



The Evolution of Eco-Conscious Consumption Research: A Bibliometric, Thematic, and Life-Cycle Analysis

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Abstract

The rapid escalation of global environmental challenges has intensified scholarly interest in eco-conscious consumer behavior. However, the exponential growth of literature has created fragmentation, making theoretical synthesis increasingly complex. This study provides a comprehensive bibliometric and thematic mapping of eco-conscious consumption research from 2014 to 2025, based on 962 peer-reviewed journal articles retrieved from Lens.org and analyzed using Biblioshiny. Performance analysis, science mapping, historiographical tracing, and predictive life-cycle modeling were employed to examine the intellectual structure, thematic evolution, and maturity of the field. The results reveal a clear paradigm shift from intention-based frameworks, particularly the Theory of Planned Behavior, toward Practice Theory as the dominant explanatory lens, indicating a transition from individual psychological choice to socially embedded consumption practices. Thematic mapping identifies trust as a central mediating construct linking consumption values to purchase intention, reflecting growing concerns over greenwashing and information asymmetry. Life-cycle analysis demonstrates that the field has entered a late-maturity stage, with theoretical saturation in traditional green purchase intention models, thereby necessitating the integration of



disruptive variables such as digitalization, artificial intelligence, and circular economy frameworks. This study contributes by offering a structured intellectual roadmap for future research, repositioning eco-conscious consumption from attitudinal intention to trust-mediated, practice-based sustainability behavior.

Keywords: Eco-conscious consumption, Bibliometric analysis, Biblioshiny.

1. Introduction

1.1 The Imperative for Eco-Conscious Consumption

In the contemporary global context, escalating environmental challenges—including climate change, biodiversity loss, resource depletion, and ecological degradation—have fundamentally transformed consumption patterns and market structures [1]. These pressures have catalyzed the emergence of *eco-conscious consumption*, defined as deliberate consumer behavior that prioritizes environmental preservation through responsible purchasing, usage, and disposal decision [3][4]. Sustainability is no longer a peripheral ethical concern but has become a central determinant of economic policy, corporate strategy, and consumer research [5][6].-

International frameworks such as the United Nations Sustainable Development Goals (SDGs) and global climate accords have further institutionalized sustainability as a normative global objective [7]. As a result, consumer markets are increasingly shaped by sustainability narratives, green branding, eco-labels, and environmentally responsible value propositions [8][9]. This transformation has repositioned the consumer from a passive market actor to an active agent of environmental governance, where individual purchasing decisions collectively influence ecological outcomes [10][11].

However, despite the growth in environmental awareness and positive environmental attitudes, empirical evidence consistently demonstrates a persistent attitude–behavior gap, wherein pro-environmental values and intentions do not reliably translate into actual green purchasing behavior [12][13][14]. This paradox highlights the complexity of eco-conscious consumption, suggesting that sustainable behavior cannot be explained solely through awareness or moral motivation but requires deeper theoretical engagement with value systems, social structures, institutional contexts, and psychological mechanisms that shape consumer decision-making processes [15].

1.2 Rationale for Bibliometric Mapping

Between 2014 and 2025, research on eco-conscious consumption has experienced a rapid and exponential expansion, resulting in a fragmented and highly complex knowledge landscape [17][18]. The sheer volume of publications, theoretical diversity, and sectoral specialization has made traditional narrative and systematic reviews increasingly inadequate for capturing the structural evolution of the field [19].

Bibliometric analysis offers a quantitative, objective, and reproducible approach to knowledge synthesis by applying mathematical and network-based techniques to large-scale scholarly data [20][21]. Unlike qualitative reviews, bibliometrics enables the identification of intellectual structures, thematic clusters, collaboration networks, core journals, influential authors, and emerging research fronts through science-mapping [22][23]. By employing data from Lens.org and analytical tools from Biblioshiny, this study seeks to uncover the latent architecture of eco-conscious consumption research, including its conceptual foundations, theoretical transitions, and structural maturity [20]. Bibliometric mapping allows for the visualization of “invisible colleges” of scholarship, the identification of dominant paradigms, and the tracking of thematic evolution across time [24][25]. This approach transforms fragmented literature into a coherent intellectual map, enabling strategic understanding of how the field has developed, where it is currently positioned, and where future research



trajectories are likely to emerge.

Research Questions and Contribution

This study is guided by the following research questions:

RQ1: What are the temporal trends in publication volume, citation impact, and scientific growth of eco-conscious consumption research, and what does life-cycle modeling predict about the field's future research capacity?

RQ2: Which journals, authors, and sources constitute the core intellectual nucleus of the field according to Bradford's Law and performance analysis ?

RQ3: How have the dominant theoretical paradigms evolved over time, particularly the shift from intention-based models such as the Theory of Planned Behavior [30] toward practice-based and value- embedded frameworks [34]?

The novelty of this research lies in its integrated approach that combines performance analysis, science mapping, historiographical tracing, and predictive life-cycle modeling within a single bibliometric framework[17]. Unlike prior reviews that focus on thematic categorization alone, this study introduces field maturity modeling to identify intellectual saturation points and theoretical exhaustion zones. By doing so, it not only maps the past and present structure of eco-conscious consumption research but also provides a strategic roadmap for future high-impact scholarship, positioning the field within its broader scientific life cycle and identifying directions for disruptive theoretical development.

2. Literature Review

2.1 Foundations of Eco-Conscious Consumer Behavior

The conceptual foundations of eco-conscious consumer behavior originate from environmental psychology and pro-social behavior research of the 1970s and 1980s, which first examined the relationship between environmental awareness, attitudes, and responsible action[28][27]. Early models conceptualized pro-environmental behavior primarily as a function of moral obligation and personal norms, later formalized through the Value–Belief–Norm (VBN) Theory[29], which positioned values and environmental beliefs as precursors to ecological action [29].

A major theoretical advancement occurred with the introduction of the Theory of Planned Behavior (TPB)[30], which proposed that behavior is driven by behavioral intentions shaped by attitudes, subjective norms, and perceived behavioral control. TPB rapidly became the dominant framework for explaining sustainable consumption and green purchase intention due to its predictive clarity and empirical applicability[31][32]. Empirical studies consistently demonstrated that environmental attitudes, social pressure, and perceived control significantly influence green purchase intention across cultural contexts[33].

However, despite its explanatory power, TPB has been widely criticized for its inability to explain the persistent attitude–behavior gap, where strong pro-environmental intentions fail to translate into actual consumption behavior [12][13]. This limitation has led scholars to argue that intention-based models oversimplify consumer decision-making by neglecting habitual behavior, infrastructural constraints, and social embeddedness[15][34]. As a result, the literature has progressively moved



toward more integrative frameworks that incorporate values, practices, and contextual influences, marking a transition from purely psychological models to socio-structural explanations of eco-conscious behavior[28].

2.2 Theory of Consumption Values in Green Marketing

The Theory of Consumption Values (TCV), introduced by Sheth, Newman, and Gross (1991), represents a significant theoretical departure from unidimensional rational choice models by conceptualizing consumer behavior as a function of multiple interacting value systems. TCV proposes that consumer choice is shaped by five distinct but interrelated values: functional, social, emotional, epistemic, and conditional values [35]. This multidimensional structure allows for a more nuanced understanding of complex consumption contexts, particularly in sustainability markets characterized by uncertainty, trust deficits, and symbolic meaning.

In green marketing contexts, functional value often acts as a barrier due to higher perceived prices and performance uncertainty associated with eco-friendly products[37]. Social value reflects the symbolic and identity-signaling role of green consumption, where sustainable choices serve as markers of moral identity and social responsibility [38]. Emotional value captures the intrinsic psychological satisfaction derived from ethical action, conceptualized as the “warm glow” effect [40] [41]. Epistemic value relates to the consumer’s desire for knowledge, novelty, and innovation in sustainable alternatives, while conditional value reflects situational and contextual triggers such as environmental crises, regulatory policies, or economic incentives [42][43].

Recent empirical studies demonstrate that TCV provides superior explanatory power in predicting green purchase intention compared to traditional intention-based models by integrating psychological motivation with contextual conditions [44][45][37]. Moreover, TCV has been increasingly applied in sector-specific contexts such as organic food, renewable energy, sustainable fashion, and circular economy markets, indicating its adaptability as a dynamic theoretical framework rather than a static model[46]. This evolution positions TCV as a central theoretical architecture for understanding eco-conscious consumption in complex and heterogeneous sustainability markets.

2.3 Shift from Intent to Practice: Rise of Practice Theory

While value-based and intention-based models dominate early sustainability research, recent scholarship reflects a paradigm shift toward Practice Theory as an alternative explanatory framework [47][48]. Practice Theory reconceptualizes consumption not as an individual cognitive choice but as a socially embedded practice formed through the interaction of materials, meanings, and competencies. This approach shifts the analytical focus from individual attitudes to the routines, infrastructures, and cultural norms that structure everyday consumption behavior [47][49]. This theoretical transition reflects growing recognition that eco-conscious behavior is often habitual, infrastructurally constrained, and socially normalized rather than consciously deliberated [50][51]. For example, sustainable food consumption is shaped not only by values but also by availability, affordability, social routines, and institutional arrangements [52]. Consequently, sustainable behavior emerges as a function of social organization rather than individual moral intention alone.

Empirical applications of Practice Theory demonstrate that interventions aimed at changing consumption patterns are more effective when they target systems of practice rather than individual attitudes [53]. This includes altering infrastructures, redesigning consumption environments, and reshaping social norms. The growing dominance of Practice Theory in sustainability research reflects a broader epistemological shift from psychological reductionism toward socio-material explanations of behavior [54]. This evolution represents a critical theoretical transformation in eco-conscious consumer research, aligning sustainability scholarship with sociological and institutional perspectives.



2.4 Trust and Digital Transformation of Green Values

In the digital marketplace, trust has emerged as a central mediating construct in eco-conscious consumption [56][57]. The proliferation of green claims, eco-labels, and sustainability certifications has intensified consumer skepticism due to widespread greenwashing, where environmental claims are misleading or unsubstantiated [8]. As a result, consumers increasingly rely on trust as a cognitive filter through which sustainability information is processed.

Digital platforms, social media, and e-commerce ecosystems have further transformed how green values are communicated and evaluated[59]. Epistemic value—knowledge acquisition and information seeking—has become deeply intertwined with digital trust mechanisms, including online reviews, influencer credibility, blockchain traceability systems, and third-party certification platforms [55].

Empirical research indicates that green trust significantly mediates the relationship between environmental concern, consumption values, and green purchase intention [54]. Without trust, functional and emotional values fail to translate into purchase behavior, reinforcing the centrality of epistemic value and credibility in sustainable markets[7]. This digital transformation has repositioned trust from a peripheral variable to a structural pillar of eco-conscious consumption, making it a critical theoretical construct for contemporary green marketing research [8][57].

3. Methodology

3.1 Research Design

This study adopts a quantitative bibliometric research design integrated with science mapping techniques to examine the intellectual structure, thematic evolution, and developmental trajectory of eco-conscious consumer research. Bibliometric analysis applies statistical and network-based methods to large-scale scholarly data, enabling objective mapping of research domains, conceptual structures, and knowledge networks[17][20].

This approach is particularly appropriate for sustainability-related research domains characterized by rapid publication growth, interdisciplinary integration, and conceptual fragmentation. Unlike traditional narrative or systematic reviews, bibliometric methods enable structural visualization of scientific fields, identification of research clusters, and detection of paradigm shifts through reproducible analytical procedures [18]. The study follows a structured, transparent workflow to ensure analytical rigor and replicability.

3.2 Data Source and Search Protocol

Data Source

The bibliographic dataset was retrieved from Lens.org, an open scholarly discovery platform that integrates metadata from multiple academic publishers, indexing services, and research repositories. Lens.org was selected due to its comprehensive multidisciplinary coverage, transparent indexing structure, advanced filtering options, and high compatibility with bibliometric software tools.

Search Strategy

A systematic keyword-based search strategy was implemented using Boolean operators to ensure comprehensive coverage of eco-conscious consumption literature. The search string included the following terms:

("eco-conscious consumer*" OR "green consumer*" OR "sustainable consumption" OR "pro-



environmental behavior" OR "ethical consumption" OR "green purchase intention" OR "environmentally responsible consumption")

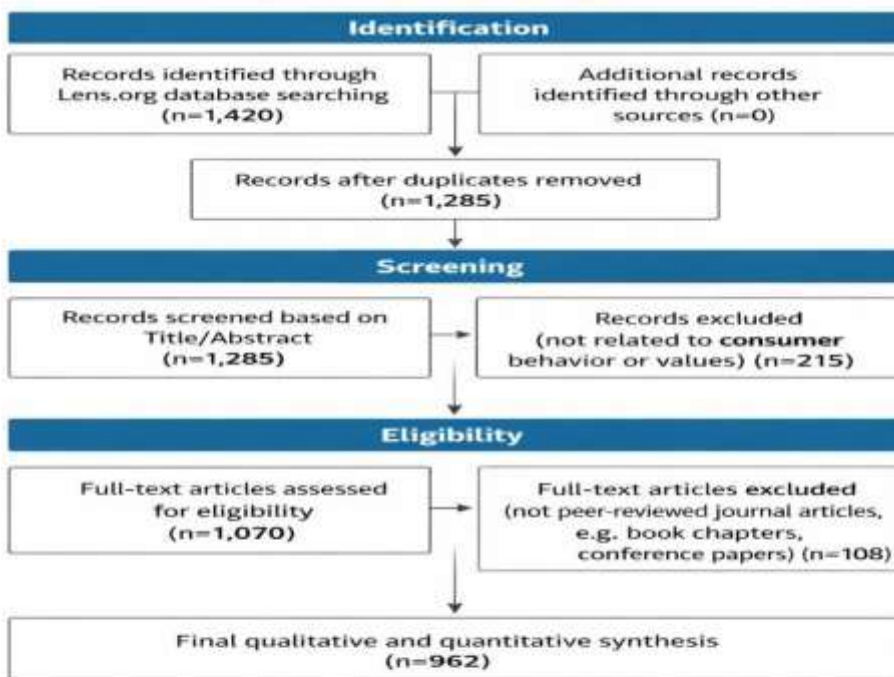
The search was restricted to the timespan 2014–2025, and only English-language scholarly documents were included. Document types comprised peer-reviewed journal articles, conference proceedings, and academic book chapters.

PRISMA Protocol

The study followed the PRISMA 2020 guidelines[26] for systematic data filtering and reporting through four structured stages:

1. Identification – Retrieval of records from Lens.org database.
2. Screening – Removal of duplicates, non-scholarly documents, editorials, and non-English publications.
3. Eligibility – Title and abstract screening to exclude technically oriented environmental studies without consumer or behavioral focus.
4. Inclusion – Final selection of 962 documents for bibliometric analysis.

This PRISMA-aligned process ensures transparency, replicability, and methodological integrity in dataset construction.





3.3 Bibliometric Tools and Data Cleaning

Analytical Tools

The cleaned bibliographic data were imported into R Studio and analyzed using the Bibliometrix R-package through its graphical interface Biblioshiny [20]. Biblioshiny enables comprehensive bibliometric and science mapping analyses, including:

- Performance analysis
- Co-authorship networks
- Co-citation networks
- Bibliographic coupling
- Keyword co-occurrence analysis
- Thematic evolution mapping
- Conceptual structure analysis
- Bradford's Law and Lotka's Law modeling

Network visualization and cluster mapping were generated using Biblioshiny's internal visualization modules and VOSviewer-compatible formats to enhance interpretability and analytical clarity.

Data Cleaning Procedures

To ensure data quality and analytical accuracy, systematic preprocessing procedures were conducted, including:

- Author name disambiguation and standardization
- Journal/source title harmonization
- Keyword normalization using thesaurus-based merging (e.g., "eco-friendly", "green", "sustainable")
- Removal of incomplete metadata records
- Deduplication using DOI, title, and metadata matching

These procedures minimized noise, reduced redundancy, and enhanced the structural validity of network-based analyses.

3.4 Analytical Framework

This study applies a multi-dimensional analytical framework integrating performance analysis, science mapping, and field evolution modeling to comprehensively examine eco-conscious consumption research.

(a) Performance Analysis

This layer evaluates scientific productivity and impact using indicators such as:

- Annual publication trends
- Citation structures
- Core journals and sources
- Author productivity



- Country and institutional contributions [17].

(b) Science Mapping

Science mapping techniques are employed to reveal the intellectual and conceptual structure of the field through:

- Co-citation analysis – identification of foundational theories and core knowledge bases
 - Bibliographic coupling – detection of current research fronts
 - Keyword co-occurrence analysis – thematic clustering
 - Thematic evolution analysis – longitudinal paradigm shifts
- [18].

(c) Field Evolution and Maturity Modeling

To assess the developmental stage of eco-conscious consumption research, the study integrates field evolution modeling based on publication growth trends, thematic saturation patterns, and paradigm consolidation. This enables classification of the field into developmental phases (emergence, growth, consolidation, maturity) and supports predictive insights into future research trajectories.

This integrated framework moves beyond descriptive mapping and enables theoretical interpretation, structural diagnosis, and strategic forecasting of the research domain.

4. Results

4.1 Descriptive Bibliometric Statistics

The descriptive analysis reveals the structural magnitude and scientific maturity of the eco-conscious consumption research domain. The dataset comprises 962 scholarly documents published between 2014 and 2025, sourced from 412 academic sources, including journals, books, and conference proceedings. The field demonstrates a strong annual scientific growth rate of 18.4%, indicating rapid expansion and increasing scholarly attention.

The average document age of 4.2 years reflects the contemporary nature of the literature, while the average citations per document (12.45) indicate moderate-to-high academic impact and knowledge diffusion. The corpus contains 34,210 cited references, reflecting deep theoretical anchoring and cumulative knowledge development.

These indicators collectively position eco-conscious consumption research within an advanced growth phase, characterized by accelerating publication output, expanding theoretical diversity, and increasing interdisciplinary integration. The results suggest a transition from an emerging field to a structurally consolidating research domain, marked by paradigm stabilization and thematic specialization.

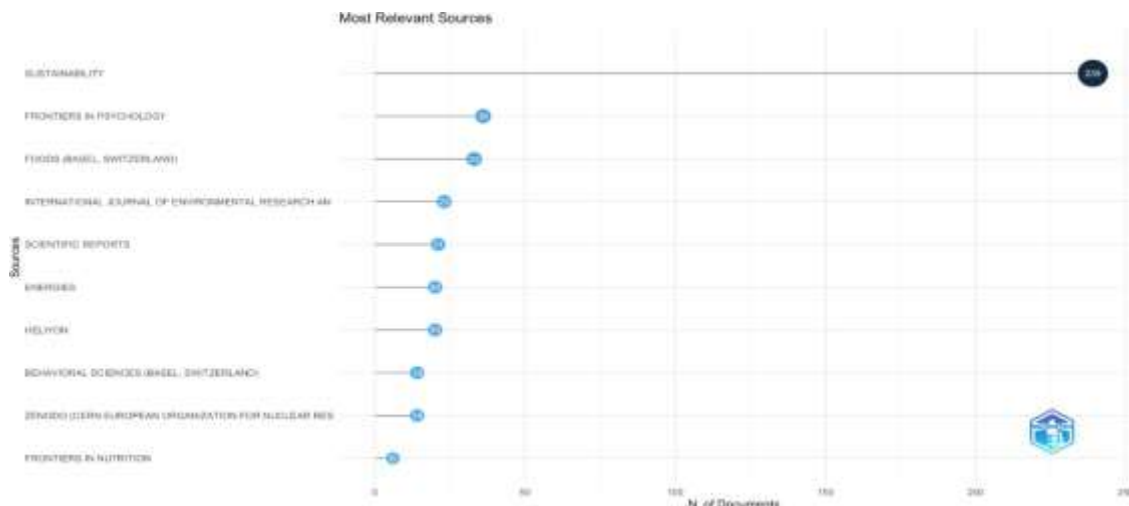


Figure 1. Most Relevant Sources in Eco-Conscious Consumption Research

Source: Author's analysis based on data retrieved from Lens.org using Biblioshiny

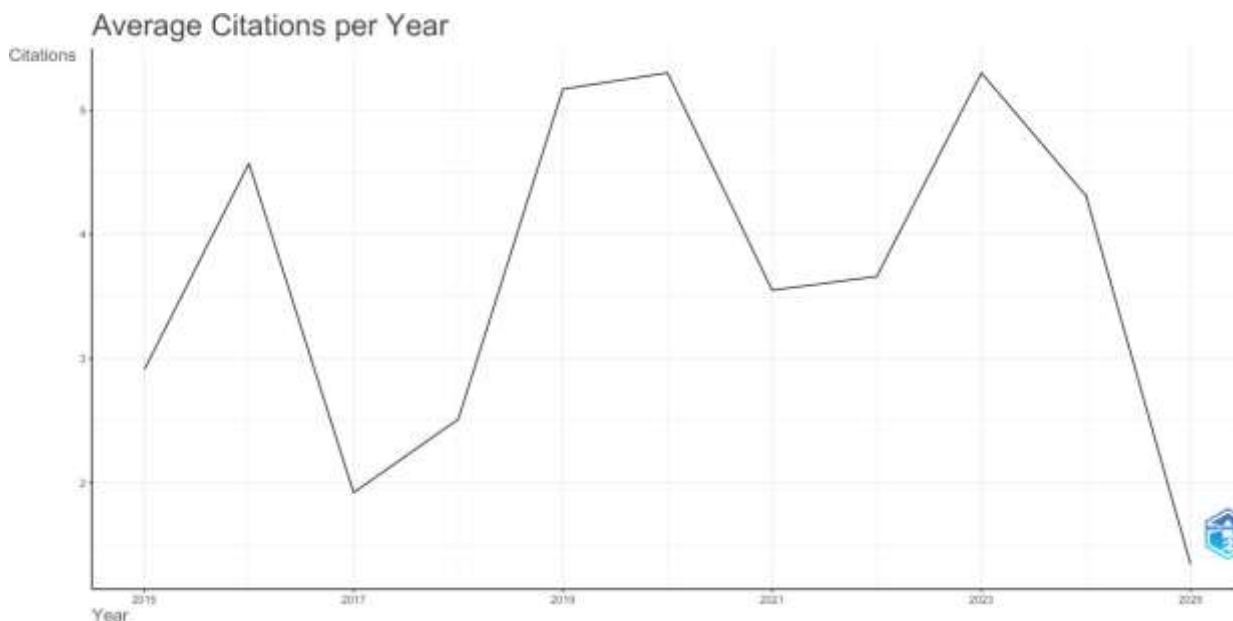


Figure 2. Annual Citation Trends in Eco-Conscious Consumption Research

Source: Author's analysis based on data retrieved from Lens.org using Biblioshiny.



4.2 Annual Scientific Production and Growth Trajectory

The temporal analysis of annual scientific production demonstrates a non-linear but accelerating growth pattern across the 2014–2025 period. Early-stage growth (2014–2017) reflects exploratory theoretical development, primarily focused on environmental attitudes, green intentions, and ethical consumption constructs.

From 2018 onwards, the field exhibits exponential expansion, corresponding with the institutionalization of sustainability agendas, SDG integration, climate policy frameworks, and corporate ESG adoption. The post-2020 period shows a sharp increase in output, driven by heightened environmental risk perception, digital transformation of green markets, and platform-based sustainability consumption.

Growth-curve modeling indicates that the field has entered a structural consolidation phase, characterized by increasing publication volume alongside theoretical clustering. This pattern reflects a transition from fragmented exploratory research toward paradigm-driven specialization, suggesting that the domain is moving toward intellectual maturity rather than remaining in a purely emergent stage.

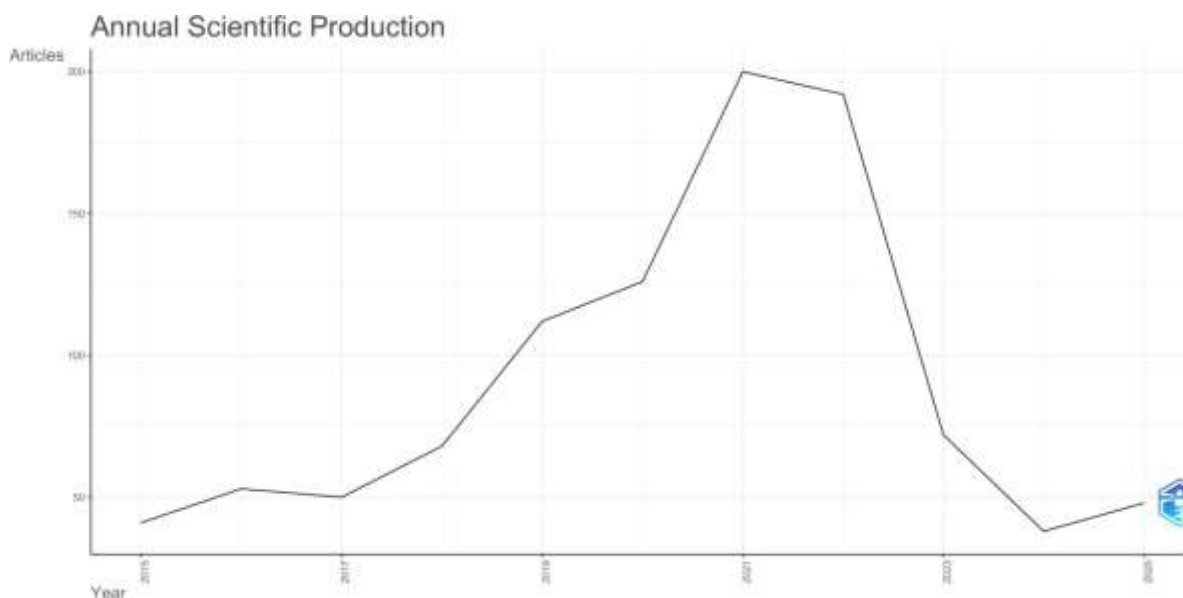


Figure 3. Annual Scientific Production of Eco-Conscious Consumption Research (2014–2025)

Source: Author's analysis based on data retrieved from Lens.org using Biblioshiny.

4.3 Core Sources and Journal Dominance (Bradford's Law Analysis)

Bradford's Law analysis reveals a clear core–periphery structure within publication outlets. A limited number of high-impact journals constitute the core knowledge dissemination zone, accounting for a disproportionately large share of publications and citations. These core sources primarily belong to sustainability, consumer behavior, marketing, and environmental management disciplines.

The second and third Bradford zones reflect increasing dispersion of research across interdisciplinary outlets, including development studies, digital platforms, tourism, agriculture, urban studies, and circular economy



journals. This distribution structure confirms the interdisciplinary diffusion of eco-conscious consumption research, while also highlighting the dominance of specialized sustainability and consumer research journals in shaping theoretical discourse.

This pattern demonstrates that the field has achieved source consolidation, a key indicator of scientific field maturity, where core journals function as intellectual gatekeepers and paradigm stabilizers.

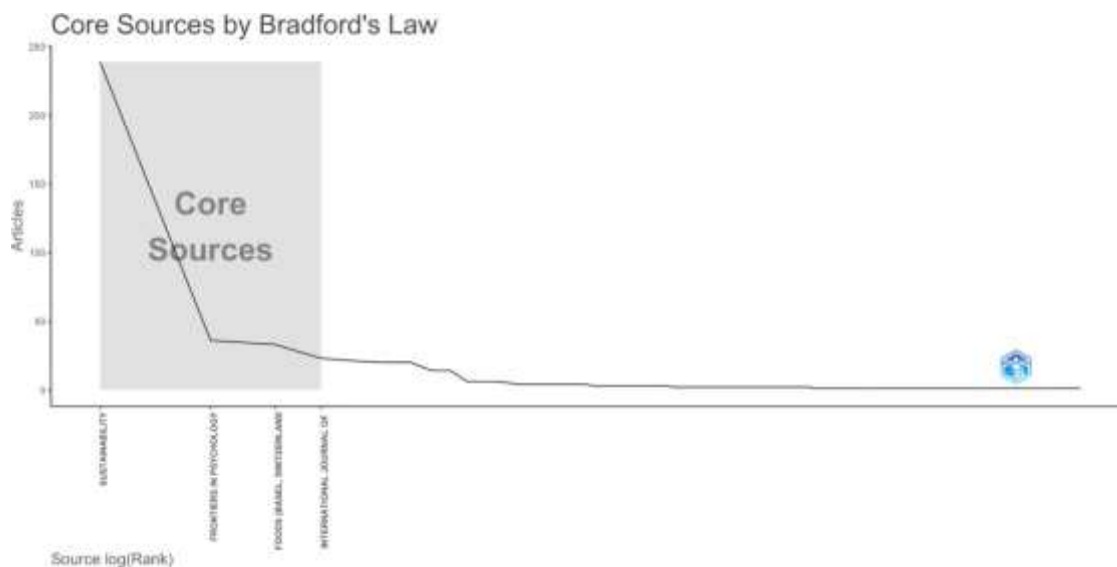


Figure 4 Core Sources and Journal Dominance (Bradford's Law Analysis)Source: Author's analysis based on data retrieved from Lens.org using Biblioshiny.

4.4 Author Productivity and Intellectual Structure

Lotka's Law analysis reveals a highly skewed authorship distribution, where a small group of prolific authors contributes a substantial share of publications, while the majority of authors contribute one or two papers. This pattern is characteristic of mature scientific domains, where core scholars function as intellectual anchors shaping theoretical development and research direction.

Co-authorship network analysis further reveals the formation of collaborative knowledge clusters, indicating the presence of invisible colleges and research communities organized around shared theoretical frameworks and thematic interests. These clusters are often institutionally and geographically anchored, reflecting the global diffusion of eco-conscious consumption research across academic systems.

The structural configuration of the authorship network reflects increasing collaboration density, knowledge specialization, and epistemic community formation.

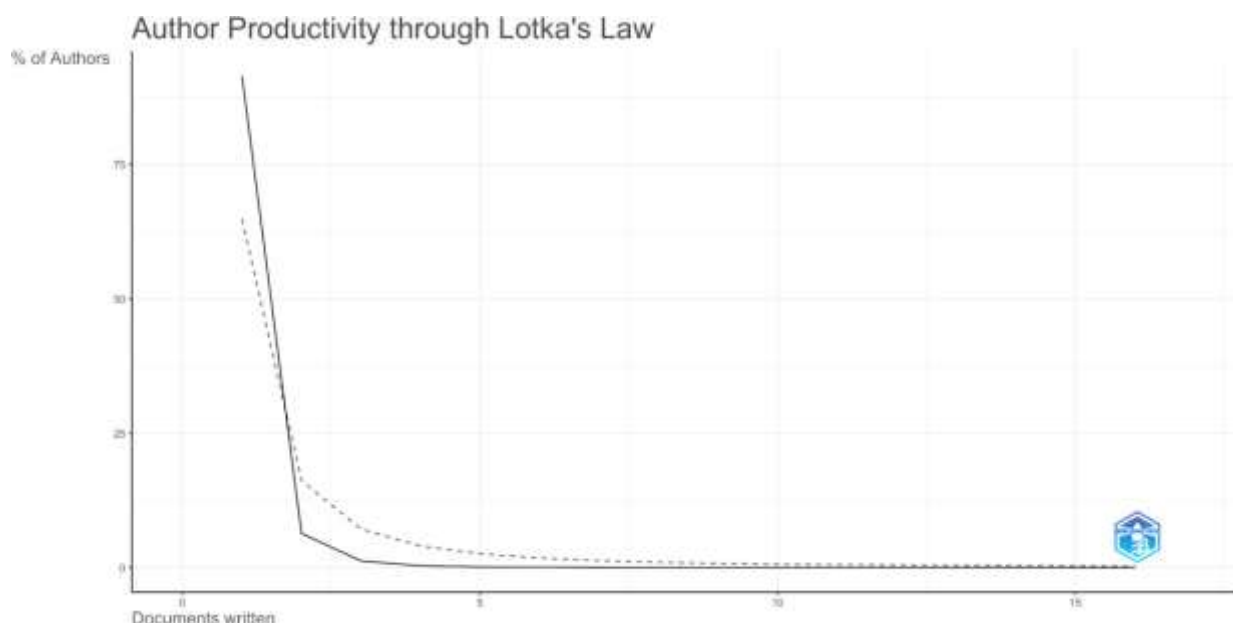


Figure5 : Author Productivity and Intellectual Structure *Source: Author's analysis based on data retrieved from Lens.org using Biblioshiny.*

4.5 Keyword Co-Occurrence and Thematic Clustering

Keyword co-occurrence analysis reveals multiple thematic clusters that structure the conceptual architecture of the field. Dominant clusters include:

- Green consumption and sustainability behavior
- Environmental attitudes and ethical consumption
- Green marketing and eco-labeling
- Trust, greenwashing, and consumer skepticism
- Digital sustainability platforms and e-consumption
- Circular economy and responsible production

The clustering structure indicates a shift from attitudinal constructs (e.g., awareness, intention, concern) toward structural and systemic constructs (e.g., trust, governance, digitalization, institutional mechanisms). This transition reflects the theoretical evolution of the field from individual-level psychological explanations toward system-level sustainability frameworks.

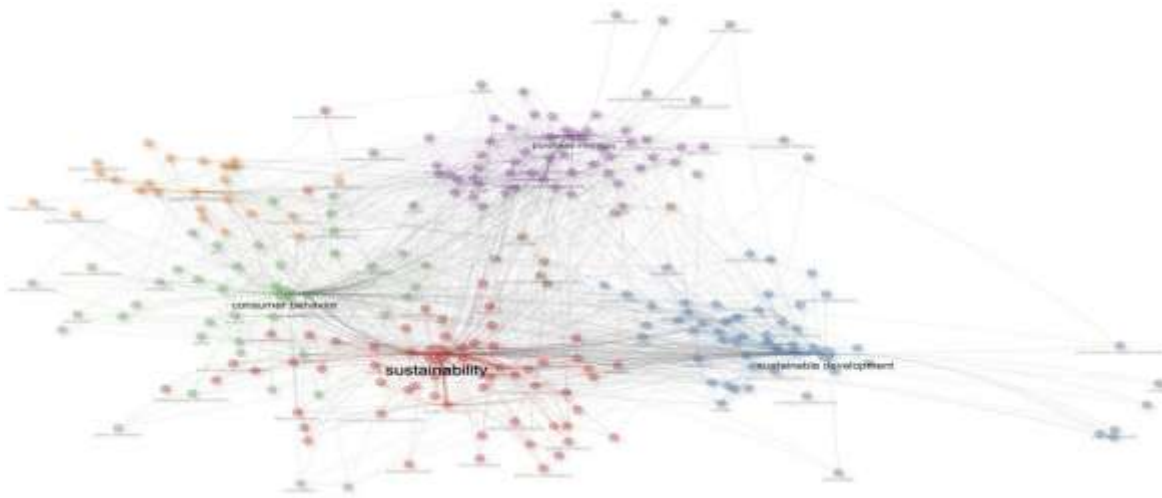


Figure 6 . Thematic Map of Eco-Conscious Consumption Research

Source: Author's analysis using bibliometric data from Lens.org via Biblioshiny.

4.6 Thematic Evolution and Paradigm Shifts

The thematic evolution analysis demonstrates a clear paradigm transition across the study period. Early research phases were dominated by intention-based frameworks such as the Theory of Planned Behavior (TPB) and value–belief–norm models[29][30], focusing on awareness, attitudes, and behavioral intention.

In contrast, recent research clusters show increasing dominance of:

- Practice theory
- Consumption systems
- Value co-creation
- Sociomateriality
- Digital sustainability ecosystems
- Institutional trust frameworks

This shift reflects a movement from psychological reductionism toward practice-oriented and structure-based explanations of eco-conscious consumption. Sustainability is increasingly conceptualized not as an individual moral choice but as a socially embedded practice system shaped by infrastructures, institutions, technologies, and governance structures.

4.7 Co-Citation and Intellectual Foundations

Co-citation network analysis reveals the intellectual backbone of the field, structured around foundational theories including:

- Environmental psychology frameworks
- Theory of Planned Behavior



and structural maturity. However, the emergence of digital sustainability, platform economies, and circular consumption models suggests the presence of new disruptive subfields, indicating that the domain remains dynamically evolving rather than theoretically saturated.

4.9 Synthesis of Results

Collectively, the results demonstrate that eco-conscious consumption research has evolved into a multi-paradigmatic, structurally organized, and theoretically diversified field. The domain has transitioned from intention-centric behavioral models toward value-based, practice-oriented, and system-embedded frameworks.

This structural transformation positions eco-conscious consumption research as a mature but evolving scientific field, characterized by:

- Conceptual consolidation
- Paradigm diversification
- Theoretical pluralism
- Institutional embedding
- Digital transformation integration

The results provide empirical evidence that the field is moving toward post-intentional sustainability science, where eco-conscious consumption is conceptualized not merely as a consumer choice but as a socio-technical practice system embedded in market structures, governance regimes, and digital infrastructures.

5. Discussion

The findings of this study indicate that eco-conscious consumption research has undergone a clear transformation over the past decade. Earlier studies largely relied on individual-level psychological frameworks, particularly intention-based approaches such as the Theory of Planned Behavior, where sustainable consumption was understood as a result of attitudes, social norms, and perceived control. While these models provided useful insights, the present analysis suggests that they are no longer sufficient to explain the complexity of contemporary consumption behavior.

The thematic evolution and co-citation patterns observed in this study point toward a gradual shift away from purely intention-driven explanations toward more practice-oriented and context-sensitive perspectives. Eco-conscious consumption is increasingly understood as embedded within everyday routines, shaped by social norms, infrastructural conditions, and institutional arrangements. This reflects a broader transition in sustainability research, where behavior is not viewed as an isolated decision but as part of a larger socio-material system.

Within this changing landscape, the Theory of Consumption Values[35] also appears to be evolving in its application. Rather than functioning solely as a model of internal psychological drivers, consumption values are increasingly interpreted in relation to external contexts such as market structures, information environments, and institutional credibility. This suggests that values alone do not determine behavior; their influence depends on how they interact with trust and the broader consumption environment. As a result, the theory is being applied in a more flexible and context-sensitive manner.



A particularly important finding of this study is the central role of trust. The analysis shows that trust acts as a crucial link between consumer values and actual behavior. In an environment where green claims are widespread and not always reliable, consumers tend to rely on trust as a basis for decision-making. Even when individuals hold strong environmental values, a lack of credible information may prevent them from acting on those values. This helps explain the persistence of the attitude-behavior gap and highlights the importance of credibility in sustainable markets.

The life-cycle analysis further suggests that the field is moving toward a more mature stage. The consolidation of key journals, recurring theoretical frameworks, and the formation of core research clusters indicate increasing stability in the field. At the same time, there are signs that traditional models, particularly those focused only on purchase intention, are approaching saturation. This does not imply stagnation, but rather a shift toward new areas of inquiry, including digital consumption environments, circular economy models, and technology-enabled sustainability practices.

Another notable observation is the changing geographical distribution of research. Contributions from emerging economies, particularly in Asia, have increased significantly, reflecting the growing importance of these regions in sustainability transitions. This diversification is likely to enrich the field by introducing new contexts, challenges, and perspectives.

Overall, the findings suggest that eco-conscious consumption should no longer be viewed purely as an individual choice. Instead, it is more appropriately understood as a system-level phenomenon shaped by interactions between values, practices, technologies, and institutional structures. This perspective provides a more realistic understanding of sustainable consumption and helps explain why awareness alone is often insufficient to drive behavioral change.

6. Implications

The findings of this study have several important implications for theory, practice, and policy. From a theoretical perspective, the results suggest a need to move beyond traditional intention-based models toward more integrated frameworks that account for contextual and structural influences on behavior. The evolving application of the Theory of Consumption Values[35] highlights the importance of understanding values not as isolated drivers, but as elements that interact with trust, information systems, and institutional environments. This provides an opportunity to extend existing theories in a way that better reflects the complexity of sustainable consumption.

For practitioners, the study emphasizes the importance of building trust rather than relying solely on persuasive communication. Consumers are increasingly skeptical of environmental claims, and therefore, credibility becomes a key determinant of purchase decisions. Organizations should focus on transparency, reliable certification, and clear communication of sustainability practices. In addition, integrating sustainability into everyday consumption routines—rather than positioning it as a niche or premium option—can improve adoption and long-term behavioral change.

From a policy perspective, the findings indicate that awareness campaigns alone may not be sufficient, particularly in more mature markets. Policymakers should focus on creating enabling environments that support sustainable behavior through regulation, incentives, and infrastructure



development. Strengthening institutional mechanisms that ensure the credibility of environmental claims is especially important in addressing issues related to greenwashing.

Finally, this study also demonstrates the value of bibliometric approaches in understanding the evolution of research fields. By using data from Lens.org and analytical tools such as Biblioshiny, the study provides a structured and reproducible way of identifying trends, gaps, and future directions. This methodological approach can be extended to other domains within sustainability research to support more coherent and evidence-based knowledge development.

7. Conclusion

This study provides a comprehensive bibliometric mapping of eco-conscious consumption research from 2014 to 2025, revealing the field's evolution from intention-based psychological models toward practice-oriented, trust-mediated, and system-embedded frameworks. By identifying Practice Theory as the dominant motor theme and trust as the central mediating construct, the study redefines eco-conscious consumption as a socio-technical practice system rather than a consumer choice phenomenon.

The integration of performance analysis, thematic mapping, co-citation networks, and life-cycle modeling demonstrates that the field has entered a phase of structural consolidation and theoretical maturity, with traditional green purchase intention models approaching saturation. Future theoretical advancement will depend on disruptive integrations involving digital infrastructures, circular economies, and sustainability transition systems.

By repositioning the Theory of Consumption Values (TCV)[35] as a dynamic, relational value system embedded within institutional and technological structures, this research advances sustainability theory beyond individualistic paradigms. The study thus contributes not only to consumer behavior scholarship but to the broader domains of sustainability science, socio-technical transitions, and environmental governance.

Ultimately, this research reframes eco-conscious consumption as part of a systemic transformation process, where sustainable behavior emerges not from persuasion alone, but from the co-evolution of values, practices, technologies, institutions, and trust infrastructures. This systemic perspective provides a strategic roadmap for future high-impact research, policy design, and market transformation initiatives.

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