


Chapter 10

Mindfulness and Sustainable Consumption Research:

A Bibliometric Analysis of Scholarly Articles and Future Directions

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ABSTRACT

This study intends to conduct a bibliometric analysis of mindfulness and sustainable consumption research by highlighting the most extensively researched areas and emerging topics, consequently addressing the gaps in the existing literature and presenting opportunities for future research. A total of 128 articles published between 2004 and January 2025 are extracted from the Scopus database and analyzed using R Studio's Biblioshiny. The research offers a novel approach with a complete bibliometric study, identifying the significant authors, nations, educational institutions, sources, keywords, and journals in mindfulness and sustainable consumption

DOI: 10.4018/979-8-3373-0174-7.ch010

research. The findings reveal that research has proliferated in many countries but the USA remains the top country with the highest number of publications followed by Germany, India, the United Kingdom, and Australia. The study highlights the need for further empirical research to explore the relationship between mindfulness and sustainable consumption in diverse geographical and socio-economic settings to support global sustainability.

1. INTRODUCTION

The worldwide sustainability catastrophe, driven by prevailing unsustainable consumption patterns, resource depletion, and environmental degradation, has reached alarming proportions, highlighting the urgent need for transformative solutions. As the global ecosystems continue to face unprecedented levels of strain, it has become critical to develop innovative strategies that promote sustainable consumption behaviors on a larger scale. This scenario involves not only addressing the direct environmental impacts of consumer choices but also reshaping the underlying attitudes, values, and mindsets that drive these behaviors. Engaging consumers in behavioral change is now more essential than ever, as it directly influences the adoption of sustainable lifestyles by increasing awareness, comprehension, and individual accountability for the environment are necessary to promote a change towards more sustainable consumption patterns. A significant progress towards minimising the continuing environmental catastrophe can be made by encouraging sustainable living, raising the need for environmentally friendly products, and cutting the use of wasteful or dangerous items.

Ultimately, achieving these goals hinges on understanding and addressing the complex challenges associated with sustainability, such as consumer resistance, misinformation, and the need for systemic changes in production and consumption systems.(Jackson & Michaelis, 2003; Verhofstadt et al., 2016). Thus, sustainable consumption is the need of the time to reduce adverse environmental effects of existing consumption patterns while fostering social fairness and economic sustainability. It promotes the utilization of sustainable products, diminishes waste, and curtails resource depletion. By encouraging behaviours like recycling, reusing, and choosing ethically produced products, sustainable consumption aims to protect natural resources for future generations. It also encourages people to live environmentally sensitive lives by, among other things, cutting energy use and supporting local, sustainable companies. Sustainable consumerism eventually helps to create a better world and more fair social structures (Dhandra, 2019; Manchanda et al., 2023).

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