



MANAGEMENT DOCTORAL AND RESEARCHER'S COLLOQUIUM, 2025 PROCEEDINGS

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Concern for Self Contribution to Conscious Consumption of Sustainable Product: A Systematic Literature Review

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Purpose: In an era characterised by growing environmental awareness, the rate of consumer's adoption of sustainable products still remains far from optimal. Country specific policy interventions have been taken to ensure responsible production but government regulations or hyperbolic discounts has yielded transient effect as responsible production is not a guarantee to responsible consumption. To remain viable, large corporates continued producing conventional products alongside sustainable products. This regulatory failure resulted in the emergence of co-creation in marketing which attempts to address the challenge of environment protection through dynamic collaboration among customers, stakeholders and companies. In the fiercely competitive market, identifying and meeting the growing consumer demand for sustainability is an imperative for survival and business growth and co-creation is not just a strategy, but it has become an essential element for staying meaningful and sustainable. Thus it not only serves as an innovative strategy for corporates to justify their relevance but has also shifted the marketing focus from a product centric to consumer centric approach. Nevertheless, a detailed literature review suggests a critical gap, in understanding consumer psychology, linking co-creation and sustainable product adoption due to the prevalence of attitude-behaviour gap.

Methodology: This study has utilized the Scopus database to conduct a data driven bibliometric analysis to review existing researches on co-creation, the various drivers of co-creation and adoption of sustainable products. Additionally, for visualizing the data and mapping the existing research landscape VOSviewer has been used. The Bibliometric study has adopted the PRISMA based article filtering process to explore the consumer psychological rationale behind co-creation and how it could further promote sustainable practices.

Findings: It revealed the critical connection between individual contribution to green sustainability, concern for self-contribution and consciousness consumption of sustainable product.

Implications: The study is an effort to justify the people-planet-profit model from the perspective of psychology of co-creation and may provide the marketers an effective yet affordable marketing strategy.