key ideas over time. It shows the continuity, emergence, and decline of thematic clusters during the three periods studied, shedding light on the evolution of the field. Figure 5 illustrates this progression in the context of CWB and sustainable consumption.

In the first period (2008–2015), research was still emerging, and the conceptual structure appeared relatively fragmented. While *subjective well-being* and *pro-environmental behavior* were established issues, there were limited connections to other perspectives. *Sustainability*—while often mentioned—was more implicitly accounted for than properly articulated as a construct within consumer behavior research. During this period, research largely focused on the psychological mechanisms underlying environmental attitudes and behavior. A notable example is the study by Hartmann and Apaolaza-Ibañez (2008), which examined how nature-themed advertising could evoke emotional responses that positively influence consumer attitudes toward green products. That study represents an initial effort to connect emotional experiences with sustainability-related behaviors, particularly, among individuals with strong environmental awareness.

The second period (2016–2020) was characterized by conceptual consolidation and advancement. The evolution map shows a strong connection between sustainable actions and well-being outcomes, with themes associated with life satisfaction, lifestyle, and sustainable consumption becoming more frequent. In other words, research is truly interested not only in considering how responsible consumption helps reduce environmental impact, but also in its effects on enhancing individual and collective well-being. For instance, Bahl et al. (2016) highlight how mindful consumption serves as a means to foster both individual and societal well-being, and Seegebarth et al. (2016) found that personal values are strongly associated with sustainable consumption intentions, which also contribute to enriching individuals' psychological outcomes.

The latest period (2021–2025) includes the widening of themes and arrival of new value-laden views. While discussions still include topics such as *sustainability*, *subjective well-being*, and *quality of life*, the emergence of themes such as *minimalism*, *anti-consumption*, *ethics*, and *food consumption* points to a growing interest in the symbolic and existential dimensions of consumption. The emphasis shifted toward researching how consumers make meaningful consumption choices, reflecting their core values and desires for living a meaningful



FIGURE 5 | Evolution of the academic field (2008–2025).

life. For instance, Martin-Woodhead (2022) suggests that minimalism is a lifestyle that promotes well-being by encouraging intentional consumption that aligns with an individual's core values. Furthermore, the results presented by Shafqat et al. (2023) indicate that consciously adopting minimalism as a sustainable lifestyle enhances emotional well-being. That behavior enables individuals to focus on aspects of life that are

genuinely significant, leading to increased satisfaction and inner peace.

4 | The TCCM Framework

4.1 | Theoretical Perspective (T)

The literature reviewed in this paper has evolved from multiple academic disciplines (economics, marketing, sociology, psychology) and, therefore, a myriad of theories has contributed to its development. In this section, we review the most influential theories that have been used in the articles selected (Table 3). Following Rosado-Serrano et al. (2018), we consider those cited in at least three papers. We briefly introduce each theory and discuss its contribution to the field of CRB and CWB.

4.1.1 | Personal Values Theory (PVT)

Originally developed by Schwartz (1992), PTV proposes that people are motivated by 10 universal values that are recognized across cultures: self-direction, stimulation, hedonism, achievement, power, security, conformity, tradition, benevolence, and universalism. Values are beliefs linked to affect and refer to desirable goals that motivate action. There is considerable evidence that values explain differences in people's attitudes and actions (Verplanken and Holland 2002; Datler et al. 2013). Additionally, Schwartz (2006) shows how personal values may be moderated by cultural orientations, identifying seven major transnational cultural groupings (Western European, Eastern European, English-speaking, Latin-American, South-Asian, Confucian, and African and Middle-Eastern). This theory is extremely valuable for explaining consumer behavior, with values being the guiding force behind consumer choice. Since values are linked to affect, choices consistent with values provide positive affect. In contrast, a choice that contradicts personal values leads to negative affect. While there is congruence among some of the 10 personal values (e.g., power and achievement), there are also latent conflicts between others (e.g., stimulation and tradition). Consumers must evaluate the trade-offs internally, based on the relative importance attached to each value. Research shows that values are strong predictors of consumer choice (e.g., Sandy et al. 1994; Sevgili and Cesur 2015). In addition, values drive self-evaluations of well-being. If actions are congruent with value preferences, individuals experience higher levels of well-being (Schwartz and Melech 2000). The precise manner in which values affect well-being is complex because it depends on the hierarchy of values of each person. Individuals placing a high weight on hedonistic values may experience satisfaction from high consumption levels, while individuals inclined toward universalism or benevolence may experience satisfaction from ethical or reduced consumption.

Within the field of the present study, PVT helps to understand deviations from pure rational utility maximizing choice. For instance, pro-environmental behavior usually implies additional burdens for consumers, but it compensates if choices are congruent with altruistic environmental values and produce emotional benefits (Hartmann and Apaolaza-Ibáñez 2008). Value conflict between green and materialistic values is found

TABLE 3 | Theories employed in CWB and CBR research.

Theory	No. of articles	Sample articles
Personal values theory (PVT)	12	Hartmann and Apaolaza-Ibáñez (2008), Jägel et al. (2012); Ladhari and Tchegnna (2017); Geiger et al. (2020)
Self-determination theory (SDT)	11	Guillen-Royo (2019); Thiermann et al. (2020); Ramos-Hidalgo et al. (2022); Balderjahn et al. (2023)
Theory of planned behavior (TPB)	10	Xiao et al. (2020); Sameer et al. (2021); Maseeh et al. (2022); Alotaibi and Abbas (2023)
Warm-glow giving theory (WGGT)	8	Balderjahn et al. (2021); Wicker and Thormann (2022); Lee and Furukawa (2023); Lv et al. (2024)
Broaden-and-build theory of positive emotions (BBT)	7	Kuanr et al. (2022); Thang and Nguyen (2024); Ni and Ueichi (2024); Tosun and Tavşan (2024)
Theory of hedonic adaptation (THA)	3	Welsch and Kühling (2010); Iyer and Muncy (2016); Vesterinen et al. (2024)

to generate psychological stress that erodes satisfaction with life (Furchheim et al. 2020). Geiger et al. (2020) note that mindfulness can weaken materialistic values, reducing the stress from conflicting values and, thus, increasing well-being. Differences in personal values are observed between occasional and frequent fair-trade consumers (Doran 2009; Ladhari and Tchegnna 2017). Self-transcendence values (especially universalism) are associated with high levels of sustainable consumption (Biel and Thøgersen 2007). In sum, personal values drive consumption behavior, which, in turn, affects well-being depending on congruence with pursued values. Given the strong connection between personal values, CRB and CWB, this theory has an extensive presence in the reviewed papers.

4.1.2 | . Broaden-and-Build Theory of Positive Emotions (BBT)

BBT, introduced by Fredrickson (2001), provides a new outlook on the importance of positive emotions that become evolutionarily adaptive. This theory proposes that discrete positive emotions (such as joy, interest, contentment, or gratitude) broaden people's momentary thought-action repertoires and build their enduring personal resources. These effects can be observed at cognitive, physical, social, and psychological levels. The individual can then draw on these augmented personal resources in subsequent moments when required for action.

Within the scope of the present revision, BBT helps to understand the ways in which responsible consumption behavior stimulates positive emotions, contributing to long-run CWB. For instance, practices such as mindful consumption or voluntary simplicity may elicit feelings of congruence with personal values, social connection, or self-purpose, reinforcing the motivation to maintain behavior over time. Sustainable consumption may foster positive emotions that promote future prosocial and green behavior by strengthening personal resources such as emotional resilience, self-efficacy, or moral identity. Consequently, BBT proves to be, particularly, valuable in studies that investigate sustainability not merely as a civic or ethical duty, but also as a means to achieve a rewarding life.

Wang et al. (2019) used the BBT to explain the influence of awe emotions in stimulating green consumption. The positive emotions of awe strengthen the symbolic connection with nature, favoring green consumption. Kuanr et al. (2020) apply BBT to explore how positive emotions derived from life satisfaction can promote engagement in sustainable consumption behavior, particularly, voluntary simplicity. Shao and Yu (2023) applied BBT to understand the psychologic mechanism behind the so-called "resilience paradox". Individuals with high resilience levels can reduce their levels of eco-anxiety when exposed to worrying news about climate change. The paradox stems from the fact that this attitude also softens the link between negative emotions (such as eco-anxiety) and mitigating behaviors. Consequently, resilient individuals tend to engage less in pro-environmental behaviors. Rooted in BBT, Nhung-Thang and Nguyen (2024) examine how SWB fosters sustainable consumption since positive emotions help build personal resources, such as purpose and self-efficacy. They propose well-being not as a consequence of sustainable consumption but as a driver of that behavior. Finally, Ni and Ueichi (2024) illustrate how responsible consumption creates positive emotions that contribute to lasting well-being. Specifically, happiness is enhanced through prosocial and pro-environmental consumption through the fostering of trust and generosity.

4.1.3 | Self-Determination Theory (SDT)

SDT, formulated by Deci and Ryan (1985), outlines three essential psychological needs: autonomy, which is the sensation of choosing one's actions; competence, referring to the sense of being effective; and relatedness, which involves experiencing authentic connections with others. While personal values are developed by socialization processes and can be mediated by differences across cultures, the psychological needs described in SDT are innate to humans. When needs are fulfilled, well-being is achieved. Supportive social environments enhance internal motivation and promote well-being. Therefore, the quality of motivation depends on the degree of satisfaction of basic needs and is presented on a continuum that ranges from low to high self-determination (Ryan and Deci 2017). The most

self-determined type of motivation is intrinsic and is driven by interest and inherent satisfaction with behavior. The other extreme of the continuum is *amotivation*, which is characterized by a total lack of motivation and intention.

SDT has been extensively applied in the research on responsible consumption. Balderjahn et al. (2021) examine voluntary simplicity, a form of anti-consumption, and demonstrate that when individuals deliberately reduce consumption in alignment with their identity, this behavior fosters well-being. Thiermann et al. (2020) use SDT to understand how personal well-being, fostered by meditation, favors sustainable consumer choice. Advanced mindfulness practices lead to self-determined pro-environmental motivation. Teufer and Grabner-Kräuter (2023) apply SDT to explain how relational contexts (such as consumer networks) contribute to better decision-making and increased individual and collective well-being. Vesterinen et al. (2024) explain that focusing on cloth use and not on cloth buying helps reduce consumption and improve CWB. Through the lens of this theory, Cachero-Martínez et al. (2024) frame the link between well-being and responsible consumption in social enterprises. This form of purchasing supports the alignment of personal ethical values with consumer choice, thereby reinforcing long-term well-being. In a similar line, Tosun and Tavşan (2024) apply the same theory to show how ethical branding enhances well-being by creating harmony with individual values.

4.1.4 | Theory of Planned Behavior (TPB)

Introduced by Ajzen (1991), TPB is an extension of the Theory of Reasoned Action (Fishbein and Ajzen 1975) and posits that actual individual behavior is driven by the intentions to perform that behavior. Individuals' intentions, in turn, depend on three factors: attitude toward the behavior (favorable or unfavorable), subjective norms (social pressure to perform or not perform the behavior), and perceived behavioral control (own perception of the ease or difficulty of performing the behavior).

This theory is used as the central theoretical framework in four of the papers analyzed. Xiao et al. (2020) use TPB to explain how consumers develop attitudes toward green buying and network buying. They show how individual beliefs (attitudes) and social norms greatly influence the sustainable buying behavior of food (which is associated with ethical values and health concerns). In contrast, perceived behavioral control is more important in shaping the buying decisions of appliances and electronics owing to cost and complexity. Piao and Managi (2024) analyze the determinants of pro-environmental behavior in 37 countries through the lens of TPB. This theory helps frame the link between psychosocial variables (such as life satisfaction or knowledge of environmental issues) and sustainable behavior. Sinha et al. (2024) also use the TPB to explain intentions and sustainable consumption behavior in the context of tourism. This theory is combined with the attitude-social influence-efficacy model (ASE) proposed by De Vries et al. (1988) and incorporates risk perception as an additional variable that is relevant in the context studied. Other articles mention TPB but only use it to explain pro-environmental intentions (Teufer and Grabner-Kräuter 2023; Lv et al. 2024) or to justify intention as a predictor of behavior (Cachero-Martínez et al. 2024).

4.1.5 | Warm-Glow Giving Theory (WGGT)

Andreoni (1990) postulates that individuals engage in altruistic behavior not just to benefit others, but also to obtain emotional satisfaction (warm-glow). When applied to responsible consumption, this theory explains why consumers opt for ethical or green products despite price premiums or other inconveniences. Contributing to a greater good provides a reward in terms of well-being.

WGGT has been cited extensively in the papers covered by our review. In the context of pro-environmental behavior, Welsch and Kühling (2010) propose the existence of “warm-glow” benefits that are not fully considered by individuals, which leads to deviations from rational behavior. In the same context, Hartmann and Apaolaza-Ibañez (2008) highlight the special relevance of “warm-glow” benefits for the less environmentally concerned consumers. Balderjahn et al. (2021) show that voluntary simplicity (reducing unnecessary consumption for ethical, social, or environmental reasons) is a source of personal well-being. By making more deliberate buying decisions, simplifiers avoid the negative consequences of overconsumption (such as stress or waste) and experience warm-glow from contributing to the common good. In other words, anticonsumption is not perceived as a sacrifice but as a source of personal satisfaction derived from doing the right thing (Balderjahn et al. 2023; Lee and Furukawa 2023; Lv et al. 2024).

4.1.6 | Theory of Hedonic Adaptation (THA)

This theory posits that after experimenting with positive or negative changes in happiness, individuals tend to return to their initial levels relentlessly (Brickman and Campbell 1971). Kahneman et al. (2004) find evidence of such adaptation processes in their application of the day reconstruction method. Within the context of our review, this theory illustrates the difficulties in obtaining enduring well-being derived from consumption. A new purchase (e.g., a brand-new car) may generate pleasure or instant satisfaction. However, as time goes by, individuals adapt to the new situation, and the positive feeling finally vanishes. In contrast, sustainable consumption practices (such as minimalism or voluntary simplicity) may have long-lasting effects since they focus on values, experiences, and relationships, which are enduring.

The resistance of pro-environmental behavior (such as recycling or green consumption) to hedonic adaptation has been thoroughly described by Welsch and Kühling (2010). These behaviors produce higher satisfaction levels than those expected from a materialistic logic. Similarly, Iyer and Muncy (2016) find that anticonsumption is more associated with stable SWB than improvements in acquisitive power. Hedonic adaptation explains the limits of material consumption for achieving long-lasting happiness. Lee and Ahn (2016) describe materialistic values as leading to a loss of control over consumption, creating a continuous need for new material possessions to maintain well-being. Anticonsumption practices break the adaptation loop, favoring intrinsic satisfaction sources. For instance, Vesterinen et al. (2024) show how short-lived the satisfaction derived from clothing purchasing is, because of quick hedonic adaptation. In

contrast, they find successful routes to well-being by making intensive use of cloth. Unlike newness (a property that, by definition, cannot be long-lasting), intensive use is related to experience and authenticity.

4.2 | Context (C)

The literature reviewed in this study focuses on understanding the relationship between CRB and CWB. The proposed relationships were tested using data from consumers in many countries and industries. Tables 4 and 5 summarize the distribution of articles by country and industry, respectively.

4.2.1 | Countries

This section presents the countries from where the samples have been taken in the empirical research. It must be noted that 15 contributions were multicountry studies and, therefore, did not focus on a particular nation. While some of these papers focused on specific geographic areas, such as Europe (Furchheim et al. 2020; Dunković et al. 2022) or English-speaking countries (Pai et al. 2022; MacInnes et al. 2024; Prinzing et al. 2024), other papers used secondary international data sources covering as many as 152 countries (Sameer et al. 2021). Multicountry studies are valuable because they are not constrained to the sociocultural conditions of a specific region. Therefore, they can consider cross-cultural variation.

Europe is the most represented region in the literature surveyed, with 36 papers, followed by Asia with 22, America with 10, and Oceania with 2. Africa has not yet received any attention, a finding that is consistent with the very low figures reported by Bhardwaj and Kalro (2024) regarding the literature on CWB. The United States, the United Kingdom, and Germany are the most intensely researched countries, with eight studies each, followed by China and Spain with seven and six, respectively.

Within Europe, the United Kingdom and Germany are the greatest contributors, followed by Spain. In general, food retail has received most attention in European studies (Venhoeven et al. 2016; Thiermann et al. 2020; Balderjahn et al. 2021; Winkelmaier and Jansen 2023; Tosun and Tavşan 2024), followed by clothing (Jägel et al. 2012; Jiménez-Marín et al. 2022; Vesterinen et al. 2024). However, many of the 79 papers selected do not explore any particular industry setting, but rather target consumers, in general, conducting surveys to examine consumption orientation and well-being status (Seegebarth et al. 2016; Dunković et al. 2022). All the topics that emerged in the revision of the literature are present in the European studies, including anticonsumption (Seegebarth et al. 2016; Balderjahn et al. 2020; Balderjahn et al. 2023; Vesterinen et al. 2024), mindful consumption (Geiger et al. 2020; Teufer and Grabner-Kräuter 2023; Daniel et al. 2024) and pro-environmental consumption (Suárez-Varela et al. 2016; Venhoeven et al. 2016; Wicker and Thormann 2022; Pino et al. 2024). Anticonsumption is a topic of great interest in Germany, with half of the papers dedicated to this subtopic.

TABLE 4 | Countries researched in the literature.

Country	No. of studies ^a	Sample studies
Multicountry	15	Sameer et al. (2021); Welsch and Kühling (2010); Dunković et al. (2022)
Europe	36	
UK	8	Jägel et al. (2012); Martin-Woodhead (2022); Raggiotto et al. (2023)
Germany	8	Seegebarth et al. (2016); Geiger et al. (2020); Wicker and Thormann (2022)
Spain	6	Hartmann and Apaolaza-Ibáñez (2008); Suárez-Varela et al. (2016); Jiménez-Marín et al. (2022)
Ireland	3	McGouran and Prothero (2016); Burke and Corrigan (2024)
France	2	Daniel et al. (2024)
Austria	2	Ganglmair-Wooliscroft and Wooliscroft (2019)
Denmark	1	Morais and Brito (2025)
Finland	1	Vesterinen et al. (2024)
Netherlands	1	Venhoeven et al. (2016)
Norway	1	Guillen-Royo (2019)
Portugal	1	Escadas et al. (2020)
Italy	1	Pino et al. (2024)
Turkey	1	Tosun and Tavşan (2024)
Asia	22	
China	7	Xiao and Li (2011); Wang et al. (2019); Xiao et al. (2020)
Pakistan	3	Xie et al. (2022); Malik and Ishaq (2023)
India	3	Kuanr et al. (2020); Kuanr et al. (2022)
Japan	2	Lee and Furukawa (2023)
Korea	1	Sun and Kim (2024)
Malaysia	1	Quoquab et al. (2019)
Oman	1	Sinha et al. (2024)
Singapore	1	Minton et al. (2018)
South Arabia	1	Alotaibi and Abbas (2023)
Taiwan	1	Lin and Niu (2018)

(Continues)

TABLE 4 | (Continued)

Country	No. of studies ^a	Sample studies
Vietnam	1	Thang and Nguyen (2024)
America	10	
USA	8	Nepomuceno and Laroche (2017); Brunneder and Dholakia (2018); Stoltz and Schaffer (2018)
Canada	2	Ladhari and Tchegnna (2017)
Brazil	1	Morais and Brito (2025)
Oceania	2	
New Zealand	2	Ganglmair-Wooliscroft and Lawson (2011)
Australia	1	Pai et al. (2022)

^a Regional counts do not necessarily coincide with the sum of country counts, as some studies analyze more than one country. For instance, the two papers focused on oceanic countries contain data from New Zealand, while only one of them uses data from Australia. For this reason, in the table, some papers are counted more than once.

TABLE 5 | Industries Studied in CWB and CRB.

Industries	No. of studies	Sample studies
Food	8	Thiermann et al. (2020), Balderjahn et al. (2021); Xie et al. (2022)
Tourism/hospitality	5	Lv et al. (2024); MacInnes et al. (2024)
Clothing	4	Jägel et al. (2012); Bardey et al. (2022)
Luxury	2	Lee and Furukawa (2023)
Social enterprises	2	Cachero-Martínez et al. (2024)
Craftmanship	1	Morais and Brito (2025)
Energy	1	Hartmann and Apaolaza-Ibáñez (2008)
Sports	1	Wicker and Thormann (2022)
Banking	1	Merli et al. (2024)
Fair-trade	1	Ladhari and Tchegnna (2017)
No industry targeted	53	Welsch and Kühling (2010); McGouran and Prothero (2016), Wang et al. (2019)

By volume of research, Asia is the second largest contributing continent. China leads the count with seven papers, followed by India and Pakistan with three each. Asian papers have focused on pro-environmental consumption. The seven Chinese papers explored green consumption behavior. By contrast, Pakistani

papers were interested in anticonsumption. As in the case of Europe, most studies have not focused on a specific industry or activity sector. Tourism is the most researched activity in the remaining papers, in combination with pro-environmental behavior (Lv et al. 2024; Sinha et al. 2024; Sun and Kim 2024; Zhang et al. 2024).

American research is concentrated in the United States. South American countries only contribute with one paper corresponding to Brazil (Morais and Brito 2025), which is not exclusively focused on Brazil but also includes participants from Germany and Denmark. No single contribution focuses exclusively on Latin American consumers. North American studies (United States and Canada) principally analyze the food retail industry (Brunneder and Dholakia 2018; Balderjahn et al. 2021), tourism (MacInnes et al. 2024), luxury goods (Pai et al. 2022), and fair-trade (Ladhari and Tchegnna 2017).

Finally, New Zealand and Australia sum up the two contributions of Oceania to this literature (Pai et al. 2022; Ganglmair-Wooliscroft and Lawson 2011). However, in one of these papers, these oceanic countries were included in addition to other English-speaking countries (United States, United Kingdom, Canada, and Ireland). Therefore, we can conclude that there is no significant research coming from this continent. Similarly, African consumers remain unresearched, which is especially worrying, since they may vary significantly with regard to sociocultural values from Europeans, North Americans, or Asians. In other words, the results obtained from this literature may not hold for African countries.

4.2.2 | Industries

Of the 79 papers reviewed, only 26 examined consumption in a specific industry. Of the remaining 53, nine are purely theoretical and 44 are empirical; they study consumption behavior, in general. Most of these studies are based on surveys administered to large samples of consumers, and some rely on secondary data.

Industry focused papers are mostly interested in the food, clothing, and tourism industries. Responsible consumption in the food industry has been studied from the viewpoints of green food (Alotaibi and Abbas 2023), mindfulness (Brunneder and Dholakia 2018; Thiermann et al. 2020; Winkelmaier and Jansen 2023), and anticonsumption (Balderjahn et al. 2021), including vegetarianism (Xie et al. 2022). Apart from the impact of food consumption patterns on the environment, health prevention is a common concern underlying the relationship between responsible consumption and well-being in this sector. In contrast, in the case of clothing and tourism, the focus is on the impact of consumption behavior on the environment. Minimalism is a hot topic in the responsible consumption of clothes in relation to well-being (Bardey et al. 2022; Vesterinen et al. 2024). In the case of tourism, the focus is on the compatibility between the pro-environmental orientation of tourists and the happiness obtained from the experiences (Lv et al. 2024; Sun and Kim 2024). All but one of the tourism studies come from Asia, while most clothing papers come from Europe.

The rest of the industry-focused papers study sectors such as luxury goods, craftsmanship, energy, sports, banking, fair-trade,

TABLE 6 | Context in developed versus emerging countries.

Type of country	No. of studies	Industries
OECD	44	No industry (27), food (5), clothing (3), tourism (2), social enterprises (2), fair trade (1), banking (1), luxury (1), energy (1), sports (1)
Non-OECD	17	No industry (11), tourism (3), food (3)
Mixed	9	No industry (7), clothing (1), craftsmanship (1)

and social enterprises. It is surprising that no study has analyzed the consumption of mobile devices (such as smartphones, laptops, tablets, and wearables), which is an industry with a complex relationship with the environment.

Table 6 summarizes the contributions from OECD and non-OECD countries. Developed OECD countries are prevalent in the literature, with 44 papers, whereas 17 focus on non-OECD countries. Nine studies combine data from both types of countries. We find no differences regarding the industries targeted. The majority of contributions are not industry focused. A larger number of specific industries have been analyzed in OECD countries because of the higher number of papers published.

4.3 | Characteristics (C)

One of the objectives of this review is to identify and classify the characteristics used to explain the relationship between CRB and CWB. In line with the TCCM framework (Paul and Rosado-Serrano 2019), the characteristics refer to both the components of the constructs employed and the interaction with other relevant variables. The characteristics identified in the 79 articles reviewed are summarized in Table 7, identifying the different roles played in the studies: *independent*, *dependent*, *mediating*, and *moderating variables*.

The *independent variables* employed in the literature generally refer to different dimensions of responsible consumption and internal consumer-related factors. Environmental concern is the most frequent variable used, appearing in studies addressing rational choice (Welsch and Kühling 2010), its effect on SWB (Ni and Ueichi 2024), and its role in specific contexts, such as sports (Wicker and Thormann 2022) or tourism (Lv et al. 2024). Similarly, green consumption has been examined from the perspective of emotions and attitudes (Hartmann and Apaolaza-Ibáñez 2008), sustainable lifestyles (Binder and Blankenberg 2017), and choice of banking services (Merli et al. 2024). A notable research stream is anticonsumption, which has been found to exert positive effects on well-being by reducing material tensions and shaping coherent identities (Balderjahn et al. 2020, 2023). Within this approach,

minimalism emerges as an alternative consumption practice that promotes well-being and social connections through simplicity (Shafqat et al. 2023).

Given that the TPB is one of the most popular theoretical frameworks followed in the papers reviewed, it is no surprise that variables such as subjective norms or perceived behavioral control emerge as frequent antecedents. For instance, Maseeh et al. (2022) integrate these dimensions to analyze anti-consumption behavior, while Sinha et al. (2024) incorporate them into a comprehensive model of sustainable consumption. These studies underscore the importance of social and perceived behavioral control mechanisms as key explanatory variables in responsible purchasing decisions. Moreover, several studies consider that well-being is a predictor of responsible consumption, showing that greater SWB increases the inclination toward sustainable purchasing (Ganglmair-Wooliscroft and Wooliscroft 2019; Martin-Woodhead 2022; Thang and Nguyen 2024). Finally, materialism emerges as an inhibiting variable that negatively affects both the adoption of sustainable practices and their impact on well-being (Lee and Ahn 2016; Furchheim et al. 2020).

Turning to *dependent variables*, those that dominate the literature fall within three major areas: well-being, environmental behavior, and emotions. Well-being clearly leads the list with 33 occurrences in the 71 empirical papers analyzed, which highlights its centrality as the main expected outcome of sustainable consumption. This construct is approximated through multiple perspectives, such as SWB (Wicker and Thormann 2022; Ni and Ueichi 2024; Vesterinen et al. 2024), psychological or emotional well-being (Shafqat et al. 2023; Jeong and Kim 2024; Pino et al. 2024), and financial or relational well-being (Balderjahn et al. 2020, 2023). Second, related to environmental behavior, the literature examines how certain individual or social factors drive the adoption of sustainable behaviors, such as recycling, green consumption, or responsible mobility (Dunković et al. 2022; Merli et al. 2024). Finally, a small but significant number of studies have considered emotions as outcomes of responsible consumption. These studies explore how sustainable practices generate positive emotions such as happiness, pride, or the “warm glow,” which, in turn, reinforce pro-environmental behavior (Venhoeven et al. 2016; Shafqat et al. 2023; Prinzing et al. 2024).

Several psychological variables have been identified as *mediating* the relationship between responsible consumption and well-being. Among the most relevant, we can cite satisfaction (McGouran and Prothero 2016; Kuanr et al. 2020; Christie and De Villiers 2023; Shafqat et al. 2023) and emotions such as happiness (Jiménez-Marín et al. 2022; Cachero-Martínez et al. 2024; Tosun and Tavşan 2024). For example, Escadas et al. (2020) show that happiness acts as a key mediator in ethical consumer decisions, being both a cause and an emotional consequence of responsible behavior. However, the most widely studied mediator is sustainable consumption (Minton et al. 2018, 2022; Ni and Ueichi 2024; Sinha et al. 2024). For instance, Christie and De Villiers (2023) propose a conceptual model that integrates sustainable consumption as a mediating variable that, stimulated through social marketing actions, enhances CWB in contexts of inequality and overconsumption.

TABLE 7 | Variables identified in the literature.

Type of variable	Variables	Sample studies
Independent variables		
Individual factors	Environmental concern, materialism	Welsch and Kühling (2010); Lee and Ahn (2016); Furchheim et al. (2020)
Social factors	Subjective norms, perceived behavioral control,	Maseeh et al. (2022); Sinha et al. (2024)
Emotional factors	Well-being	Martin-Woodhead (2022); Thang and Nguyen (2024)
Behavioral or consumption-related factors	Green consumption, anticonsumption, minimalism	Hartmann and Apaolaza-Ibáñez (2008); Balderjahn et al. (2023); Shafqat et al. (2023)
Dependent variables		
Emotional factors	Well-being, emotions	Venhoeven et al. (2016); Wicker and Thormann (2022); Ni and Ueichi (2024); Prinzing et al. (2024)
Behavioral or consumption-related factors	Environmental behavior	Dunković et al. (2022); Merli et al. (2024)
Mediating variables		
Emotional factors	Satisfaction, emotions, and happiness	McGouran and Prothero (2016); Jiménez-Marín et al. (2022); Cachero-Martínez et al. (2024)
Behavioral or consumption-related factors	Sustainable consumption, behavioral intention, mindful consumption, overconsumption tendencies	Minton et al. (2018, 2022); Christie and De Villiers (2023); Ni and Ueichi (2024)
Moderating variables		
Individual factors	Consumer empowerment, materialism, environmental attitudes, anticonsumption attitudes, religiosity	Hartmann and Apaolaza-Ibáñez (2008); Balderjahn et al. (2020, 2021, 2023)
Contextual factors	Type of product, consumption category, culture	Lee and Ahn (2016); Xiao et al. (2020); Maseeh et al. (2022)

Finally, regarding *moderating variables*, nearly half of the reviewed studies included at least one variable that conditions the strength or direction of the main effects modeled. Considerable heterogeneity exists in the moderators used, which complicates the identification of regular patterns. Consumer empowerment stands out as a recurring variable, included in three studies (Balderjahn et al. 2020, 2021, 2023). It plays a key role in shaping the relationship between various forms of anti-consumption (voluntary simplicity, collaborative consumption, debt-free lifestyle) and different dimensions of well-being. The second most frequent moderating variable is materialism, which is an important element in understanding the relationship between responsible consumption and CWB. Consumers' materialistic orientation significantly moderates the relationship between various forms of anticonsumption and well-being (Balderjahn et al. 2023). Attitudinal variables, such as environmental attitude, have also been found to enhance the positive emotional response to green products, acting as moderators in the relationship between symbolic experiences (e.g., virtual nature) and perceived emotional benefit (Hartmann and Apaolaza-Ibáñez 2008). Similarly, anticonsumption attitudes influence how individuals process and evaluate lifestyles based on consumption refraining,

which reinforces congruence with nonmaterialistic values and promotes SWB (Kuanr et al. 2022). Other studies incorporate contextual variables such as product type, consumption category (Xiao et al. 2020), culture (Lee and Ahn 2016; Maseeh et al. 2022), and religiosity (Minton et al. 2022; Xie et al. 2022). These studies highlight the importance of considering individual and cultural differences in future research.

4.4 | Methodology (M)

To complete the TCCM synthesis of the 79 papers reviewed, we summarize here the methodologies applied, including the research approaches and analytical tools used. Table 8 shows the predominance of quantitative survey-based studies, accounting for 59% ($n=47$). Most of them are cross-sectional studies that rely on questionnaires with Likert-type scales and employ basic econometric techniques such as regression analysis. Some studies have used structural equation modeling (SEM) to allow for complex interactions between variables. In turn, theoretical papers represent only 11% of the total ($n=9$). They are aimed at developing conceptual frameworks or proposing new variables for future analysis (e.g., mindful

TABLE 8 | Types of data collection methods employed in research.

Methods	No. of papers	%	Sample studies
Survey	47	59	Hartmann and Apaolaza-Ibáñez (2008); Ganglmair-Wooliscroft and Lawson (2011); Xiao and Li (2011); Iyer and Muncy (2016)
Theoretical/conceptual	9	11	Sheth et al. (2011); Bahl et al. (2016); Lee and Ahn (2016); Stoltz and Schaffer (2018)
Mixed methods	6	8	Kuanr et al. (2020); Jiménez-Marín et al. (2022); Kuanr et al. (2022); Shao and Yu (2023)
Experimental	10	13	McGouran and Prothero (2016); Geiger et al. (2020); Balderjahn et al. (2021); Winkelmaier and Jansen (2023)
Qualitative	3	4	Jägel et al. (2012); Martin-Woodhead (2022); Morais and Brito (2025)
Secondary data	3	4	Welsch and Kühling (2010); Sameer et al. (2021); Dunković et al. (2022))
Meta-analysis	1	1	Maseeh et al. (2022)

consumption, consumer ethics, environmental well-being). Despite their small numbers, these contributions are essential for unraveling the connections between consumer behavior and well-being.

Very few empirical studies followed a qualitative approach ($n = 3$; 6%), using methods such as in-depth interviews, ethnography, or narrative analysis. These studies are of great value in this field of research because they allow for deeper exploration of the emotional dynamics that drive responsible consumption and well-being. Their main drawback is the lack of generalizability of the results obtained, especially when the number of studies conducted so far is small. A promising emerging approach is the use of mixed methods, which combine qualitative procedures with quantitative data analysis. We found six studies that followed this formula (8%). By combining both types of methodologies, they obtain generalizable conclusions along with an in-depth exploration of the subjective experiences of consumers.

Experimental designs, whether field or lab-based, were found in 10 studies (13%). These research procedures allow for the assessment of consumers' responses to different interventions (e.g., sustainability labels, mindfulness training). Some of these are quasi-experimental studies, which do not assign participants to different treatment groups randomly. For instance, McGouran and Prothero (2016) recruited eight Irish volunteers to engage in intentional nonconsumption for more than 2 months (e.g., there is no comparison with a control group with random assignment of participants). Most of these papers rely on qualitative techniques to analyze the results.

Three papers (4%) used secondary data, obtained from large-scale databases, such as the World Values Survey, to test macrolevel relationships between well-being indicators and environmental performance at aggregate levels of analysis. Finally, only one study conducted a meta-analysis (Maseeh et al. 2022), synthesizing evidence from previous research and examining the consistency of published findings.

Table 9 provides a summary of the techniques employed to analyze the data in the reviewed papers. Regression analysis is the most frequent method, applied in 21 papers, to test the existence

of linear relationships between sustainable or responsible consumption patterns and CWB constructs. Analysis of variance (ANOVA) was also used in five experimental design studies for hypothesis testing.

Next, we counted 19 studies using mediation analysis to test the existence of mediating effects that modulate the relationship between the basic variables. In turn, moderation analyses appeared in four other papers. Moderating variables refer to psychological, emotional, or attitudinal variables that intensify or soften the relationship between responsible consumption and well-being. When researchers aim to validate more complex causality models, they use SEM, which is implemented in 10 studies. Both covariance-based SEM and PLS-SEM approaches have been applied in the literature.

Qualitative techniques were employed in nine papers that attempt a deeper exploration of the psychological, social, or cultural dimensions affecting consumption. These techniques include in-depth interviews, thematic analysis, ethnography, and netnography. Qualitative methods were similarly employed in the evaluation of outcomes in quasi-experimental designs.

In sum, while cross-sectional survey designs remain common, the growing variety of analytical approaches signals a field that gradually embraces methodological pluralism and greater model sophistication.

We conclude this section with a brief reference to the research that was excluded from the revision owing to the application of publishing quality criteria (e.g., published in low-ranked journals). The papers included in this systematic revision had to meet the strict selection criteria displayed in Figure 1. Regarding theories, contexts, characteristics, and methods, the excluded contributions were very similar to the included ones. The TPB and the warm-glow theory are commonly used to sustain the theoretical frameworks. Some contributions explore the food industry, but most of them are not industry focused. In general, the data are obtained from ad hoc surveys and the empirical analyses rely on applications of SEM and regression analysis. The most frequent dependent variable is satisfaction with life, while different measures of pro-environmental behavior or

TABLE 9 | Data analysis methods employed in empirical research.

Data analysis technique	No. of papers	%	Sample studies
Regression	21	31	Xiao and Li (2011); Binder and Blankenberg (2017); Ganglmair-Wooliscroft and Wooliscroft (2019)
Mediation analysis	19	28	Venhoeven et al. (2016); Escadas et al. (2020); Furchheim et al. (2020); Xiao et al. (2020); Kuanr et al. (2022)
Structural equation modeling	10	15	Hartmann and Apaolaza-Ibáñez (2008); Iyer and Muncy (2016); Seegebarth et al. (2016); Lin and Niu (2018); Lv et al. (2024); Pino et al. (2024)
Qualitative data analysis (thematic analysis, ethnography)	9	13	Jägel et al. (2012); McGouran and Prothero (2016); Bardey et al. (2022); Jiménez-Marín et al. (2022); Martin-Woodhead (2022); Burke and Corrigan (2024)
ANOVA	5	7	Ganglmair-Wooliscroft and Lawson (2011); Geiger et al. (2020); Thiermann et al. (2020); Zhang et al. (2024)
Moderation analysis	4	6	Maseeh et al. (2022); Balderjahn et al. (2023); Sun and Kim (2024)

attitudes are employed as independent or moderating variables. Remarkably, two of the excluded papers focus on Egypt, being the first African contributions to this field we are aware of (Shaban and El-Bassiouny 2017; Yassin and Ghoneim 2024). The other countries analyzed are Japan, Italy, Lithuania, Germany, Thailand, and Turkey, in line with the European and Asian countries listed in Table 4.

5 | Future Research Directions

After reviewing the literature in the intersection between CRB and CWB, our feeling is that there is still much work to do if we want to fully understand the underpinnings of this field. Following the TCCM framework (Paul and Rosado-Serrano 2019), in this section we provide several relevant insights for future studies, outlining possible lines of research along the four dimensions of theory, context, characteristics, and methods.

5.1 | Theory Development

Several theories have helped frame the relationship between responsible consumption and well-being in the papers reviewed. A quick inspection of Table 3 shows that these theories are mainly concerned with explaining consumption behavior. In contrast, little effort has been made to integrate theories of well-being in the motivation of the articles. Some papers lack a theoretical basis for CWB and present vague descriptions of the concept, simply introducing the topic and reviewing current measures of the most common constructs. For this reason, we believe that there are good opportunities to improve the theoretical integration of well-being within this literature and to examine some recent theories that are promising for the field.

The responsible consumption practices studied in the papers reviewed can be classified into three different categories: pro-environmental consumption, mindful consumption, and anti-consumption. While the papers reviewed usually stress one of

the three responsible consumption behaviors, displaying the three would be more consistent with the pursuit of long-run happiness. Sustainable happiness theory (O'Brien 2008) defines sustainable happiness as the “happiness that contributes to individual, community, and/or global well-being without exploiting other people, the environment, or future generations.” Consumers seeking sustainable happiness through responsible consumption should embrace the three behaviors. Pro-environmental consumption and anticonsumption are aligned with conserving the environment and remaining accountable for future generations, while mindful consumption is concerned with not exploiting other people and having a fulfilling connection with the product or service consumed. Future research can explore whether the three behaviors are likely to occur simultaneously and how they relate to sustained well-being.

Recent theories of well-being can inform future research on understanding connections with consumer behavior. The Being as Having, Loving, and Doing theory of human well-being (BHLDD), introduced by Martela (2024), proposes satisfying these four life domains to do well in life. The satisfaction of material needs comprises the Having dimension. The Loving dimension captures the social needs of relationships with others. In turn, the Doing dimension encompasses the need for engagement in shaping the environment and affecting the future. This dimension connects well with SDT (which inspired many of the papers reviewed here). Finally, Being relates to how individuals experience their lives. Consumer behavior is affected by the four BHLDD dimensions; therefore, this theory can shed light on its relationship with CWB. For instance, a significant concern in consumption is experiencing, which belongs to the Being dimension.

With respect to pro-environmental behavior, the Biophilia hypothesis (Wilson 1984) highlights the innate connection of humans with nature. Interaction with the environment is linked to health and various forms of well-being (Keniger et al. 2013). Similarly, the Health Belief Theory, proposed by Rosenstock (1974), suggests that health-related behavior is

driven by one's perceptions of health threats, which can in turn shape consumer behavior. Alagarsamy et al. (2023) applied this model to predict changes in consumer behavior after Covid-19. Exploring the relationship between green consumption practices, health perceptions, and CWB in future research could provide new valuable insights. Finally, signaling theory provides an explanation of CRB that is not guided by personal values or prosocial intention, but because it serves as a signal of status and reputation. Responsible choices enhance social image and convey prosocial identity traits, especially when these acts are visible to others (Griskevicius et al. 2010).

5.2 | Context

Approximately two thirds of the papers reviewed do not focus on a specific industry setting. Instead, they rely on broad-scope surveys that target individuals who are asked to evaluate their own consumption patterns in general terms, without providing a specific context. An advantage of this approach is the higher probability that its findings hold in different contexts. This is, particularly, useful in novel areas of research, in which it is essential to establish general patterns that are not dependent on particular research settings. However, a potential drawback of this approach is that the different consumers pooled in the samples may think of different situations when answering the same questions. The studies may gain generalizability but lose in terms of internal validity. Following this line of reasoning, Stremersch et al. (2023) make a strong case for context-specific studies in marketing. Our main recommendation for future research is to explore the (many) contexts that have been overlooked by previous literature. Only food, tourism, and clothing have received sufficient attention (see Table 6). It is clear that responsible consumption is important in many other contexts and may also have significant effects on well-being. Because of their relevance, we highlight the following sectors for the most immediate research agenda: electronics, automobiles, and energy.

Today, we are increasingly dependent on electronic devices (such as smartphones, wearables, e-readers, etc.). The manufacturing of these devices poses threats to environmental sustainability (Nili et al. 2024) and raises concerns about abusive labor practices (Pareek 2024). Both issues should worry responsible consumers of electronics. In turn, the automobile industry has witnessed a deep transformation over the last 20 years, precisely because of sustainability concerns. As a response, new technologies have emerged (hybrid, electric, hydrogen) to provide responsible consumers with cleaner alternatives. Energy is another industry in which companies are trying to provide responsible alternatives (eco-friendly) capable of dealing with the sustainability and health concerns of consumers. It is striking that only one paper in our revision (Hartmann and Apaolaza-Ibañez 2008) examines the energy industry. In sum, there are many sectors that deserve increased attention (e.g., banking, housing, sports, etc.), but we believe electronics, automobiles, and energy have the highest potential for future research contributions.

Our review also shows that most research is focused on Europe and Asia. In contrast, Africa stands as the only continent that

has not received any attention in the literature surveyed. Latin America is also markedly under-represented, with just one paper (Morais and Brito 2025) that targets Brazilian consumers (which are added to a series of experiments also done in Germany and Denmark). The remaining American papers were concentrated in the United States and Canada. This is unfortunate because both consumer behavior and well-being are culturally driven. The manner in which Africans describe SWB regarding aspects such as the importance of the family is different from that of Western individuals (Idemudia and Adedeji 2023). There are also differences between Latin Americans and United States Americans. The way in which these cultures approach responsible consumption may also differ from that of Europeans or Asians. For instance, the way in which different cultures understand minimalism or anti-consumption practices may differ significantly. Therefore, there are opportunities for future research in exploring the interactions between responsible consumption and CWB in the specific sociocultural contexts of Africa and Latin America. Future literature may also benefit from cross-cultural comparisons.

An expansion of the geographic reach of the literature is also necessary for robustness in the generalization of the results. Critics of sustainable consumption practices, such as minimalism or anti-consumption, argue that these are, in fact, a privilege of the affluent. According to the World Bank data on per capita income for 2023, all the countries listed in Table 4 are listed in the 50% upper tail of the distribution, except India, Pakistan, and Vietnam. Therefore, almost all existing empirical literature is concentrated in rich countries. This opens a good opportunity for testing the models and hypotheses developed by past literature in less privileged economic contexts.

5.3 | Characteristics

The reviewed papers focus on examining the relationship between certain sustainable consumption behaviors and CWB. While green consumption or pro-environmental behavior dominates the literature, other topics, such as mindfulness and ethical consumption, emerged as motor themes in the analysis presented. Therefore, future research should intensify efforts to understand the moderating and mediating roles of these variables on the relationship between sustainable consumption and well-being. Some consumption behaviors observed may respond to different motivations or driving forces. For instance, ecological consumers may choose to purchase ecological products for different reasons: sustainability, identity, pleasure, or health. The analysis of food consumption provides a unique context for future attempts at unraveling these complex interactions. Food consumption is frequent and, therefore, ideal for obtaining longitudinal data allowing the exploration of dynamic effects. Consumption behavior may be driven by sustainability (ecological footprint), ethical (fair-trade, animal well-being), health, cultural, or relational concerns.

Brand avoidance has also been identified as a promising emerging topic in the literature (Kuanr et al. 2022). This subtype of anti-consumption behavior aims at behaving in accordance with the personal values of the consumer. By avoiding certain brands, consumers obtain psychological well-being. It can also reinforce the identity and sense of belonging when avoidance is exercised

collectively (e.g., an organized boycott), improving relational well-being. The implications of brand avoidance on CWB have received little empirical attention; this opens opportunities for future research.

An important weakness of past literature is the excessive emphasis on the individual level of analysis, which has overlooked the social or community ramifications of the topic. Since consumption occurs in a social context, there is a big opportunity to expand the scope of the analysis within this literature. Future research could benefit from adopting a holistic perspective that includes relational views of well-being, such as community flourishing or social connectedness, which may capture the emotional outcomes of consumption practices aligned with community values and social purpose. One important variable that deserves special attention in future studies is moral elevation, the positive emotional experience elicited from witnessing acts of moral beauty (Pohling and Diessner 2016). In the context of responsible consumption, moral elevation can be an important construct that moderates or mediates individual CWB through its connection with the sustainable behavior of other consumers. Moral elevation would inspire consumers, generating emulation effects. Exploring the importance of this phenomenon can bring new insights of great value from the viewpoint of transformative marketing and public policy, aimed at reinforcing the spillover effects or externalities of responsible consumption.

Other social aspects of well-being also deserve further attention in future research. Individual consumption has ethical, social, and distributive consequences that affect collective well-being. The aspiration for social justice, understood as the equitable distribution of resources and opportunities (Rawls 1971), emerges as a powerful ethical principle regulating consumer decisions and has implications for well-being. If a purchasing decision is perceived as contributing to reducing inequality (e.g., fair trade), the consumer may experience improvements in well-being due to the congruence or synchrony between moral principles and behavior (Ladhari and Tchegnina 2017). Consumers equipped with social justice principles are concerned not only with individual well-being but also with collective well-being. A construct of interest is perceived societal well-being, which refers to the self-evaluation of the well-being of society as a whole. It would be interesting to explore the manner in which this construct interacts with responsible consumption behavior and subjective individual well-being and how marketing policies can reinforce social perceptions through narratives. Similarly, the role of social or community norms in driving consumer behavior and the implications of compliance or breach on well-being must be further analyzed. There is a need for transcultural studies that explore the diversity of social norms and values and their role in mediating or moderating the relationship between CRB and CWB. This approach would provide a systemic vision of sustainable consumption by explicitly assessing its social dimension.

5.4 | Methods

Most of the studies reviewed had an empirical orientation and relied on applying quantitative methods to primary or secondary

data obtained from surveys or available databases. The quantitative approach is valuable for testing hypotheses regarding the relationship between CRB and CWB. Although the efforts made so far deserve merit, future quantitative research would benefit from following new directions. With only a few notable exceptions (Welsch and Kühling 2010; Thiermann et al. 2020), past quantitative papers have employed cross-sectional survey designs. The lack of time variation does not allow researchers to establish robust causal relationships or track the dynamic evolution of well-being at different times in the consumption process. Qualitative and experimental research has been more active in using longitudinal data (McGouran and Prothero 2016; Geiger et al. 2020; Morais and Brito 2025), but lacks the generalizability required for hypothesis testing. Our recommendation for future research is to extend the use of longitudinal data in quantitative studies. There is also room for improvement in the analytical tools used in quantitative studies, mostly basic statistical methods, such as regression analysis or ANOVA. In order to capture complex interactions between the variables of interest and to establish robust causal relationships, future research should make efforts in increasing the use of structural equation models (SEM or PLS-SEM), hierarchical models, or multigroup analysis. Multi-group models would be useful for understanding the different ways in which responsible consumption and well-being are related for various groups of consumers (gender, age, education, etc.). In this sense, it is worth noting that many of the surveys in the papers analyzed were administered to university students, who are a very specific type of consumer (young, educated).

Table 8 shows the need to increase future qualitative research efforts. CWB refers to subjective emotional states that vary over time, according to particular experiences and events. Qualitative methodologies are better suited to capturing the complexities of the processes affecting well-being in their relation to consumption practices. In-depth interviews, ethnographies (also autoethnographies and netnographies) or focal groups can make essential contributions in understanding consumers' behavior and subjectivity in the specific context and circumstances in which consumption takes place (Morais and Brito 2025). Quantitative research cannot match this responsiveness in the assessment of specific circumstances. The use of mixed methods (quantitative and qualitative) is especially appropriate because it allows for a deep understanding of the phenomenon while searching for general patterns in the data.

Novel methodologies based on digital tools open new opportunities for future empirical research. Big-data analysis, eye-tracking methods, biometric sensors, or virtual reality are examples of such techniques. These methods may help interpret physiological and visual reactions to marketing stimuli, such as labeling, packaging, or digital content. Neuroscience can also be applied in future research to explore brain responses to sustainable consumption or fair trade with emotions such as pride, empathy, or guilt. Future researchers should also explore whether prolonged exposure to sustainable content leads to habituation. The use of these techniques is promising.

A final issue that has received scant attention in the papers reviewed is causality, probably due to the unavailability of longitudinal data in quantitative empirical studies. Most of the papers

reviewed model CWB as being a consequence of consumer behavior. However, well-being may be an antecedent rather than a consequence of sustainable consumption. Furthermore, both constructs may be determined by a third variable overlooked in the model. Using longitudinal data and SEM, Redondo et al. (2022) studied these possibilities and found that nature relatedness (a personal trait) determines both the motivation of consumers to adopt sustainable lifestyles and well-being levels. As this is a fundamental issue, more studies are required to clarify the direction of causality.

Another notable point is that COVID-19 has resulted in structural changes in many sectors (Nayal et al. 2022; Alagarsamy et al. 2023). For example, the pandemic has changed the way people think and behave (Arya et al. 2022; Chakraborty and Paul 2023; Chopdar et al. 2022; Purohit et al. 2022). As an outcome, following experts (Kajol et al. 2022) we call for developing new and novel theories, scales, methods, and paradigms to carry out research studies in the post-pandemic era to analyze the new processes, patterns, and problems relating to CWB.

6 | Conclusions and Implications

This systematic review of the literature on CRB and CWB offers a comprehensive overview of a promising field of research that has emerged from unrelated and varied academic disciplines, including economics, marketing, sociology, and psychology. This variety of perspectives explains the richness of theoretical frameworks appraised in this review. The topic has been researched from the viewpoints of economic theory (hedonic utility maximization; warm-glow theory of altruism), psychological theories (self-determination or broaden-and-build theories), or attitudinal models (TPB). The diversity of theoretical backgrounds calls for research efforts aimed at developing multicausal models capable of integrating individual, social, and cultural variables in the modeling of the relationship between CRB and CWB. For instance, the bibliometric analysis points to several emerging variables that mediate or moderate this relationship. Consumer empowerment, religiosity, environmental attitudes, self-consciousness, and decision complexity have been found to moderate the relationship between CRB and CWB, whereas mindfulness, control of consumption desire, and behavioral intention are common mediators. We must note that some of the papers reviewed explore the opposite relationship, that is, the effect of CWB on CRB (e.g., Thang and Nguyen 2024; Zhang et al. 2024). The question of causality remains a relevant one that deserves clarification in future research.

Cumulative evidence suggests that, at least in Europe and Asia, an increasing number of consumers obtain SWB from consumption behaviors that are congruent with personal ethical, social, and environmental values. For instance, White et al. (2019) provide a comprehensive review and guiding framework to shift consumer behaviors toward greater sustainability, emphasizing the need to address the psychological, contextual, and social factors that influence consumer decision-making. Sustainable consumption is no longer perceived as a sacrifice by important consumer groups. These findings have important implications for marketers and policy-makers interested in promoting sustainable behavior. Specific groups of sustainable consumers, such as

anticonsumers or voluntary simplifiers, can become profitable target groups. Marketers should note that the approach to these groups must emphasize the psychological benefits associated with their lifestyles. For instance, limited product ranges may be more appealing to this type of consumer. An understanding of these effects is valuable for marketing, because improving CWB implies improving consumer value (Balderjahn et al. 2023). The expectation of CWB must be part of the value proposition and communication strategies of products and brands, in accordance with consumer values. Providing meaningful contexts that elevate acts of consumption to experiences connecting with personal purpose may prove to be effective marketing strategies. For instance, the use of storytelling with messages of social and environmental justice may create an appropriate context for CRB. Indeed, appealing to the “warm-glow” benefits of sustainable consumption (i.e., feeling good with doing good) can be even more effective with the least concerned consumers (Hartmann and Apaolaza-Ibañez 2008). In contrast, making emphasis on the environmental information related to the product is more effective for concerned consumers.

Policy makers can also learn from this literature. According to the United Nation's SDG12, policy makers should promote responsible consumption in the near future. CRB can be strengthened by promoting simple, mindful, and low-carbon lifestyles. Narratives to promote sustainable behavior should not focus on personal sacrifice and consumption heroism, but on stressing the positive well-being outcomes that can be obtained from such behavior. Such benefits include feelings of self-esteem, self-determination, financial stability, or autonomy (Balderjahn et al. 2019). Some authors point to more active involvement of policy makers in promoting CRB, such as tax incentives for sustainable products (Dunković et al. 2022) or banning advertising in public spaces, as well as facilitating easier access to outdoor activities that reinforce the connection with the environment (Guillen-Royo 2019). Additionally, in the sphere of education, institutions could include mindful consumption in the curriculum in the same way that financial literacy has been included in recent years (Bahl et al. 2016).

The application of the TCCM framework (Paul et al. 2023) presented in this paper generated several valuable ideas for future research. Among them, we highlight those that connect with the social dimension of well-being as the most promising. The social dimension has been shown to be as relevant as the individual subjective domain. In this sense, the literature would greatly benefit from future advances that explore the connection between CRB and issues such as community flourishing, moral elevation, environmental and social justice satisfaction, and perceived social well-being. Such contributions would move the focus from individual to social settings, in better harmony with the United Nations SDGs. On the methodological side, future research must strive to develop longitudinal empirical designs that allow tracking behavior and well-being in time, thus improving the robustness of the results. Finally, the use of cutting-edge marketing research techniques, such as eye-tracking or fMRI, is a complementary and encouraging approach that future researchers should consider for advancing the field.

The systematic review conducted in this paper is subject to limitations that need to be acknowledged. First, in accordance

with current standards for TCCM reviews, we restricted the papers reviewed to those published (in English language) in journals indexed in the most relevant categories and positions of the WoS and Scopus databases. The aim of using such selection criteria is to concentrate on the most impacting and influential papers. Unfortunately, this decision may have the unwanted effect of excluding relevant research that is not covered by those sources (for instance, doctoral dissertations, non-English papers, or gray literature). This limitation opens opportunities for future research to expand the references reviewed, including other sources or softening the quality thresholds set here. Second, although we presented a rigorous and detailed analysis of the theories, contexts, characteristics, and methods used in the 79 papers reviewed, the synthesis presented is not exempt from a degree of subjectivity in interpreting and/or classifying the findings. For instance, the methodology followed in some papers falls within two categories, and it is our personal judgment that decides to which one they are assigned. Despite these potential limitations, the results presented in this paper confidently provide an extensive and updated view of the current development of the field for interested readers.

Author Contributions

N.G.-R., S.C.-M., and E.G.-F. contributed equally to this study.

Acknowledgments

The authors are grateful for the active support of the Ramon Areces Foundation Chair of Commercial Distribution.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

Data sharing is not applicable to this article as no new data were created or analyzed in this study.

References

- Ajzen, I. 1991. "The Theory of Planned Behavior." *Organizational Behavior and Human Decision Processes* 50, no. 2: 179–211.
- Alagarsamy, S., S. Mehrolia, M. Vasudevan, and S. Jeevananda. 2023. "Predicting Intention to Buy Organic Food During the Covid-19 Pandemic: A Multi-Group Analysis Based on the Health Belief Model." *Journal of International Food & Agribusiness Marketing* 35, no. 4: 508–534.
- Alotaibi, A., and A. Abbas. 2023. "Islamic Religiosity and Green Purchase Intention: A Perspective of Food Selection in Millennials." *Journal of Islamic Marketing* 14, no. 9: 2323–2342.
- Andreoni, J. 1990. "Impure Altruism and Donations to Public Goods: A Theory of Warm-Glow Giving." *Economic Journal* 100, no. 401: 464–477.
- Ariely, D. 2009. "The End of Rational Economics." *Harvard Business Review* 87, no. 7: 78–84.
- Arya, V., J. Paul, and D. Sethi. 2022. "Like It or Not! Brand Communication on Social Networking Sites Triggers Consumer-Based Brand Equity." *International Journal of Consumer Studies* 46, no. 4: 1381–1398.
- Bahl, S., G. R. Milne, S. M. Ross, et al. 2016. "Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being." *Journal of Public Policy & Marketing* 35, no. 2: 198–210.
- Balderjahn, I., S. Hoffmann, and A. Hüttel. 2023. "How Empowerment and Materialism Contribute to Anti-Consumers' Well-Being." *European Journal of Marketing* 57, no. 4: 1186–1218.
- Balderjahn, I., M. S. Lee, B. Seegebarth, and M. Peyer. 2020. "A Sustainable Pathway to Consumer Wellbeing. The Role of Anticonsumption and Consumer Empowerment." *Journal of Consumer Affairs* 54, no. 2: 456–488.
- Balderjahn, I., B. Seegebarth, and M. S. Lee. 2021. "Less Is More! The Rationale Behind the Decision-Making Style of Voluntary Simplifiers." *Journal of Cleaner Production* 284: 124802.
- Barari, M., M. Ross, S. Thaichon, and J. Surachartkumtonkun. 2021. "A Meta-Analysis of Customer Engagement Behaviour." *International Journal of Consumer Studies* 45, no. 4: 457–477.
- Bardey, A., M. Booth, G. Heger, and J. Larsson. 2022. "Finding Yourself in Your Wardrobe: An Exploratory Study of Lived Experiences With a Capsule Wardrobe." *International Journal of Market Research* 64, no. 1: 113–131.
- Basu, R., J. Paul, and K. Singh. 2022. "Visual Merchandising and Store Atmospherics: An Integrated Review and Future Research Directions." *Journal of Business Research* 151: 397–408.
- Belk, R. W. 1985. "Materialism: Trait Aspects of Living in the Material World." *Journal of Consumer Research* 12, no. 3: 265–280.
- Bhardwaj, P., and A. D. Kalro. 2024. "Consumer Well-Being—A Systematic Literature Review and Research Agenda Using TCCM Framework." *International Journal of Consumer Studies* 48, no. 1: e12991.
- Biel, A., and J. Thøgersen. 2007. "Activation of Social Norms in Social Dilemmas: A Review of the Evidence and Reflections on the Implications for Environmental Behavior." *Journal of Economic Psychology* 28: 93–112.
- Billore, S., and T. Anisimova. 2021. "Panic Buying Research: A Systematic Literature Review and Future Research Agenda." *International Journal of Consumer Studies* 45, no. 4: 777–804.
- Binder, M., and A. K. Blankenberg. 2017. "Green Lifestyles and Subjective Well-Being: More About Self-Image Than Actual Behavior?" *Journal of Economic Behavior & Organization* 137: 304–323.
- Brickman, P., and D. T. Campbell. 1971. "Hedonic Relativism and Planning the Good Society." In *Adaptation Level Theory: A Symposium*, edited by M. H. Appley, 287–302. Academic Press.
- Brunneder, J., and U. Dholakia. 2018. "The Self-Creation Effect: Making a Product Supports Its Mindful Consumption and the Consumer's Well-Being." *Marketing Letters* 29: 377–389.
- Burke, J., and S. Corrigan. 2024. "Bee Well: A Positive Psychological Impact of a Pro-Environmental Intervention on Beekeepers' and Their Families' Wellbeing." *Frontiers in Psychology* 15: 1354408.
- Cachero-Martínez, S., N. García-Rodríguez, and N. Salido-Andrés. 2024. "Because I'm Happy: Exploring the Happiness of Shopping in Social Enterprises and Its Effect on Customer Satisfaction and Loyalty." *Management Decision* 62, no. 2: 492–512.
- Callon, M., J. P. Courtial, and F. Laville. 1991. "Co-Word Analysis as a Tool for Describing the Network of Interactions Between Basic and Technological Research: The Case of Polymer Chemistry." *Scientometrics* 22: 155–205.
- Campos-García, I., S. Alonso-Muñoz, R. González-Sánchez, and M. S. Medina-Salgado. 2024. "Human Resource Management and Sustainability: Bridging the 2030 Agenda." *Corporate Social Responsibility and Environmental Management* 31, no. 3: 2033–2053.

- Çelik, F., M. S. Çam, and M. A. Koseoglu. 2023. "Ad Avoidance in the Digital Context: A Systematic Literature Review and Research Agenda." *International Journal of Consumer Studies* 47, no. 6: 2071–2105.
- Chakma, R., J. Paul, and S. Dhir. 2021. "Organizational Ambidexterity: A Review and Research Agenda." *IEEE Transactions on Engineering Management* 71: 121–137.
- Chakraborty, D., and J. Paul. 2023. "Healthcare Apps' Purchase Intention: A Consumption Values Perspective." *Technovation* 120: 102481.
- Chancellor, J., and S. Lyubomirsky. 2011. "Happiness and Thrift: When (Spending) Less Is (Hedonically) More." *Journal of Consumer Psychology* 21, no. 2: 131–138.
- Chopdar, P. K., J. Paul, and J. Prodanova. 2022. "Mobile Shoppers' Response to Covid-19 Phobia, Pessimism and Smartphone Addiction: Does Social Influence Matter?" *Technological Forecasting and Social Change* 174: 121249.
- Christie, L., and M. V. De Villiers. 2023. "The Role of Social Marketing in Promoting Quality of Life Through the Lens of Sustainable Consumption." *Journal of Social Marketing* 13, no. 3: 419–433.
- Cobo, M. J., A. G. López-Herrera, E. Herrera-Viedma, and F. Herrera. 2011. "Science Mapping Software Tools: Review, Analysis, and Cooperative Study Among Tools." *Journal of the American Society for Information Science and Technology* 62, no. 7: 1382–1402.
- Cobo, M. J., A. G. López-Herrera, X. Liu, and F. Herrera. 2012. "SciMAT: A New Science Mapping Analysis Software Tool." *Journal of the American Society for Information Science and Technology* 63, no. 8: 1609–1630.
- Cooke, A., D. Smith, and A. Booth. 2012. "Beyond PICO: The SPIDER Tool for Qualitative Evidence Synthesis." *Qualitative Health Research* 22, no. 10: 1435–1443.
- Dabić, M., B. Vlačić, J. Paul, L. P. Dana, S. Sahasranamam, and B. Glinka. 2020. "Immigrant Entrepreneurship: A Review and Research Agenda." *Journal of Business Research* 113: 25–38.
- Dahiya, A., D. Banerji, and R. Filieri. 2024. "Consumer Well-Being: A Systematic Literature Review and Future Research Directions." *Spanish Journal of Marketing-ESIC*. (ahead-of-print).
- Daniel, C., R. M. Chowdhury, and E. Gentina. 2024. "Mindfulness, Spiritual Well-Being, and Sustainable Consumer Behavior." *Journal of Cleaner Production* 455: 142293.
- Daskalopoulou, I. 2014. "Consumer Well-Being." In *Encyclopedia of Quality of Life and Well-Being Research*, edited by A. C. Michalos. Springer.
- Datler, G., W. Jagodzinski, and P. Schmidt. 2013. "Two Theories on the Test Bench: Internal and External Validity of the Theories of Ronald Inglehart and Shalom Schwartz." *Social Science Research* 42, no. 3: 906–925.
- De Keyser, A., and W. H. Kunz. 2022. "Living and Working With Service Robots: A TCCM Analysis and Considerations for Future Research." *Journal of Service Management* 33, no. 2: 165–196.
- De Vries, H., M. Dijkstra, and P. Kuhlman. 1988. "Self-Efficacy: The Third Factor Besides Attitude and Subjective Norm as a Predictor of Behavioural Intentions." *Health Education Research* 3, no. 3: 273–282.
- Deci, E. L., and R. M. Ryan. 1985. *Intrinsic Motivation and Self-Determination in Human Behavior*. Plenum.
- DeLeire, T., and A. Kalil. 2010. "Does Consumption Buy Happiness? Evidence From the United States." *International Review of Economics* 57: 163–176.
- Diener, E., R. E. Lucas, and S. Oishi. 2002. "Subjective Well-Being: The Science of Happiness and Life Satisfaction." In *Handbook of Positive Psychology*, edited by C. R. Snyder and S. J. Lopez, 63–73. Oxford University Press.
- Diener, E., R. E. Lucas, and S. Oishi. 2018. "Advances and Open Questions in the Science of Subjective Well-Being." *Collabra: Psychology* 4, no. 1: 15.
- Donthu, N., S. Kumar, D. Mukherjee, N. Pandey, and W. M. Lim. 2021. "How to Conduct a Bibliometric Analysis: An Overview and Guidelines." *Journal of Business Research* 133: 285–296.
- Doran, C. 2009. "The Role of Personal Values in Fairtrade Consumption." *Journal of Business Ethics* 84: 549–563.
- Dunković, D., B. Knežević, and B. Borusiak. 2022. "Material Well-Being as Sustainable Consumption Driver: Results of European Studies." *Entrepreneurial Business and Economics Review* 10, no. 4: 125–141.
- Dunn, E. W., D. T. Gilbert, and T. D. Wilson. 2011. "If Money Doesn't Make You Happy, Then You Probably Aren't Spending It Right." *Journal of Consumer Psychology* 21, no. 2: 115–125.
- Easterlin, R. A. 1974. "Does Economic Growth Improve the Human Lot? Some Empirical Evidence." In *Nations and Households in Economic Growth: Essays in Honor of Moses Abramovitz*, edited by P. A. David and M. W. Reder. Academic Press.
- Escadas, M., M. S. Jalali, and M. Farhangmehr. 2020. "What Goes Around Comes Around: The Integrated Role of Emotions on Consumer Ethical Decision-Making." *Journal of Consumer Behaviour* 19, no. 5: 409–422.
- Fishbein, M., and I. Ajzen. 1975. *Belief, Attitude, Intention and Behavior Reading*. Addison-Wesley.
- Frank, R. H. 2004. "How Not to Buy Happiness." *Daedalus* 133, no. 2: 69–79.
- Fredrickson, B. L. 2001. "The Role of Positive Emotions in Positive Psychology: The Broaden-and-Build Theory of Positive Emotions." *American Psychologist* 56, no. 3: 218–226.
- Furchheim, P., C. Martin, and F. Morhart. 2020. "Being Green in a Materialistic World: Consequences for Subjective Well-Being." *Psychology & Marketing* 37, no. 1: 114–130.
- Ganglmair-Wooliscroft, A., and R. Lawson. 2011. "Subjective Well-Being of Different Consumer Lifestyle Segments." *Journal of Macromarketing* 31, no. 2: 172–183.
- Ganglmair-Wooliscroft, A., and B. Wooliscroft. 2019. "Well-Being and Everyday Ethical Consumption." *Journal of Happiness Studies* 20, no. 1: 141–163.
- Garima, D. Sangroya, and Y. Joshi. 2025. "Anti-Consumption Research: A Systematic Literature Review and Research Agenda." *International Journal of Consumer Studies* 49, no. 1: e70014.
- Geiger, S. M., D. Fischer, U. Schrader, and P. Grossman. 2020. "Meditating for the Planet: Effects of a Mindfulness-Based Intervention on Sustainable Consumption Behaviors." *Environment and Behavior* 52, no. 9: 1012–1042.
- Gilal, F. G., J. Zhang, J. Paul, and N. G. Gilal. 2019. "The Role of Self-Determination Theory in Marketing Science: An Integrative Review and Agenda for Research." *European Management Journal* 37, no. 1: 29–44.
- Griskevicius, V., J. M. Tybur, and B. Van den Bergh. 2010. "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation." *Journal of Personality and Social Psychology* 98, no. 3: 392–404.
- Guillen-Royo, M. 2019. "Sustainable Consumption and Wellbeing: Does On-Line Shopping Matter?" *Journal of Cleaner Production* 229: 1112–1124.
- Hao, A. W., J. Paul, S. Trott, C. Guo, and H. H. Wu. 2021. "Two Decades of Research on Nation Branding: A Review and Future Research Agenda." *International Marketing Review* 38, no. 1: 46–69.
- Hartmann, P., and V. Apaolaza-Ibáñez. 2008. "Virtual Nature Experiences as Emotional Benefits in Green Product Consumption:

- The Moderating Role of Environmental Attitudes." *Environment and Behavior* 40, no. 6: 818–842.
- Hassan, S. M., Z. Rahman, and J. Paul. 2022. "Consumer Ethics: A Review and Research Agenda." *Psychology & Marketing* 39, no. 1: 111–130.
- Helliwell, J. F., R. Layard, J. D. Sachs, L. B. Aknin, J.-E. De Neve, and S. Wang, eds. 2023. *World Happiness Report 2023*. 11th ed. Sustainable Development Solutions Network. <https://worldhappiness.report>.
- Idemudia, E. S., and A. Adedeji. 2023. "Perspective Chapter: Well-Being and Culture—An African Perspective." In *Well-Being Across the Globe-New Perspectives, Concepts, Correlates and Geography*, edited by J. Mullings. IntechOpen.
- Iyer, R., and J. A. Muncy. 2016. "Attitude Toward Consumption and Subjective Well-Being." *Journal of Consumer Affairs* 50, no. 1: 48–67.
- Jägel, T., K. Keeling, A. Reppel, and T. Gruber. 2012. "Individual Values and Motivational Complexities in Ethical Clothing Consumption: A Means-End Approach." *Journal of Marketing Management* 28, no. 3–4: 373–396.
- Jeong, H. J., and M. Kim. 2024. "Appealing to Gen Z With Mother Nature for Sustainable Consumption: With Mediation of Psychological Closeness to Nature and Consequence of Psychological Well-Being." *Journal of Consumer Behaviour* 23, no. 2: 530–539.
- Jiménez-Marín, G., A. Galiano-Coronil, and L. B. Tobar-Pesántez. 2022. "Organizational Communication and Social Marketing Strategies Targeting Spanish Consumers of Fashion. Sustainability as a Form of Happiness Management." *Corporate Governance: The International Journal of Business in Society* 22, no. 3: 506–520.
- Juliani, F., and O. J. de Oliveira. 2016. "State of Research on Public Service Management: Identifying Scientific Gaps From a Bibliometric Study." *International Journal of Information Management* 36, no. 6: 1033–1041.
- Kahiya, E. T. 2018. "Five Decades of Research on Export Barriers: Review and Future Directions." *International Business Review* 27, no. 6: 1172–1188.
- Kahneman, D., A. B. Krueger, D. A. Schkade, N. Schwarz, and A. A. Stone. 2004. "A Survey Method for Characterizing Daily Life Experience: The Day Reconstruction Method." *Science* 306: 1776–1780.
- Kajol, K., R. Singh, and J. Paul. 2022. "Adoption of Digital Financial Transactions: A Review of Literature and Future Research Agenda." *Technological Forecasting and Social Change* 184: 121991.
- Keniger, L. E., K. J. Gaston, K. N. Irvine, and R. A. Fuller. 2013. "What Are the Benefits of Interacting With Nature?" *International Journal of Environmental Research and Public Health* 10, no. 3: 913–935.
- Khlystova, O., Y. Kalyuzhnova, and M. Belitski. 2022. "The Impact of the COVID-19 Pandemic on the Creative Industries: A Literature Review and Future Research Agenda." *Journal of Business Research* 139: 1192–1210.
- Klarin, A. 2024. "How to Conduct a Bibliometric Content Analysis: Guidelines and Contributions of Content Co-Occurrence or Co-Word Literature Reviews." *International Journal of Consumer Studies* 48, no. 2: e13031.
- Kuanr, A., D. Pradhan, and H. R. Chaudhuri. 2020. "I (Do Not) Consume; Therefore, I Am: Investigating Materialism and Voluntary Simplicity Through a Moderated Mediation Model." *Psychology & Marketing* 37, no. 2: 260–277.
- Kuanr, A., D. Pradhan, T. Lyngdoh, and M. S. Lee. 2022. "Why Do Consumers Subvert Brands? Investigating the Influence of Subjective Well-Being on Brand Avoidance." *Psychology & Marketing* 39, no. 3: 612–633.
- Lacka, E., H. K. Chan, and X. Wang. 2020. "Technological Advancements and B2B International Trade: A Bibliometric Analysis and Review of Industrial Marketing Research." *Industrial Marketing Management* 88: 1–11.
- Ladhari, R., and N. M. Tchetgna. 2017. "Values, Socially Conscious Behaviour and Consumption Emotions as Predictors of Canadians' Intent to Buy Fair Trade Products." *International Journal of Consumer Studies* 41, no. 6: 696–705.
- Lee, K. T., and H. Furukawa. 2023. "Exploring Subjective Happiness, Life Satisfaction, and Sustainable Luxury Consumption in China and Japan Amidst the COVID-19 Pandemic." *Administrative Sciences* 13, no. 7: 169.
- Lee, M. S., and C. S. Y. Ahn. 2016. "Anti-Consumption, Materialism, and Consumer Well-Being." *Journal of Consumer Affairs* 50, no. 1: 18–47.
- Lim, W. M., S. Kumar, S. Verma, and R. Chaturvedi. 2022. "Alexa, What Do We Know About Conversational Commerce? Insights From a Systematic Literature Review." *Psychology & Marketing* 39, no. 6: 1129–1155.
- Lim, W. M., S. F. Yap, and M. Makkar. 2021. "Home Sharing in Marketing and Tourism at a Tipping Point: What Do We Know, How Do We Know, and Where Should We Be Heading?" *Journal of Business Research* 122: 534–566.
- Lin, D., L. Wambersie, and M. Wackernagel. 2021. "Estimating the Date of Earth Overshoot Day 2021." *Nowcasting the World's Footprint & Biocapacity for*: 1–8.
- Lin, S. T., and H. J. Niu. 2018. "Green Consumption: Environmental Knowledge, Environmental Consciousness, Social Norms, and Purchasing Behavior." *Business Strategy and the Environment* 27, no. 8: 1679–1688.
- Lv, X., K. Shi, S. Xu, and A. Wu. 2024. "Will Tourists' Pro-Environmental Behavior Influence Their Well-Being? An Examination From the Perspective of Warm Glow Theory." *Journal of Sustainable Tourism* 32, no. 8: 1453–1470.
- MacInnes, S., C. Demeter, and S. Dolnicar. 2024. "Is the Pursuit of Pleasure on Vacation a Barrier to Environmentally Sustainable Behaviour?" *Journal of Sustainable Tourism*: 1–19.
- Malik, F., and M. I. Ishaq. 2023. "Impact of Minimalist Practices on Consumer Happiness and Financial Well-Being." *Journal of Retailing and Consumer Services* 73: 103333.
- Martela, F. 2024. "Being as Having, Loving, and Doing: A Theory of Human Well-Being." *Personality and Social Psychology Review* 28, no. 4: 372–397.
- Martin-Woodhead, A. 2022. "Limited, Considered and Sustainable Consumption: The (Non) Consumption Practices of UK Minimalists." *Journal of Consumer Culture* 22, no. 4: 1012–1031.
- Maseeh, H. I., D. Sangroya, C. Jebarajakirthy, et al. 2022. "Anti-Consumption Behavior: A Meta-Analytic Integration of Attitude Behavior Context Theory and Well-Being Theory." *Psychology & Marketing* 39, no. 12: 2302–2327.
- McGouran, C., and A. Prothero. 2016. "Enacted Voluntary Simplicity—Exploring the Consequences of Requesting Consumers to Intentionally Consume Less." *European Journal of Marketing* 50, no. 1/2: 189–212.
- Merli, M., J. Pallud, and M. Pulikova. 2024. "Going Green? On the Drivers of Individuals' Green Bank Adoption." *Business Ethics, the Environment & Responsibility* 33, no. 4: 780–794.
- Mick, D. G., S. Pettigrew, C. Pechmann, and J. L. Ozanne. 2011. "Origins, Qualities, and Envisionments of Transformative Consumer Research." In *Transformative Consumer Research for Personal and Collective Well-Being*, edited by D. G. Mick, S. Pettigrew, C. Pechmann, and J. L. Ozanne, 1–23. Taylor & Francis.
- Minton, E. A., H. Jeffrey Xie, E. Gurel-Atay, and L. R. Kahle. 2018. "Greening Up Because of God: The Relations Among Religion,

- Sustainable Consumption and Subjective Well-Being." *International Journal of Consumer Studies* 42, no. 6: 655–663.
- Minton, E. A., S. J. Tan, S. K. Tambyah, and R. L. Liu. 2022. "Drivers of Sustainability and Consumer Well-Being: An Ethically-Based Examination of Religious and Cultural Values." *Journal of Business Ethics* 175: 167–190.
- Mishra, R., R. K. Singh, and B. Koles. 2021. "Consumer Decision-Making in Omnichannel Retailing: Literature Review and Future Research Agenda." *International Journal of Consumer Studies* 45, no. 2: 147–174.
- Moher, D., A. Liberati, J. Tetzlaff, D. G. Altman, and Prisma Group. 2010. "Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement." *International Journal of Surgery* 8, no. 5: 336–341.
- Molina-Collado, A., M. Gómez-Rico, M. Sigala, M. V. Molina, E. Aranda, and Y. Salinero. 2022. "Mapping Tourism and Hospitality Research on Information and Communication Technology: A Bibliometric and Scientific Approach." *Information Technology & Tourism* 24, no. 2: 299–340.
- Morais, I. C. D., and E. P. Z. Brito. 2025. "Consumer Enchantment Through Everyday Consumption." *European Journal of Marketing* 59, no. 2: 475–497.
- Nangia, P., S. Bansal, and P. Thaichon. 2024. "Doing More With Less: An Integrative Literature Review on Responsible Consumption Behaviour." *Journal of Consumer Behaviour* 23, no. 1: 141–155.
- Nayal, P., N. Pandey, and J. Paul. 2022. "Covid-19 Pandemic and Consumer-Employee-Organization Wellbeing: A Dynamic Capability Theory Approach." *Journal of Consumer Affairs* 56, no. 1: 359–390.
- Nelson, P. 1970. "Information and Consumer Behavior." *Journal of Political Economy* 78, no. 2: 311–329.
- Nepomuceno, M. V., and M. Laroche. 2017. "When Materialists Intend to Resist Consumption: The Moderating Role of Self-Control and Long-Term Orientation." *Journal of Business Ethics* 143: 467–483.
- Ni, S., and H. Ueichi. 2024. "Exploring the Relationship Between Different Consumer Behaviors and Subjective Well-Being in Japan: A Focus on Prosocial, Sustainable, Experiential, and Conspicuous Consumption." *SAGE Open* 14, no. 4: 21582440241299273.
- Nili, S., S. Nikfar, A. Fahimi, M. J. B. Gozun, I. Hua, and E. Vahidi. 2024. "Exploring the Environmental Impact of Metallic Element Usage in Smartphone Evolution." *Resources, Conservation and Recycling* 205: 107566.
- O'Brien, C. 2008. "Sustainable Happiness: How Happiness Studies Can Contribute to a More Sustainable Future." *Canadian Psychology* 49, no. 4: 289–295.
- Oishi, S., and E. Diener. 2001. "Goals, Culture, and Subjective Well-Being." *Personality and Social Psychology Bulletin* 27, no. 12: 1674–1682.
- O'Loughlin, D., M. G. McEachern, I. Szmigin, et al. 2023. "The Influential Role of Austerity in Normalising Sustainable Consumption." In *Research Handbook on Ethical Consumption: Contemporary Research in Responsible and Sustainable Consumer Behaviour*, edited by M. Carrigan, V. Wells, and K. A. Papadas, 159–173. Edward Elgar Publishing.
- Oparina, E., A. E. Clark, and R. Layard. 2025. "The Easterlin Paradox at 50." Working Paper, Center on Social Dynamics and Policy at Brookings.
- Oral, C., and J. Y. Thurner. 2019. "The Impact of Anti-Consumption on Consumer Well-Being." *International Journal of Consumer Studies* 43, no. 3: 277–288.
- Packard, V. 1957. *The Hidden Persuaders*. David McKay Co.
- Pai, C. Y., D. Laverie, and A. Hass. 2022. "Love Luxury, Love the Earth: An Empirical Investigation on How Sustainable Luxury Consumption Contributes to Social-Environmental Well-Being." *Journal of Macromarketing* 42, no. 4: 640–654.
- Palmatier, R. W., M. B. Houston, and J. Hulland. 2018. "Review Articles: Purpose, Process, and Structure." *Journal of the Academy of Marketing Science* 46: 1–5.
- Pancer, E., and J. Handelman. 2012. "The Evolution of Consumer Well-Being." *Journal of Historical Research in Marketing* 4, no. 1: 177–189.
- Pareek, S. 2024. "Understanding the Sourcing and Manufacturing of Technology." In *Intersections Between Rights and Technology*, edited by A. Anand, A. Madaan, and A. Danielsson. 312–324. IGI Global Scientific Publishing.
- Paul, J. 2020. "Marketing in Emerging Markets: A Review, Theoretical Synthesis and Extension." *International Journal of Emerging Markets* 15, no. 3: 446–468.
- Paul, J., and G. R. Benito. 2018. "A Review of Research on Outward Foreign Direct Investment From Emerging Countries, Including China: What Do We Know, How Do We Know and Where Should We Be Heading?" *Asia Pacific Business Review* 24, no. 1: 90–115.
- Paul, J., and A. R. Criado. 2020. "The Art of Writing Literature Review: What Do We Know and What Do We Need to Know?" *International Business Review* 29, no. 4: 101717.
- Paul, J., P. Khatri, and H. Kaur Duggal. 2023. "Frameworks for Developing Impactful Systematic Literature Reviews and Theory Building: What, Why and How?" *Journal of Decision Systems* 33, no. 4: 537–550.
- Paul, J., W. M. Lim, A. O'Cass, A. W. Hao, and S. Bresciani. 2021. "Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR)." *International Journal of Consumer Studies* 45, no. 4: 1–16.
- Paul, J., and E. Mas. 2020. "Toward a 7-P Framework for International Marketing." *Journal of Strategic Marketing* 28, no. 8: 681–701.
- Paul, J., S. Parthasarathy, and P. Gupta. 2017. "Exporting Challenges of SMEs: A Review and Future Research Agenda." *Journal of World Business* 52, no. 3: 327–342.
- Paul, J., and A. Rosado-Serrano. 2019. "Gradual Internationalization vs Born-Global/International New Venture Models." *International Marketing Review* 36, no. 6: 830–858.
- Piao, X., and S. Managi. 2024. "Determinants of Pro-Environmental Behaviour: Effects of Socioeconomic, Subjective, and Psychological Well-Being Factors From 37 Countries." *Humanities and Social Sciences Communications* 11, no. 1: 1–17.
- Pino, M. C., M. Giancola, M. Sannino, S. D'Amico, and M. Palmiero. 2024. "Exploring the Relationships Between Personality and Psychological Well-Being: The Mediating Role of Pro-Environmental Behaviors." *Social Sciences* 13, no. 6: 278.
- Pohling, R., and R. Diessner. 2016. "Moral Elevation and Moral Beauty: A Review of the Empirical Literature." *Review of General Psychology* 20, no. 4: 412–425.
- Prinzing, M., L. K. Lades, T. O. Weber, B. Fredrickson, and K. Laffan. 2024. "Pro-Environmental Behaviors and Well-Being in Everyday Life." *Journal of Environmental Psychology* 98: 102394.
- Purohit, S., R. Arora, and J. Paul. 2022. "The Bright Side of Online Consumer Behavior: Continuance Intention for Mobile Payments." *Journal of Consumer Behaviour* 21, no. 3: 523–542.
- Quoquab, F., J. Mohammad, and N. N. Sukari. 2019. "A Multiple-Item Scale for Measuring 'Sustainable Consumption Behaviour' Construct: Development and Psychometric Evaluation." *Asia Pacific Journal of Marketing and Logistics* 31, no. 4: 791–816.
- Raggiotto, F., E. Mazzoni, M. Benassi, et al. 2023. "Mind the Age Gap! How Problematic Internet Use Affects Adults' and Emerging Adults'

- Well-Being and Prosocial Consumer Behavior." *Journal of Interactive Marketing* 58, no. 2–3: 268–279.
- Ramos-Hidalgo, E., R. Diaz-Carrion, and C. Rodriguez-Rad. 2022. "Does Sustainable Consumption Make Consumers Happy?" *International Journal of Market Research* 64, no. 2: 227–248.
- Rana, J., and J. Paul. 2017. "Consumer Behavior and Purchase Intention for Organic Food: A Review and Research Agenda." *Journal of Retailing and Consumer Services* 38: 157–165.
- Rana, J., and J. Paul. 2020. "Health Motive and the Purchase of Organic Food: A Meta-Analytic Review." *International Journal of Consumer Studies* 44, no. 2: 162–171.
- Rawls, J. 1971. *A Theory of Justice*. Harvard University Press.
- Redondo, R., C. Valor, and I. Carrero. 2022. "Unraveling the Relationship Between Well-Being, Sustainable Consumption and Nature Relatedness: A Study of University Students." *Applied Research in Quality of Life* 17, no. 2: 913–930.
- Richins, M. L., and S. Dawson. 1992. "A Consumer Values Orientation for Materialism and Its Measurement: Scale Development and Validation." *Journal of Consumer Research* 19, no. 3: 303–316.
- Rosado-Serrano, A., J. Paul, and D. Dikova. 2018. "International Franchising: A Literature Review and Research Agenda." *Journal of Business Research* 85: 238–257.
- Rosenstock, I. M. 1974. "The Health Belief Model and Preventive Health Behavior." *Health Education Monographs* 2, no. 4: 354–386.
- Ruggeri, G., L. Orsi, and S. Corsi. 2019. "A Bibliometric Analysis of the Scientific Literature on Fairtrade Labelling." *International Journal of Consumer Studies* 43, no. 2: 134–152.
- Ruo-Fei, S., J. Y. Zeng, and C. H. Jin. 2022. "The Role of Consumer's social Capital on Ethical Consumption and Consumer Happiness." *SAGE Open* 12, no. 2: 21582440221095026.
- Ryan, R. M., and E. L. Deci. 2001. "On Happiness and Human Potentials: A Review of Research on Hedonic and Eudaimonic Well-Being." *Annual Review of Psychology* 52, no. 1: 141–166.
- Ryan, R. M., and E. L. Deci. 2017. *Self-Determination Theory: Basic Psychological Needs in Motivation, Development, and Wellness*. Guilford Publications.
- Sameer, Y. M., S. Elmassah, C. Mertzanis, and L. El-Maghraby. 2021. "Are Happier Nations More Responsible? Examining the Link Between Happiness and Sustainability." *Social Indicators Research* 158, no. 1: 267–295.
- Sandy, C. J., S. D. Gosling, and J. Durant. 1994. "Predicting Consumer Behavior and Media Preferences: The Comparative Validity of Personality Traits and Demographic Variables." *Psychology and Marketing* 30, no. 11: 937–949.
- Schwartz, S. H. 1992. "Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries." In *Advances in Experimental Social Psychology*, vol. 2, 1–65. Elsevier.
- Schwartz, S. H. 2006. "A Theory of Cultural Value Orientations: Explication and Applications." *Comparative Sociology* 5, no. 2–3: 137–182.
- Schwartz, S. H., and G. Melech. 2000. "National Differences in Micro and Macro Worry: Social, Economic and Cultural Explanations." In *Culture and Subjective Well-Being*, edited by E. Diener and E. M. Suh, 219–256. MIT Press.
- Seegebarth, B., M. Peyer, I. Balderjahn, and K. P. Wiedmann. 2016. "The Sustainability Roots of Anticonsumption Lifestyles and Initial Insights Regarding Their Effects on Consumers' Well-Being." *Journal of Consumer Affairs* 50, no. 1: 68–99.
- Sevgili, F., and S. Cesur. 2015. "The Mediating Role of Materialism on the Relationship Between Values and Consumption." *Educational Sciences: Theory and Practice* 14, no. 6: 2083–2097.
- Shaban, Y., and N. El-Bassiouny. 2017. "The Many Facets of Sustainable Consumption, Anti-Consumption, and Emotional Brand Attachment in Egypt." *African Journal of Business and Economic Research* 12, no. 1: 163–204.
- Shafqat, T., M. I. Ishaq, and A. Ahmed. 2023. "Fashion Consumption Using Minimalism: Exploring the Relationship of Consumer Well-Being and Social Connectedness." *Journal of Retailing and Consumer Services* 71: 103215.
- Shao, L., and G. Yu. 2023. "Media Coverage of Climate Change, Eco-Anxiety and Pro-Environmental Behavior: Experimental Evidence and the Resilience Paradox." *Journal of Environmental Psychology* 91: 102130.
- Sheth, J. N., N. K. Sethia, and S. Srinivas. 2011. "Mindful Consumption: A Customer-Centric Approach to Sustainability." *Journal of the Academy of Marketing Science* 39: 21–39.
- Sinha, R., M. Soliman, D. Batabyal, S. Mahmood, and M. S. Hawas Al-Aamri. 2024. "A Comprehensive Framework of Sustainable Consumption Behaviour in Tourist Destinations: A Cross-Country Study." *Tourism and Hospitality Research*: 14673584241310039.
- Sirgy, M. J. 2001. "QOL Research in Relation to Specific Marketing Perspectives." In *Handbook of Quality-of-Life Research An Ethical Marketing Perspective*, edited by M. J. Sirgy. 134–229. Springer Netherlands.
- Stoltz, J., and C. Schaffer. 2018. "Salutogenic Affordances and Sustainability: Multiple Benefits With Edible Forest Gardens in Urban Green Spaces." *Frontiers in Psychology* 9: 2344.
- Stremersch, S., J. Gonzalez, A. Valenti, and J. Villanueva. 2023. "The Value of Context-Specific Studies for Marketing." *Journal of the Academy of Marketing Science* 51, no. 1: 50–65.
- Suárez-Varela, M., J. Guardiola, and F. González-Gómez. 2016. "Do Pro-Environmental Behaviors and Awareness Contribute to Improve Subjective Well-Being?" *Applied Research in Quality of Life* 11: 429–444.
- Sun, B. L., and W. G. Kim. 2024. "Exploring the Influence of Cultural Values on Green Purchasing and Its Consequences." *Journal of Vacation Marketing*: 13567667241270790.
- Teufer, B., and S. Grabner-Kräuter. 2023. "How Consumer Networks Contribute to Sustainable Mindful Consumption and Well-Being." *Journal of Consumer Affairs* 57, no. 2: 757–784.
- Thang, N. T. H., and C. H. Nguyen. 2024. "Does Customers' Well-Being Lead to Their Sustainable Consumption? Exploring the Mediating Role of Online Shopping." *Journal of Global Marketing* 38, no. 2: 133–155.
- Thiermann, U. B., W. R. Sheate, and A. Vercammen. 2020. "Practice Matters: Pro-Environmental Motivations and Diet-Related Impact Vary With Meditation Experience." *Frontiers in Psychology* 11: 584353.
- Tosun, P., and N. Tavşan. 2024. "The Impact of Perceived Corporate Social Responsibility on Consumer Happiness and Brand Admiration." *Management Decision* 62, no. 2: 665–684.
- Veenhoven, R. 2024. "Happiness." In *Encyclopedia of Quality of Life and Well-Being Research*, 2896–2901. Springer International Publishing.
- Venhoeven, L. A., J. W. Bolderdijk, and L. Steg. 2016. "Why Acting Environmentally-Friendly Feels Good: Exploring the Role of Self-Image." *Frontiers in Psychology* 7: 1846.
- Verplanken, B., and R. W. Holland. 2002. "Motivated Decision Making: Effects of Activation and Selfcentrality of Values on Choices and Behavior." *Journal of Personality and Social Psychology* 82, no. 3: 434–447.
- Vesterinen, E., M. S. Lee, and H. T. Luomala. 2024. "Wear Your Pants out and Be Happy! Clothing Consumption Curtailment and Consumer Subjective Well-Being." *Journal of Macromarketing* 44, no. 4: 742–760.
- Waltman, L. 2016. "A Review of the Literature on Citation Impact Indicators." *Journal of Informetrics* 10, no. 2: 365–391.

- Wang, L., G. Zhang, P. Shi, X. Lu, and F. Song. 2019. "Influence of Awe on Green Consumption: The Mediating Effect of Psychological Ownership." *Frontiers in Psychology* 10: 2484.
- Welsch, H., and J. Kühling. 2010. "Pro-Environmental Behavior and Rational Consumer Choice: Evidence From Surveys of Life Satisfaction." *Journal of Economic Psychology* 31, no. 3: 405–420.
- White, K., R. Habib, and D. J. Hardisty. 2019. "How to SHIFT Consumer Behaviors to Be More Sustainable: A Literature Review and Guiding Framework." *Journal of Marketing* 83, no. 3: 22–49.
- Wicker, P., and T. F. Thormann. 2022. "Well-Being of Sport Club Members: The Role of Pro-Environmental Behavior in Sport and Clubs' Environmental Quality." *Sport Management Review* 25, no. 4: 567–588.
- Wilson, E. O. 1984. *Biophilia*. Harvard University Press.
- Winkelmair, A., and P. Jansen. 2023. "The Positive Impact of Mindfulness Interventions on the Explicit and Implicit Affective Attitudes Toward Vegetarian Foods." *Frontiers in Psychology* 14: 1158410.
- Xiao, J., L. Xie, M. F. Shahzad, and J. K. Khattak. 2020. "The Moderating Role of Product Type in Network Buying Behavior." *SAGE Open* 10, no. 2: 2158244020917953.
- Xiao, J. J., and H. Li. 2011. "Sustainable Consumption and Life Satisfaction." *Social Indicators Research* 104: 323–329.
- Xie, L., M. F. Shahzad, A. Waheed, Q. U. Ain, Z. Saleem, and M. A. Ali. 2022. "Do Meat Anti-Consumption Opinions Influence Consumers' Wellbeing? The Moderating Role of Religiosity." *Frontiers in Psychology* 13: 957970.
- Yassin, D., and H. Ghoneim. 2024. "Does Consumerism Increase Subjective Well-Being? The Case of Egyptian Millennials." *Management & Sustainability: An Arab Review*.
- Zhang, H., X. Zhang, Y. Yang, and J. Ma. 2024. "From Nature Experience to Visitors' Pro-Environmental Behavior: The Role of Perceived Restorativeness and Well-Being." *Journal of Sustainable Tourism* 32, no. 5: 861–882.