UNRAVELING THE NEXUS: A BIBLIOMETRIC ANALYSIS OF SUBJECTIVE WELLBEING, INDIVIDUALISM-COLLECTIVISM AND SUSTAINABLE CONSUMPTION RESEARCH IN THE LAST DECADE

Cristiane Soethe Zimmermann 1
Cynthia Morgana Boos de Quadros 2
Júlio Cesar Lopes de Souza 3

ABSTRACT

Purpose: This paper intends to contribute to the academic field by pointing out trends in studies on subjective wellbeing and exploring the possibility of new interconnections with different constructs, especially in a scenario of significant changes in consumption behavior, such as the post-pandemic one. In the managerial area, it aims to collaborate by providing relevant information on the effects of sustainable consumption on subjective wellbeing, particularly for marketing professionals and the development of marketing strategies.

Method: The study conducts descriptive and bibliometric analyses of the 236 selected articles found in the literature over the last ten years, establishing connections between the main theories.

Results and conclusion: Although the studies found do not directly associate the three main constructs that are the focus of the research, there is a clear relationship between them. Studies show individualistic or collectivistic orientation as an antecedent of sustainable consumption; the influence of culture on the level of subjective wellbeing; as well as a positive relationship between sustainable consumption habits and subjective wellbeing and an inversely proportional relationship between individualism and sustainable consumption.

Research implications: We can understand as relevant that future studies on sustainable consumption should take into account individualism-collectivism and wellbeing, seeking a comprehensive and systematic approach to sustainable consumption, considering the role of individual citizens in society, and exploring the link between the provision of sustainable products and diverse sustainable consumption practices. It is necessary to consider the complex and multifaceted nature of wellbeing, as well as the cultural and societal factors that influence it, and take a holistic approach that considers the interplay between individual, community, and social wellbeing.

Originality/value: The study contributes to the integration of constructs, since the article seeks to fill a gap by exploring the interconnection between three main constructs - subjective wellbeing, individualism/collectivism and sustainable consumption. In doing so, it provides an integrated view that can enrich theoretical discussions in these areas. In addition, the bibliometric analysis reveals recent trends in the literature, highlighting the areas that have received the most attention and those that are less explored. This information can guide researchers for future studies and explore knowledge gaps. By considering the influence of culture on the relationships between the constructs, the article also contributes to a deeper understanding of how cultural differences can shape perceptions of wellbeing and sustainable consumption practices.

Keywords: Wellbeing, Individualism-Collectivism, Sustainable Consumption, Life Satisfaction, Consumption.
RESUMO

Objetivo: Este artigo pretende contribuir para o campo acadêmico, apontando tendências em estudos sobre bem-estar subjetivo e explorando a possibilidade de novas interconexões com diferentes construções, especialmente em um cenário de mudanças significativas no comportamento de consumo, como o pós-pandemia. Na área gerencial, pretende colaborar fornecendo informações relevantes sobre os efeitos do consumo sustentável no bem-estar subjetivo, particularmente para profissionais de marketing e no desenvolvimento de estratégias de marketing.

Método: O estudo realiza análises descritivas e bibliométricas dos 236 artigos selecionados encontrados na literatura dos últimos dez anos, estabelecendo conexões entre as principais teorias.

Resultados e conclusão: Embora os estudos encontrados não associem diretamente as três principais construções que são o foco da pesquisa, há uma relação clara entre elas. Estudos mostram uma orientação individualista ou coletivista como antecedente do consumo sustentável; a influência da cultura no nível de bem-estar subjetivo; bem como uma relação positiva entre hábitos de consumo sustentáveis e bem-estar subjetivo e uma relação inversamente proporcional entre individualismo e consumo sustentável.

Implicações da investigação: Podemos entender como relevante que os futuros estudos sobre o consumo sustentável devem ter em conta o individualismo-coletivismo e o bem-estar, procurando uma abordagem abrangente e sistemática para o consumo sustentável, considerando o papel dos cidadãos individuais na sociedade e explorando a ligação entre o fornecimento de produtos sustentáveis e diversas práticas de consumo sustentável. É necessário considerar a natureza complexa e multifacetada do bem-estar, bem como os fatores culturais e sociais que o influenciam, e adotar uma abordagem holística que considere a interação entre o bem-estar individual, comunitário e social.

Originalidade/valor: O estudo contribui para a integração dos construtores, uma vez que o artigo procura preencher uma lacuna explorando a interconexão entre três construções principais - bem-estar subjetivo, individualismo-coletivismo e consumo sustentável. Ao fazê-lo, fornece uma visão integrada que pode enriquecer discussões teóricas nessas áreas. Além disso, a análise bibliométrica revela tendências recentes na literatura, destacando as áreas que receberam mais atenção e as menos exploradas. Essas informações podem orientar os pesquisadores para estudos futuros e explorar lacunas de conhecimento. Ao considerar a influência da cultura nas relações entre os construtores, o artigo também contribui para uma compreensão mais profunda de como as diferenças culturais podem moldar percepções de bem-estar e práticas de consumo sustentável.


RGSA adota a Licença de Atribuição CC BY do Creative Commons (https://creativecommons.org/licenses/by/4.0/).

1 INTRODUCTION

The connections between wellbeing and consumption have been studied by various areas of knowledge and at a global level. Throughout human history, philosophers and leaders have suggested that characteristics such as love, wisdom and detachment would be cardinal elements for a meaningful existence. In 1787, happiness was recognized as a human right by the Constitution of the United States of America, establishing a less subjective and philosophical perspective on the subject. Beginning in the mid-1980s, Diener provided a much broader review of data on subjective wellbeing, at a time when the field was becoming a science (Diener, 1984). According to Diener & Suh (2000), subjective wellbeing (SWB) factors may differ across cultures and are associated, for example, with income, level of individualism or collectivism, human rights, social equality, security, gender equality, freedom, levels of democracy and education and the country’s own culture.
When establishing a connection between subjective wellbeing and sustainable consumption, we did not find a consensus in the literature. Therefore, what is observed in the literature is that the studies are still contradictory and incipient to reach a conclusion about this relationship. However, it is important to take into account that the conviction that individuals can promote sustainable development with their behaviors in all areas of their lives provides a fundamental position for consumers as agents of social change (Balderjahn et al., 2013).

Another construct used to analyze subjective wellbeing is Individualism/Collectivism (IC). Many studies associate cultural differences and the consequent levels of individualism or collectivism of a society with a greater or lesser satisfaction with life demonstrated by individuals (Krys et al, 2019; Diener, 2000, Rego & Cunha, 2009). Like SWB, consumer behavior related to sustainability can also vary between different cultures. Culture shapes the relationship with the environment and can encourage or discourage sustainable consumption (Rahman et al., 2021).

Previous theoretical efforts have created perspectives on these constructs in isolation (wellbeing, individualism-collectivism and sustainable consumption). However, the purpose of this paper is, through a descriptive and bibliometric analysis, to trace links among the three constructs in order to understand how they interfere with each other and possible trends for future studies. Firstly, the study conducts descriptive and bibliometric analyses of the 236 selected articles. Next, it presents the systematization of the literature found in the last ten years, establishing connections between the main theories, according to the model proposed by Balaid et al. (2016) and Cruz-Cárdenaz (2021). Although the studies found do not directly associate the three main constructs under investigation, there is a clear relationship between them. Studies show individualistic or collectivist orientation as an antecedent of sustainable consumption; the influence of culture on the level of subjective wellbeing, as well as a positive relationship between sustainable consumption habits and subjective wellbeing and an inversely proportional relationship between individualism and sustainable consumption.

The study intends to contribute to the academic field by pointing out trends in studies on subjective wellbeing and exploring the possibility of new interconnections with different constructs, especially in a scenario of significant changes in consumption behavior, such as the post-pandemic one. In the managerial area, it aims to collaborate by providing relevant information on the effects of sustainable consumption on subjective wellbeing, particularly for marketing professionals and the development of marketing strategies.

2 THEORETICAL FRAMEWORK

Ryff & Keyes (1995) consider that SWB has six aspects: self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth. Andrews and Withey (1974) consider only three: satisfaction with life, positive affect and negative affect. For Siqueira and Padovam (2008), when studying positive and negative affects, it is not about identifying the continuous presence of positive sensations throughout life, but rather detecting whether, for the most part, the experiences lived were interspersed much more for pleasant emotions than for sufferings. Diener (2000) states that the predictive aspects of SWB may be different between cultures. The author also makes a distinction between cultures considered individualist and collectivist.

The social science literature operates with two main categories of wellbeing: one that is used in social psychology, where scholars distinguish between hedonism and eudaimonia, and another used in the economic perspective of happiness and wellbeing, differentiated between subjective and objective (Guillen-Royo, 2019). Delle Fave et al. (2011), in the project "Eudaimonic and Hedonic Happiness Investigation (EHHI)", defines the qualitative aspects of happiness, described as an emotion such as the hedonic perspective; and as a long-term process
of growth and self-actualization related to the creation of meaning, related to the eudaimonic perspective.

The relationship between subjective wellbeing and sustainable consumption seems controversial in the literature. However, Guillen-Royo (2019) argues that empirical studies on the relationship between consumption and wellbeing do not support the idea that sustainable consumption – including “strong” measures such as reducing meat and fish consumption and “weak” measures such as recycling – is negatively linked to quality of life. According to the author, consuming less or consuming low-impact products and services does not seem to reduce wellbeing. This observation is reiterated by Kasser (2017), who argues, through a literature review, that a happy life and an ecologically sustainable life are potentially compatible, a finding replicated by several studies. Among them, the quantitative evidence that infers that a happy life can be consistent with a more ecologically sustainable life, demonstrated by Kasser & Sheldon (2002). The authors found that US adults and college students reported higher levels of subjective wellbeing in the two weeks surrounding Christmas, as they engaged in more environmentally friendly practices during the holiday (e.g., giving eco-friendly or charitable gifts, using organic or locally grown foods).

A study conducted by Guillen-Royo (2019) explored the relationship between sustainable consumption practices and wellbeing with cross-sectional data from a representative sample of the Norwegian population. Three dimensions of wellbeing were considered: life satisfaction, happiness and subjective vitality - an aspect of eudaimonic wellbeing with a focus on psychological and physical functioning. The regression results indicated a positive and significant relationship between sustainable consumption practices and wellbeing, which extends to the three outcome variables. Nevertheless, the relationship weakens when psychological and lifestyle variables that influence both wellbeing and sustainable behaviors are included in the regressions.

One of the most important and widely used psychological dimensions is individualism-collectivism (IC), which describes whether people value the independent self over the interdependent self or individualistic over collectivist orientations (Diener, 2000; Hofstede, 2001; Wu et al. al., 2018). Triandis (1995) defined individualism as a social pattern consisting of loosely attached individuals who see themselves as independent of collectives and who prioritize their personal goals over the goals of others. Collectivism, on the other hand, pertains to the prioritization of the group over the individual self (Triandis, 1995).

Research conducted by Rahman et al. (2021) that associates sustainability and culture suggests that consumer behavior related to sustainability varies across nations and cultures. In other words, culture shapes the relationship with the environment and can either encourage or discourage sustainable consumption. Furthermore, the reasons why individuals engage with sustainability are diverse and to some extent depend on the individual's cultural background (Rahman et al., 2021). However, according to Rahman et al. (2021), there is no consensus on whether individuals consume sustainable products for individualistic, collectivist, or other reasons. The authors attribute the contradictory findings to the limitations of Hofstede's (1980) cultural framework and its flawed conceptualization of cultural value orientations of individualism and collectivism, as it fails to account for the multidimensionality of culture and the complexity of motivations for sustainable consumption.

Individualism and collectivism are often treated as constituting two distinct cultural patterns. However, Triandis (1990, 1995) suggests that there are several types of individualism and collectivism. For instance, he argues that American individualism is different from Swedish individualism. Likewise, Israeli collectivism is different from Korean collectivism. The key attributes for distinguishing between different types of individualism and collectivism would be horizontal and vertical social relations. Horizontal patterns assume that a person is more or
Unraveling the Nexus: A Bibliometric Analysis of Subjective Wellbeing, Individualism-Collectivism and Sustainable Consumption Research in The Last Decade

less like everyone else, while vertical patterns consist of hierarchies and one person is different from others.

3 METHODOLOGY

Considering the potential relationship between the three dimensions of the study, an examination of the thematic approach in the scientific discourse over the past ten years (from 2013 to 2023) was undertaken. The study followed a series of stages based on the literature review (Balaid et al., 2016 and Cruz-Cárdenaz, 2021): 1) Identify the main published articles and studies; 2) Describe the main characteristics of the selected articles; 3) Systematize existing knowledge and proposal of a research agenda.

Regarding its objective, the study is classified as exploratory-descriptive. It is exploratory in nature as it aims to map the scientific production on the topic under investigation, and descriptive in terms of presenting the results, considering the characteristics of the collected scientific production (Richardson et al., 2014).

In terms of data collection, the study involved a documentary survey conducted on the Scopus and Web of Science databases, due to the possibility of access through the Capes Periodicals Portal (Coordination for the Improvement of Higher Education Personnel) and alignment with the area of Administration. The selection criteria for data analysis were as follows: complete texts in English, Spanish and Portuguese; articles with open access; and publications in academic journals between the years 2013 and 2023, as indicated in Table 1.

Table 1 - Criteria for data analysis

<table>
<thead>
<tr>
<th>Database</th>
<th>Filters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scopus</td>
<td>Keywords in title, abstract and keywords; open access; From 2013; English, Spanish and Portuguese languages.</td>
</tr>
<tr>
<td>Web of Science</td>
<td>Keywords in abstract; open access; From 2013; English, Spanish and Portuguese languages.</td>
</tr>
</tbody>
</table>

Source: Developed by the author, 2023.

The search for articles encompassing all the three research target constructs - Wellbeing, Sustainable Consumption and Individualism-Collectivism - did not yield results in any of the researched databases. Therefore, the decision was made to search for articles that included a combination of two of the terms, leading to the result shown in Table 2.

Table 2 - Overview of search results

<table>
<thead>
<tr>
<th>Search</th>
<th>Keywords</th>
<th>Total Scopus articles</th>
<th>Total Web of Science articles</th>
<th>Total articles after elimination of duplicates</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Search</td>
<td>Wellbeing Individualism-Collectivism + Sustainable Consumption</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Specific search 1</td>
<td>Wellbeing Individualism-Collectivism</td>
<td>16</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>Specific search 2</td>
<td>Wellbeing + Sustainable Consumption</td>
<td>207</td>
<td>95</td>
<td>219</td>
</tr>
</tbody>
</table>
The process involved processing of the gathered data with the help of Excel software. This step included removing duplicates, standardizing fields, and integrating datasets from the different databases used. During this stage, it was discovered that 14 documents coincided in both databases and were subsequently eliminated. With the collected and unified data, a spreadsheet was created using Excel, Mendeley and Vosviewer software. The spreadsheet was structured with the following fields: author, title, year, source, abstract, journal and keywords. This worksheet served as the foundation for organizing and conducting a content analysis of the 236 articles, resulting in the data that will be presented in the subsequent section. The analysis primarily focused on describing the interrelation of relevant studies, identifying the key themes addressed in the articles, and exploring the connections between the constructs. It aimed to generate a systematic compilation of the contents and findings, as well as establish potential avenues for future research.

4 RESULTS AND DISCUSSION

Among the 236 articles discovered during the study, spanning from 2013 to April 15, 2023, the year with the highest number of publications was 2021, with 54 publications. This was followed by 2022 with 51; 2020 with 45; and 2019 with 27. The data demonstrate a growing academic interest in the proposed themes. Table 3 presented the distribution of articles by year.

Table 3. Analysis of Documents by Year of Publication

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of documents</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>11</td>
<td>12</td>
<td>11</td>
<td>27</td>
<td>45</td>
<td>54</td>
<td>51</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: Developed by the authors, 2023.

Table 4 presents the journals in which the articles were published. The majority of articles were featured in 11 specific journals. Notably, a significant portion of 34 articles (14.4% of the total) was published in a single journal, Sustainability (Switzerland). This was followed by 19 articles (8%) published in the International Journal of Environmental Health Research, 10 (4.2%) articles published in the Journal of Cleaner Production, and 7 in Sustainability: Science, Practice, and Policy. Additional journals include: BMC Public Health and Nutrients, each with 5 publications; Science of the Total Environment, with 4 publications; and British Food Journal, Foods, IOP Conference Series: Earth and Environmental Science, IOP Conference Series: Earth and Environmental Science and PLoS ONE, each with 3 publications. Due to space constraints, the other 105 journals, each with fewer than 3 publications, are not listed in the table. The number of articles per journal is depicted in Table 4. Notably, out of the analyzed journals, 131 had only one or two publications each. This highlights the multidisciplinary nature of the study, as the articles appeared in journals from adverse fields such as health, nutrition, environment, sustainability, among others.
Table 4. Analysis of Documents by Journal

<table>
<thead>
<tr>
<th>Journal</th>
<th>Number of Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability (Switzerland)</td>
<td>34</td>
</tr>
<tr>
<td>International Journal of Environmental Health Research</td>
<td>19</td>
</tr>
<tr>
<td>Journal of Cleaner Production</td>
<td>10</td>
</tr>
<tr>
<td>Sustainability: Science, Practice, and Policy</td>
<td>7</td>
</tr>
<tr>
<td>BMC Public Health</td>
<td>5</td>
</tr>
<tr>
<td>Nutrients</td>
<td>5</td>
</tr>
<tr>
<td>Science of the Total Environment</td>
<td>4</td>
</tr>
<tr>
<td>British Food Journal</td>
<td>3</td>
</tr>
<tr>
<td>Foods</td>
<td>3</td>
</tr>
<tr>
<td>IOP Conference Series: Earth and Environmental Science</td>
<td>3</td>
</tr>
<tr>
<td>PLoS ONE</td>
<td>3</td>
</tr>
<tr>
<td>Other Journals</td>
<td>105</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>236</strong></td>
</tr>
</tbody>
</table>

*Source: Developed by the author, 2023.*

4.1 subjective wellbeing and sustainable consumption

Figure 1 illustrates the clusters of authors who have contributed the most publications in studies related to the keywords "wellbeing" and "sustainable consumption". The analysis was conducted using VOSviewer 1.16.18 software, with a minimum number of 2 articles per author for inclusion. The main cluster consists of five authors, while there are three additional clusters with two to four related authors. The remaining clusters are isolated and not connected to other authors.

The distribution of publications by country reveals that the United Kingdom has the highest number of articles, with 47, followed by the United States, with 26, Australia and China with 23 each, Italy 19, Spain 16, Switzerland 15, Holland 13, Germany 12 and Sweden 11. Brazil ranks 20th, with 4 articles published on the subject in the past ten years.
The objective of this study is to analyze the most frequently addressed topics in the articles under investigation. To achieve this, a co-occurrence analysis of the keywords was performed using the VOSviewer software. A minimum frequency of five occurrences for each keyword was considered, and similar words were grouped into a single term. Figure 2 presents the clusters of keywords related to subjective wellbeing and sustainable consumption, with each cluster represented by a different color. The size of each word in the figure indicates its frequency of appearance in the articles. The cluster highlighted in red contains the most prominent evidence and includes keywords such as wellbeing, sustainable development, environment, energy consumption, food security, among others. These keywords indicate a close connection between the theme and the environmental aspects of sustainable consumption and health.

4.2 Subjective wellbeing and Individualism-Collectivism

When we analyse the clusters of authors with the highest number of publications in studies using the keywords "wellbeing" and "individualism collectivism", we see that one cluster stands out, consisting of 17 interconnected authors. Additionally, there are other clusters with relationships between three or more authors, despite the smaller number of publications. This suggests a higher number of authors per article, indicating collaborative research efforts in this field.
Figure 2. Co-occurrence network of articles based on keywords.
Source: Vosviewer.

The United States leads in scientific productions on the subject, with five published articles, followed by Canada and the United Kingdom, both with three articles each. However, Brazil did not contribute any publications.

Figure 3 presents the clusters of keywords related to studies on subjective wellbeing and individualism-collectivism. The analysis was conducted using VOSviewer software, considering a minimum of three occurrences of the same keyword and grouping similar words into a single term. Each cluster is represented by a different color, and the size of each word indicates its frequency of appearance in the articles. The co-occurrence analysis of keywords reveals two distinct clusters. The more prominent cluster, depicted in red, includes terms such as happiness, satisfaction with life, and subjective wellbeing. Another cluster is linked to individualism, collectivism, and culture. These clusters reflect the main themes explored in the articles, emphasizing the relationship between subjective wellbeing and the concepts of individualism-collectivism and cultural influences.
4.3 Individualism-Collectivism and Sustainable Consumption

The clusters of authors who have made significant contributions to studies on the keywords "individualism collectivism" and "sustainable consumption" are grouped based on their interconnections, and some clusters consist of two or more authors. Notably, despite the small number of articles (six), there is a considerable number of authors per article, indicating collaboration and shared research efforts in this domain.

The country with the highest number of scientific publications on the subject in the last ten years is the United States, with three articles published, followed by Finland, with two publications. The Netherlands, China, Portugal, and Denmark have one publication each.

Regarding the co-occurrence of keywords, a minimum of 3 occurrences of the same keyword was considered, and similar words were grouped into a single term. Figure 4 visualizes each cluster of keywords represented by a different color concerning articles related to individualism-collectivism and sustainable consumption. The size of each word in the representation reflects its frequency in articles. One prominent cluster, represented by the moss green color, is associated with the term sustainability, which is linked to consumption and millennials. Other noteworthy terms include consumer motivation, marketing, consumer behavior, environmental impact, individualism, and vertical and horizontal collectivism, all of which appear prominently in the main cluster.
4.4. Systematization of the relevant literature

Below we present the analysis and systematization of 236 relevant studies, divided into some of the most frequently addressed topics, according to bibliometric analysis. These topics include subjective wellbeing, sustainable consumption, individualism-collectivism, environmental and economic impact, consumer behavior and motivation, health, Covid, happiness, life satisfaction, sustainable development and green marketing. For the analysis we also utilized the clusters that indicate the co-occurrence of the main authors with published articles on the studied topics, as well as in the number of citations. The relevant content is organized following the structure proposed by Cruz-Cardenas et al. (2021). In analyzing the articles, we grouped the keywords based on the relationship between the themes, as presented below.

4.4.1 Wellbeing, happiness and life satisfaction

When exploring the relationship between sustainable consumption and subjective wellbeing, it becomes evident that this connection is present in the literature. However, there is no absolute consensus, although the majority of studies view the relationship as positive. Most of the articles examined indicate a positive relationship between sustainable consumption and wellbeing (Syse & Mueller, 2014; Kasser, 2017; Hidalgo, Diaz-Carrion & Rodríguez-Rad, 2021; Redondo, Valor & Carrero, 2021; Zhan, 2022). Nevertheless, some studies suggest neither positive nor linear evidence between this relationship (Guillen-Royo & Wilhite, 2015); or propose that the relationship between sustainable consumption and happiness is more complex than previous studies depict (Carrero, Valor & Redondo, 2020).

Wellbeing is approached from its affective dimension (happiness), cognitive dimension (satisfaction) and eudaimonic dimension (subjective vitality) (Guillen-Royo, 2019). The
reviewed papers suggest a relationship between wellbeing and sustainable consumption, but the causality direction remains unclear. Redondo (2021) discovered that a connection with nature is a predictor of both wellbeing and sustainable consumption, suggesting that fostering a connection with nature can achieve the dual benefits of wellbeing and sustainability. Guillen-Royo (2015) challenges the apparent contradiction between wellbeing and ecological sustainability, proposing that the relationship between consumption and wellbeing is neither lineal nor inherently positive. Sesini, Castiglioni and Lozza (2020) emphasize the need to consider the economic and social sides of sustainability in addition to the environmental impact. Carrero (2020) found that simplifying behaviors are associated with higher levels of psychological wellbeing, while engaging in activist behaviors is associated with lower levels of psychological wellbeing. Overall, the papers suggest that sustainable consumption can contribute to wellbeing, but the relationship is complex and depends on various factors.

Regarding the relationship between wellbeing and individualism-collectivism, the overall findings of the papers indicate that subjective wellbeing is influenced by cultural factors such as individualism-collectivism, and understanding these factors is crucial for policy decisions. Steele and Lynch (2013) found that, despite being considered a collectivist country, Chinese individuals are increasingly prioritizing individualist factors in their assessments of happiness and life satisfaction. Diener et al. (2018) provide a comprehensive review of the predictors of subjective wellbeing, including income and social relationships, and emphasize the significance of cultural differences in the types of subjective wellbeing valued.

Diener, Oishi & Tay (2018) discuss various of the predictors of subjective wellbeing such as temperament, income and supportive social relationships. According to the authors, higher subjective wellbeing is associated with good health and longevity, better social relationships, work performance and creativity.

4.4.2 Individualism-collectivism

The relationship between subjective wellbeing and the level of individualism or collectivism among individuals is justified in the sense that cultures differ not only in their levels of wellbeing, but also in the types of subjective wellbeing they value. There are universal and unique predictors of subjective wellbeing in various societies (Diener, Oishi & Tay, 2018). Rahman et al. (2023) conceptualize the cultural value orientations of horizontal/vertical individualism-collectivism as antecedents of sustainable consumption and propose a sustainable consumption model to better understand how the cultural values of horizontal/vertical individualism-collectivism are reflected in consumers' sustainable consumption motivation.

The analyzed papers suggest that there is a relationship between individualism and collectivism, and wellbeing. Krys et al. (2019) found that the association between wellbeing and individualism is attenuated when considering collectivism-themed measures of well-being. Burroughs and Rindfleisch (2002) proposed that materialism is antithetical to wellbeing because the individual orientation of material values conflicts with collective-oriented values, such as family values and religious values. Nezlek (2021) found that individualism was negatively related to wellbeing, while horizontal collectivism was positively related to all measures of wellbeing, and vertical collectivism was positively related to three measures. In short, the papers suggest that individualism and collectivism play important roles in wellbeing, and that the relationship between them is complex and varies across cultures.

Cho et al. (2013) found that individualism and collectivism can influence environmental behavior, while Keller, Halkier and Wilska (2016) recommend a focus on consumers' workplace practices alongside domestic practices and analysis of and intervention in the material environments and objects in which social practices are embedded. Sesini, Castiglioni
and Lozza, (2020) found that most studies focus on the environmental impact of sustainability, but there is a growing interest in consumers' practices in other key sectors, such as tourism, commerce, and clothing. Haider, Shannon and Moschis (2022) recommend that marketing should refine itself as a pro-social discipline, with consumer wellbeing as its primary goal, and to become a leader in reshaping quality of life in terms of non-financial standards. The papers suggest that individualism and collectivism can influence sustainable consumption, but more research is needed to identify practical solutions and to explore the economic and social sides of sustainability in a variety of contextual settings.

4.4.3 Sustainable consumption, environmental and economic impact, sustainable development and green marketing

From the analysis of studies related to sustainability (whether linked to subjective wellbeing or to individualism-collectivism) we observe some behavioral trends. There is a strong production of studies on minimalism, materialism, consumerism, responsible consumption, anti-consumerism, and mindful consumption (Lim, 2017; Ali et al., 2019; Martin-Woodhead, 2021; Batmaz & Ergen, 2022). Other authors, such as Akenji & Bengtsson, 2014; Mylan, 2018; Gupta, Shukla & Agarwal, 2019; Zainuddin, Sarmidi & Khalid, 2020; and Watkins et al., 2021, focus on studies on Sustainable Consumption and Production (SCP). The impacts of food consumption and production appear as objects of study of Chen, Chaudhary & Mathys, 2021, 2022 and Mazur-Wlodarczyk & Gruszecka-Kosowska, 2022.

Energy, energy efficiency, natural resources exploitation, green economy and climate change are also among the main studies analyzed (Lorek & Spangenberg, 2014; Akenji et al., 2016; Schandl et al., 2016; Balocco & Volante, 2018; Bedard & Tolmie, 2018; Brecha, 2019; Yang, Qiu, Yan, Chen & Jiang, 2019; Estrada, Garber & Chaudhary, 2019, 2020; Liu & Chen, 2020; Geraldi, Bavaresco, Triana, Melo & Lamberts, 2021; Balocco, Pierucci & De Lucia, 2022. Green market and green economy are objects of study of authors such as Rezai, Teng, Mohamed and Shamsudin, 2013; Lorek and Spangenberg, 2014; Pretty et al., 2016; Estrada, Garber and Chaudhary, 2019; Detommaso, Gagliano, Marletta and Nocera, 2021.

From a stoicism perspective, one of the studies by Whiting et al. (2018) highlights the concern for not only the production, but also the use and disposal of products in the environmental impact. The authors make a connection between the production and consumption of materials by stating that a Stoic must conclude that this action should serve the purpose of facilitating collective virtue, as they are used to allow more people to obtain wisdom through increased access to material services. Similarly, they argue that true wellbeing can only be achieved through virtue, and that the just distribution of consumer goods should be prioritized, rather than valuing hedonic notions of happiness. The study concludes that Stoic principles can be successfully applied to sustainable development, although further studies are needed on collective progress toward virtue (Whiting et al., 2018).

Watkins et al. (2021) believe that current production and consumption patterns are unsustainable. According to the authors, the solution would be in the hands of designers, who have the ability to influence the manufacturing, distribution, use, and disposal of the product. The study presents insights and challenges in contemporary sustainable product design education in higher education, drawing from the experiences of academics involved in teaching sustainable product design research in the UK, Australia, Denmark, the Netherlands and the United States (Watkins et al., 2021).

Another aspect related to design is presented by Carmona et al. (2017). One way to reduce material use is through re-designing production processes, which can also improve product function and increase corporate profitability. Innovative designs and practices can provide the same level of end service with less material and less carbon emissions per unit of
production (Carmona et al., 2017). Based on this, Carmona et al. (2017) argue that sustainable materials should be considered as those that do not cause harm and, ideally, contribute to better sustainable development policies and practices through the services they provide. According to them, measures to reduce carbon through renewable energy technologies and energy efficiency measures have generated perverse socio-environmental effects. Carmona et al. (2017) suggest a break from the production-centric paradigm by extending the scope to consumption and the broader effect that material services have on social and environmental wellbeing. This aligns with the United Nations Environment Programme's broader and more inclusive definition of resource efficiency, which aims to produce more well-being with less material consumption while respecting the Earth's ecological carrying capacity (Carmona et al., 2017).

Using data collected from consumers in 14 cities in China, Xiao and Li (2011) found that consumers who reported green purchase intention and behavior had higher scores in life satisfaction compared to other consumers after controlling for gender, age, education, and family income. On the same way, Batmaz and Ergen (2022) argue that individuals with sustainable consumption habits have a higher level of subjective wellbeing compared to more materialistic consumers. The authors defend the idea that happier individuals are more aware of environmental problems and tend to behave more sustainably. However, there is a gap between behavior and attitude: even if people value sustainability and have a positive attitude towards it, this pattern is not always observed in behavior. Through a focus group study, the authors concluded that mindfulness can narrow this gap by leading individuals to distance themselves from materialistic tendencies. Nevertheless, mindfulness does not promote consumption but rather motivates people to find better ways of consuming that do not harm the balance of the environment (Batmaz & Ergen, 2022). In a literature review, Wamsler et al. (2018) also found that, although fragmented, research linking mindfulness and sustainability provides scientific support for a positive influence on subjective wellbeing. Dhandra (2019) concludes that mindfulness generates a sense of care for oneself, nature, and society that reflect in their respective consumption behaviors.

The papers collectively suggest that there is a growing interest in sustainable consumption. However, there is a lack of research on the role of companies and public policies in promoting sustainable consumption (de Oliveira et al., 2022). While research on sustainable consumption mainly focuses on environmental impact, there is a recent trend towards examining the social perspective as well (Sesini, Castiglioni & Lozza, 2020). Sustainable consumption and production practices vary between developed and developing economies, with countries in Europe leading in sustainable consumption and production practices (Wang et al., 2019). Since 2015, sustainable consumption research has seen significant growth, and there are four major schools of thought in this field. These schools of thought emphasize individual consumption behaviors and the need to reform the consumer mindset towards progress through pro-social and pro-ecological choices (Haider, Shannon & Moschis, 2022).

4.4.4 Consumer behavior and motivation

The papers suggest that individualism-collectivism affects consumer motivation in various ways, including beliefs about the impact of consumption on wider societal and environmental issues, values prioritized when purchasing luxury goods, and the relationship between customer inspiration and customer citizenship behaviors. It is also noted that individualism-collectivism affects consumer motivation in different ways depending on the context. Schrank and Running (2018) found that consumers in a Community-Supported Agriculture program pursued both individualist and collectivist goals equally, emphasizing environmental issues and a commitment to sustainability through local organic consumption as a pathway to individual health. Alfano (2020) found that consumers from individualist and
collectivist countries differ in the values they prioritize when purchasing luxury goods, but gender does not significantly influence value preferences.

Evanschitzky et al. (2014) found that hedonic shopping experiences in collectivistic cultures are less strongly associated with self-oriented gratification shopping, yet more strongly associated with others-oriented role shopping. Nabi, Siahtiri and O'Cass (2019) found that both individualism and collectivism are positively related to status consumption, which leads to a satisfying life across different countries. Izogo, Mpinganjira and Ogba (2020) found that the effect of customer inspiration on customer citizenship behaviors was stronger for collectivists than individualists in the fast food restaurant setting. Czarnecka and Schivinski (2021) found that individuals who report high values of vertical individualism and high vertical collectivism believe their individual purchase decisions impact wider societal and environmental issues.

These findings suggest that individualism-collectivism affects consumer motivation in various ways, including brand loyalty and equity, shopping motivations, and environmental concerns. On the other hand, Martin-Woodhead (2021) discusses the ethical and environmental motivations derived from minimalism. The results of the study revealed that people adopt a minimalist lifestyle because of personal benefits such as more physical, temporal and mental space. Most of the minimalists interviewed were also highly motivated by ecological issues or moral concerns of consumerism, or saw their minimalist style as a contribution to sustainability.

Kostadinova (2016) provides a literature review of sustainable consumer behavior from a marketing perspective, outlining key factors influencing sustainable consumption and the major challenges facing it. White, Habib & Hardisty (2019) present a framework for conceptualizing and encouraging sustainable consumer behavior change, highlighting the important role of marketing in motivating sustainable consumption. Finally, Haider, Shannon and Moschis (2022) review the literature on sustainable consumption research and the role of marketing, recommending that marketing should refine itself as a pro-social discipline with consumer wellbeing as its primary goal.

From the perspective of the relationship between consumer motivation and wellbeing the studies also provide important insights. Dhiman and Kumar (2022) present a systematic review of consumer happiness research from 1991 to 2020, concluding that consumer happiness research is largely segregated across three themes: marketing beyond satisfaction, marketing for health and mind, and digital felicity. Xiao et al. (2022) employ latent profile analysis to explore subgroups of participants who display similar patterns of consumer multiple motivations and to examine differences in subjective wellbeing across these subtypes. The study identifies four subpopulations of participants with different motivations and levels of wellbeing. Barahona et al. (2018) identifies research topics in marketing science along the past decade, highlighting that consumers and customers are the main topics of marketing research journals, emphasizing the growing interest in consumers and consumer behavior as the core of both brick-and-mortar and online businesses.

4.4.5 Covid-19 pandemic and health

The impact of the Covid-19 pandemic on collective behavior has been extensively studied in the academic field, demonstrating that there has been an impact on people’s attitudes towards sustainable consumption. Chae (2021) found that the pandemic has decreased consumers’ preference for sustainable products due to increased perceived threat. The author cites recent findings that during a pandemic, consumers focus on themselves and the protection of their health and safety as an immediate concern. In his study involving 402 American consumers, he concluded that the perceived threat of the pandemic increased the participants’ self-centeredness, the effects of which were driven by a range of negative emotions related to the consequences.
Muresan et al. (2021) found that Romanian consumers have a positive attitude towards sustainable food behavior during the pandemic. Furthermore, consumers' age and education level, as well as health-related issues, were found to influence consumers' attitudes towards sustainable eating behavior. Iran et al. (2022) found that the pandemic has led to attitude shifts towards sustainable clothing consumption in six different countries. The results of the study bring a wake-up call to the industry that it needs to respond to this change in consumer attitudes and move towards more sustainable business models and processes.

A study conducted by Sanderson Bellamy et al. (2021) in the UK analyzes the impacts of the pandemic on different actors in the chain: producers, consumers and the community. According to the study, producers, consumers and community organizations demonstrated considerable commitment and capacity to maintain the flow of food. However, this did not always ensure that sustainable and healthy food was available to all, or that those producing food were adequately rewarded or treated fairly. They further noted that in a crisis context, important principles such as collaboration and participation were not prioritized, while access to any food was prioritized over access to good food (Sanderson Bellamy et al., 2021).

In addressing the impacts of the pandemic on perceptions of individualism and collectivism, the studies show that collectivist values may have increased while coping with the health crisis. Na et al. (2021) found that the level of collectivism among Koreans increased during the pandemic, and that the number of confirmed Covid-19 cases was associated with higher levels of collectivism. Khalifeh et al. (2021) found that collectivistic orientation was related to both actions and worry related to the pandemic, and that worry mediated the association between collectivism and actions. Maaravi et al. (2021) consider cultural variation between countries to be an important factor in understanding a society's susceptibility to the outbreak of Covid-19. Their study from data collected in 69 countries showed that the more individualistic a country was, the more cases and mortality from Covid-19 it had. It also concluded that the more individualistic the participants, the more likely they were not to adhere to measures to prevent the epidemic. Other studies with similar results are those by Bazzi, Fiszbein & Gebresilasse (2020), who argues that the frontier culture of the United States, characterized by robust individualism, hindered responses to the pandemic; and Xiao (2021), who found that individual differences in horizontal and vertical individualism and collectivism are related to psychological responses during the pandemic.

The perception of subjective wellbeing was also affected by the pandemic, as studies suggest. In examining how stress appraisals and coping strategies relate to individual differences and changes in subjective wellbeing during the early stages of the pandemic, from 979 participants in Germany, Zacher & Rudolph (2020) found that life satisfaction, positive affect, and negative affect decreased between March and May 2020. In this period, individual differences in life satisfaction were positively related to evaluations of controllability, active coping, and positive reframing, and negatively related to evaluations and planning for threat and centrality.

Büssing et al. (2020) and Büssing et al. (2021) found that people perceived changes in attitudes and behaviors during the pandemic, which impacted their wellbeing and life satisfaction. In the same way, Ng & Kang (2022) found that subjective and psychological wellbeing were significantly lower during the pandemic than before, but levels recovered to pre-pandemic levels by four months later. Factors such as financial satisfaction and psychological needs appear as important predictors of wellbeing during this time (Ng & Kang, 2022).
5 CONCLUSION

Although the studies found do not directly associate the three main constructs that are the focus of the research, there is a clear relationship between them. Studies show individualistic or collectivistic orientation as an antecedent of sustainable consumption (Rahman et al., 2023); the influence of culture on the level of subjective wellbeing (Diener et al., 2018; Maaravi et al., 2021; Nezlek, 2021), as well as a positive relationship between sustainable consumption habits and subjective wellbeing (Batmaz & Ergene, 2022; Hellevik, 2014) and an inversely proportional relationship between individualism and sustainable consumption (Chae, 2021).

The way the topic was handled during the Covid-19 pandemic also sheds light on the need for further studies involving the mentioned constructs. For example, a reversal of findings in previous studies may have occurred during this period, with increased self-centeredness (individualism) and decreased consumer preference for sustainable products (Chae, 2021). The increased individualism also had repercussions in a higher number of deaths (Maaravi et al., 2021).

The analysis suggests that future studies on wellbeing should take into account different cultural conceptions of wellbeing. Lambert et al. (2020) proposes a more inclusive measure of wellbeing that includes culturally relevant constructs and questions. The papers propose that future studies on wellbeing should be culturally sensitive and consider the different ways in which wellbeing is construed across cultures (Lomas, 2015; Uchida, Ogihara and Fukushima, 2015). In addition, further research should take into account both environmental and social perspectives and explore the role of individual citizens and macroinstitutional approaches (Sesini et al., 2020; Guillen-Royo, 2015; Prothero et al., 2011).

We can understand as relevant that future studies on sustainable consumption should take into account individualism-collectivism and wellbeing, seeking a comprehensive and systematic approach to sustainable consumption, considering the role of individual citizens in society, and exploring the link between the provision of sustainable products and diverse sustainable consumption practices. It is necessary to consider the complex and multifaceted nature of wellbeing, as well as the cultural and societal factors that influence it, and take a holistic approach that considers the interplay between individual, community, and social wellbeing.

Thus, we conclude that the strong association between the constructs of wellbeing, individualism-collectivism, and sustainable consumption highlights the need for further studies aimed at understanding cultural differences and supporting public and managerial policies.

This study has some limitations. Although the search for articles was conducted in the Scopus and Web of Science databases, which has a good balance between quality and coverage, some articles may not have been captured. The delimitation of the keywords may also have excluded other equally important topics for discussion. However, this decision was necessary to systematize the literature in a reasonable time.

REFERENCES

Alfano, G. (2020). The influence of Individualism-Collectivism and gender on the relationships between luxury goods values and purchase intentions.


