

Mapping Mindful Consumption Through a Spiritual Lens: A Bibliometrics

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Abstract

In recent years, the intersection of spirituality and mindful consumption has garnered growing academic interest as scholars seek to understand the internal value systems that guide ethical and sustainable consumer behavior. This study presents the first bibliometric analysis of literature explicitly linking spirituality with mindful consumption, drawing on 37 peer-reviewed articles published between January 2010 and April 2025 in the Scopus database. Guided by PRISMA protocols, the analysis employed Bibliometrix (R-package) and VOSviewer to explore the intellectual, conceptual, and social structures of the field. Descriptive analysis revealed a gradual increase in scholarly output, with research spanning multiple disciplines including marketing, psychology, and sustainability studies. Thematic mapping identified core clusters centered on moral norm activation, spiritual values, empathy, minimalism, and identity-based consumption. Conceptual structure analysis and keyword co-occurrence maps indicated that spirituality is primarily positioned as an antecedent and, to a lesser extent, as a moderator of mindful consumption. However, the roles of spirituality as a mediator or as an outcome remain significantly underexplored. This paper concludes with a call for future research to test dynamic, multidirectional models of spirituality in consumer behavior, examine longitudinal effects, and deepen cultural-contextual understanding of spiritually motivated consumption.

Keywords: spirituality; mindful consumption; ethical consumption; bibliometric analysis; value-driven behavior

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Introduction

In contemporary society, rising awareness of societal and psychological impacts of hyper-consumerism is compelling governments, businesses, and consumers alike to re-evaluate the motivations driving consumption behavior, extending beyond purely economic considerations (Fitrianna et al., 2025; Sanchez-Garcia et al., 2023). Hyper-consumerism refers to a social condition characterized by excessive and identity-driven consumption that extends beyond functional or material needs (Dimitrova et al., 2022; Noviani et al., 2025). From this perspective, a nuanced understanding of the core values that influence purchasing decisions has transitioned from being a niche interest to a necessity for fostering sustainable and meaningful modes of living (Fischer et al., 2021). Recent years have witnessed an increased interest in the role of inner states, such as spirituality and mindfulness, in addressing issues related to impulsive and unsustainable consumption patterns (Ramazani & Kermani, 2022).

Mindful consumption has emerged as a salient concept that embodies a commitment to enhancing awareness and intention in the processes of purchasing, utilizing, and disposing of goods (Argadian &

Paramita, 2025). The primary objective is to minimize negative personal and environmental consequences while simultaneously maximizing well-being and instilling a sense of purpose. Distinguishing itself from traditional consumer theory, mindful consumption liberates purchasing decisions from reflexive, utility-maximizing assumptions, advocating instead for behavior modification grounded in core values such as empathy, compassion, and a profound connection to nature (S. Gupta & Sheth, 2024). While the philosophical underpinnings of mindful living are not new, their application to consumption behavior has garnered increased traction in recent years, largely as a response to escalating ecological crises and a broader societal pursuit of holistic well-being (Garg et al., 2024).

Despite its increasing relevance in both academic and corporate contexts, the literature surrounding mindful consumption remains fragmented and dispersed across multiple established disciplines, including psychology, marketing, and sociology (Garg et al., 2024). Notably, there is a lack of comprehensive research specifically investigating the role of spirituality as a primary driver of mindful consumption behaviors. Consequently, there is a pressing need to enhance our understanding of how spiritual orientations influence consumer choices and to delineate the interdependencies among spirituality, mindfulness, and the supply chains they influence (Ramazani & Kermani, 2022). Moreover, existing research on sustainable behavior has predominantly concentrated on external motivators, such as policy and information dissemination, often neglecting the significant impact of internal drivers, particularly spirituality, in fostering lasting behavioral change (Garg et al., 2024; V. Gupta et al., 2023).

The main objective of this research is to critically analyze the major contributions within the field of mindful consumption, with special attention to works integrating a spiritual perspective. This analysis will also identify key areas explored by scholarly works within these domains and elucidate their intellectual structure. This study systematically examines the field's intellectual, conceptual, and social structures using VOSviewer. To our knowledge, it is the first study to apply bibliometric methods without prior subjective filtration to this specific intersection, thereby offering an objective and inclusive assessment of the research landscape.

In doing so, this paper contributes to the literature by offering a comprehensive overview of the intellectual and conceptual landscape of mindful consumption research. Specifically, the study identifies influential authors, journals, and institutions that have shaped this domain, while also revealing thematic clusters and the evolution of key concepts over time. Furthermore, it maps patterns of scholarly collaboration and co-citation to uncover the structural relationships within the field. Finally, the paper highlights underexplored areas and future research directions, particularly those concerning the role of spiritual values in driving mindful consumption behavior.

In addition to academic implications, the findings of this study may offer practical insights for policymakers, business leaders, and sustainability advocates. Specifically, understanding the spiritual and mindful foundations of consumption can help policymakers design educational campaigns and public initiatives that foster awareness, empathy, and value-based decision-making among citizens. For business leaders, these insights can inform the development of ethical marketing strategies, sustainable product lines, and corporate social responsibility (CSR) programs that resonate with consumers' intrinsic motivations rather than external incentives. Sustainability advocates may also leverage these findings to promote community-based movements and behavioral interventions that emphasize self-reflection, moderation, and purpose-driven lifestyles. Collectively, these applications highlight the importance of integrating spiritual and mindful frameworks into broader sustainability agendas to encourage conscious, value-aligned consumption behaviors.

Research Methods

This study employs a bibliometric analysis to explore the intersection of mindful consumption and spirituality. Bibliometric methods allow for a quantitative assessment of research trends, conceptual development, and intellectual structure within a field (Aria & Cuccurullo, 2017). This approach is particularly suited for mapping emerging and interdisciplinary topics such as the integration of internal value systems (e.g., spirituality) with consumer behavior. To ensure replicability, the data were retrieved from the Scopus database using the following search query:

TITLE-ABS-KEY ("mindful consumption" OR "mindful buy" OR "mindful purchase" OR "mindful purchasing" OR "mindful buying" OR "mindful buying behavior" OR "mindful consumer" OR "conscious consumption" OR "conscious consumer*" OR "conscious purchase*" OR "ethical consumption" OR "ethical consumer*" OR "responsible consumption" OR "responsible consumer")*

All data were retrieved from the Scopus database, which is widely recognized for its broad coverage and consistent indexing of high-quality scientific publications. Scopus was selected over alternative databases such as Web of Science or Google Scholar because it offers more comprehensive coverage of social sciences and management journals (Sholikhah et al., 2024), making it particularly suitable for bibliometric mapping of emerging topics such as mindful consumption and spirituality. The search was conducted in April 2025, covering publications between January 2010 and April 2025. The initial search yielded 42 documents, which were manually screened for relevance according to the established inclusion criteria. While the sample size is relatively small, it reflects the nascent and highly specialized nature of the research intersection under study. This limitation was acknowledged by applying a comprehensive search strategy and including all accessible records to ensure coverage of the entire knowledge base on this topic. Accordingly, the results should be interpreted as indicative of the field's emerging status rather than exhaustive in scope. To ensure the relevance and rigor of the dataset, the following inclusion and exclusion criteria were applied:

Table 1. The Inclusion and Exclusion Criteria

No	Inclusion Criteria	Exclusion Criteria
1.	Publications between 2010 and 2025.	Studies addressing mindfulness or spirituality without reference to consumption behavior.
2.	Written in English.	Papers unrelated to the core themes despite keyword matches (e.g., technical uses of "minimalism").
3.	Peer-reviewed journal articles, reviews, or conference papers.	Duplicates or records lacking bibliographic completeness.
4.	Explicit reference to both mindful (or related) consumption and spiritual or religious constructs.	

Following the process, 5 documents were excluded due to thematic irrelevance or lack of a clear conceptual link between the two domains. The final sample comprised 37 records, which were exported in CSV and BibTeX formats for analysis. The screening process followed the PRISMA protocol (Page et al., 2021), and the flow diagram summarizing each stage of inclusion is presented in Figure 1.

Bibliometric analysis was performed using the Bibliometrix R-package (Aria & Cuccurullo, 2017) through the Biblioshiny web interface, allowing for interactive bibliographic data exploration.

VOSviewer was used with Bibliometrix outputs to visualize co-occurrence networks, thematic maps, and intellectual structures.

The analysis was structured into four main stages. First, a descriptive analysis was conducted to examine annual publication trends, as well as to identify the most productive journals, authors, and countries contributing to the topic. Second, a keyword and thematic analysis was performed to uncover dominant and emerging concepts within the existing body of literature. Third, the study carried out a conceptual structure mapping through factorial analysis and thematic evolution overlays to explore the intellectual organization and development of the field. Finally, theoretical foundations and co-occurrence patterns were analyzed to provide a deeper understanding of how core concepts and frameworks are interconnected across studies.

These steps provide a comprehensive understanding of how research on mindful consumption and spirituality has evolved in recent years, and where potential knowledge gaps remain.

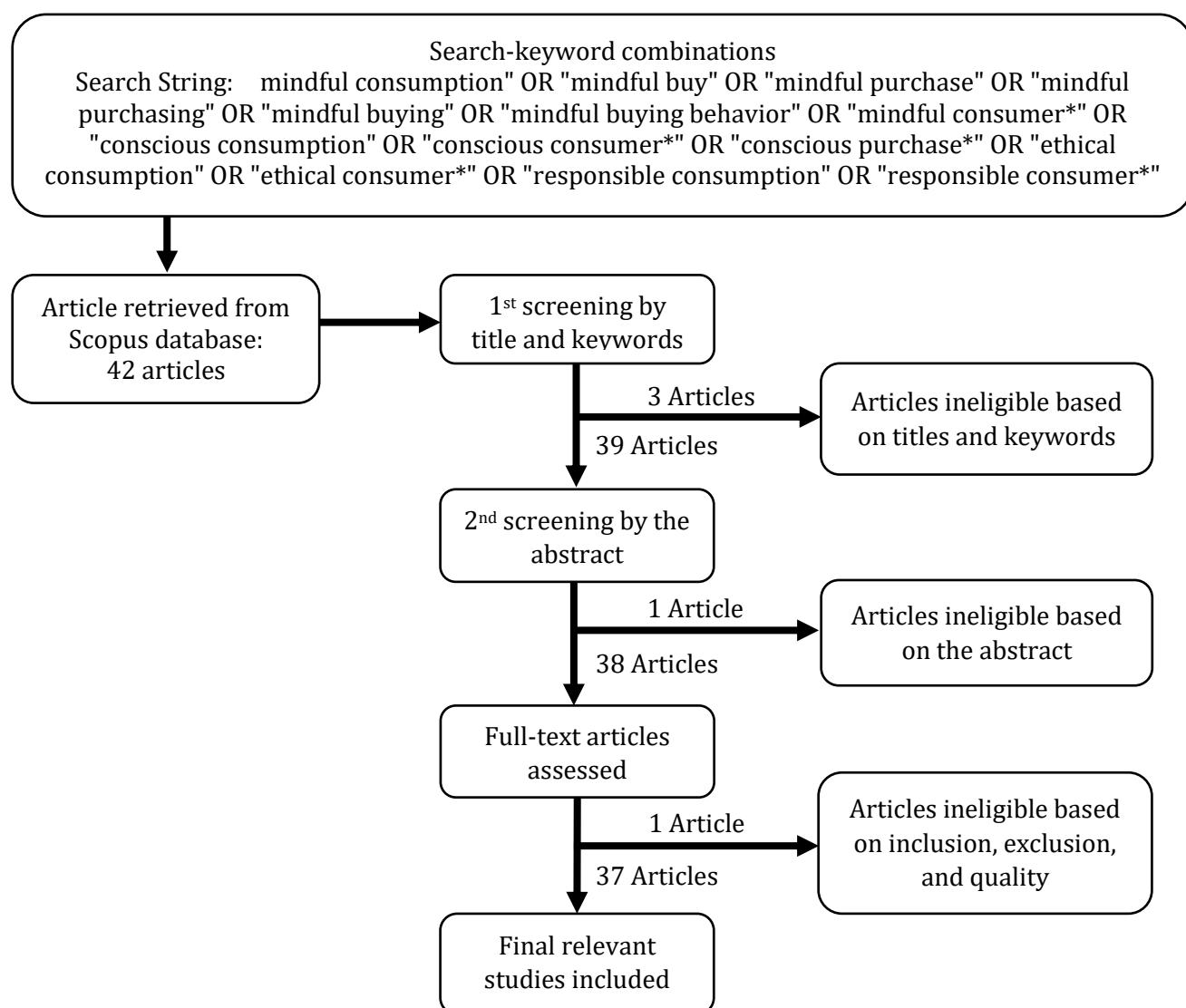


Figure 1. PRISMA Chart of Article Selection

Results of Descriptive Analysis

The descriptive analysis provides an overview of the publication trends, key sources, contributing authors, and countries within the scholarly discourse on mindful consumption and spirituality between January 2010 and April 2025.

Annual Publication Trends

The annual distribution of publications from January 2010 to April 2025 demonstrates a significant and growing scholarly interest in the intersection of mindful consumption and spirituality. Spanning a total of 37 publications, the data reflect a pronounced upward trajectory, particularly from 2023 onward (see Figure 2). This trend underscores the increasing importance of internal, value-driven motivations within consumer behavior, especially as global sustainability concerns become more pressing.

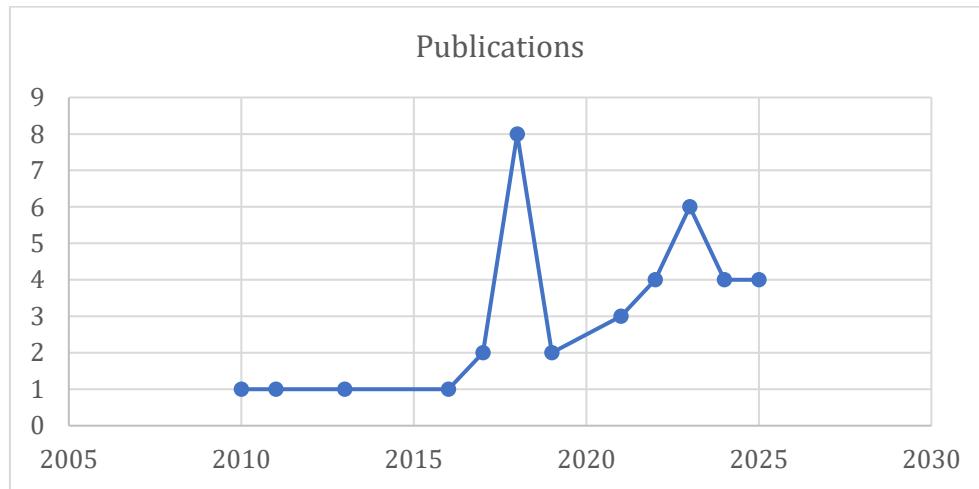


Figure 1. Annual Publication Trends

The most remarkable surge in publications occurred in 2023 and 2024, a period marked by a heightened global focus on post-pandemic recovery, lifestyle re-evaluation, and ecological sustainability. During this time, scholars began to transcend past approaches, moving beyond isolated studies of mindfulness or religiosity to investigate how these constructs collectively influence ethical and mindful consumption practices (White et al., 2019). Noteworthy contributions, such as those by Islam and Chandrasekaran (2016) and Rodríguez-Rad and Ramos-Hidalgo (2017), open the discourse by developing a more integrative framework that examines the motivations behind consumers' alignment with ethical or spiritual values.

Earlier foundational studies laid essential theoretical groundwork for this evolving field. For instance, Witkowsky and Reddy (2010) explored the antecedents of ethical consumption, while Schneider et al. (2011) highlighted the significant role of intrinsic religiosity in shaping ethical consumption attitudes. Although these investigations predated the current timeframe, they have been frequently cited and have served as crucial conceptual anchors for more recent empirical research.

The growth of this field can also be attributed to the expansion of disciplinary interest, with relevant studies emerging in various domains, including marketing, business ethics, sustainability science, and Islamic marketing. The thematic convergence of spiritual orientation and sustainable behavior illustrates a noteworthy shift toward more holistic

consumer decision-making models, especially those recognizing religiosity and spirituality as critical internal motivators, as scholars like O'Cass et al. (2013) discussed.

The upward trend in research output in recent years signals that this topic is entering a phase of conceptual consolidation, presenting opportunities for more robust theoretical development and interdisciplinary collaboration. As consumers, businesses, and policymakers increasingly seek ethically grounded and sustainable consumption models, the scholarly community is well-positioned to offer timely and transformative insights.

Most Productive Journals and Authors

The publication output is distributed across a variety of journals, highlighting the interdisciplinary character of the topic (see Figure 3). The most prolific source is the Journal of Islamic Marketing, which accounts for the largest share of publications. This journal's prominence reflects the increasing integration of spirituality and ethical consumption within marketing and consumer behavior discourse, particularly in contexts emphasizing faith-based consumption ethics. Other key publication outlets include the International Journal of Consumer Studies, Journal of Business Ethics, Asia Pacific Journal of Marketing and Logistics, and Religions. These journals represent diverse yet complementary perspectives, ranging from sustainability and ethical theory to socio-cultural interpretations of consumer practices. The presence of these journals underscores the multidimensional nature of mindful and spiritual consumption research, which spans domains of business ethics, sustainability, psychology, and cultural studies. Overall, the dispersion of publications across multiple reputable journals demonstrates both the thematic richness and the expanding academic relevance of the topic.

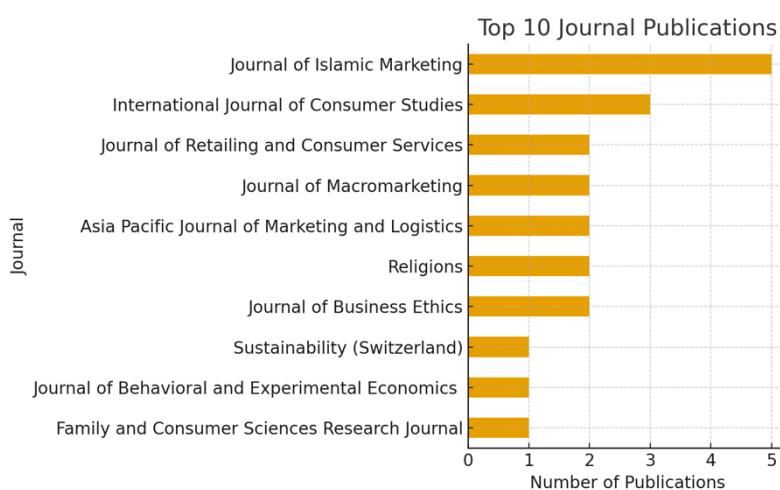


Figure 3. Top 10 Journal Publications

The most productive authors in the dataset are those who have consistently contributed to discussions on ethical or mindful consumer behavior and its psychological or spiritual antecedents (see Figure 4). Among them, scholars such as Eagle L., Saleem M.A., Elrehail H., and Saif-Alyousfi A.Y.H. have produced multiple publications, signaling sustained engagement in the field. Their works often intersect topics of spirituality, responsible marketing, and ethical consumption, indicating a shared focus on value-driven consumerism. Notably, the authorship pattern is relatively decentralized, and no single researcher dominates the landscape. Instead,

contributions appear distributed among a diverse group of academics, suggesting a collaborative and evolving research community. This dispersion may reflect the interdisciplinary nature of mindful consumption, where insights emerge from marketing, psychology, sociology, and religious studies, collectively enriching the field's conceptual development and methodological diversity.

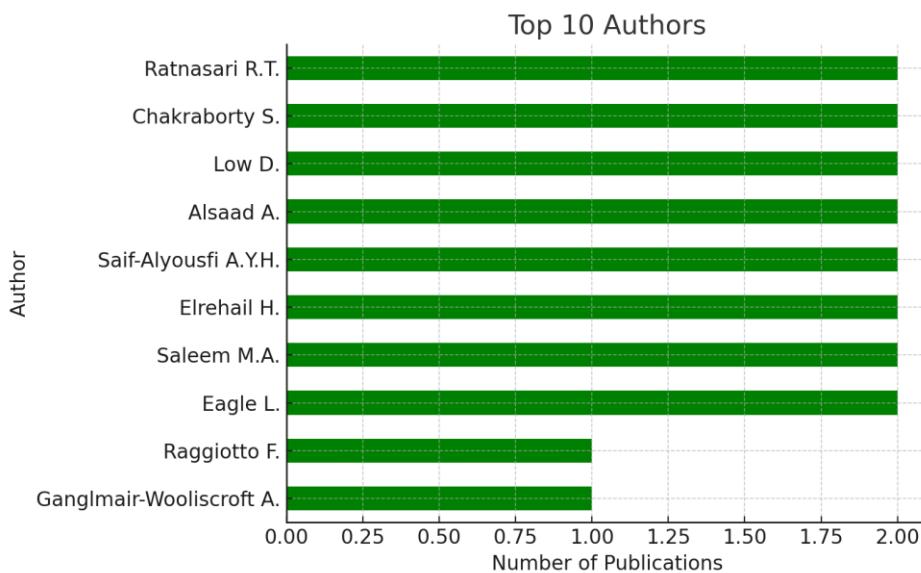


Figure 4. Top 10 Authors in Psychological or Spiritual Antecedents of Mindful Consumption

Regarding geographic contribution, the United States leads the field, followed by India, Malaysia, Australia, and Indonesia (see Figure 5). This distribution reflects both Western and non-Western engagement with the topic, indicating that mindfulness and spirituality in consumption are not confined to specific cultural or economic contexts. The involvement of countries with strong spiritual traditions or rapid urbanization suggests a global relevance of the topic as societies reassess consumption practices, considering ethical, environmental, and existential concerns.

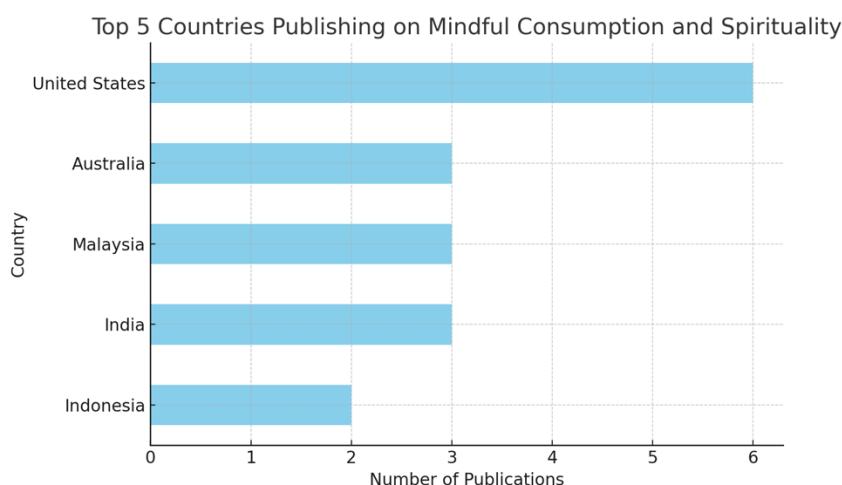


Figure 2. Top 5 Countries on The Topic

Integrated Thematic Network and Temporal Evolution

This study combines a co-occurrence keyword network map (Figure 6) with a temporal thematic evolution analysis (Figure 7) to gain a deeper understanding of how research themes in mindful consumption and spirituality are interrelated and how they evolve over time. These visual tools offer a layered view of the field's conceptual maturity and emerging priorities.

Thematic Network Structure

The co-occurrence map shown in Figure 6 visualizes keywords clusters based on their co-appearance frequency in the same documents. Nodes represent keywords, node size reflects their overall frequency, and colors group keywords into semantic clusters. The spatial arrangement signifies conceptual proximity.

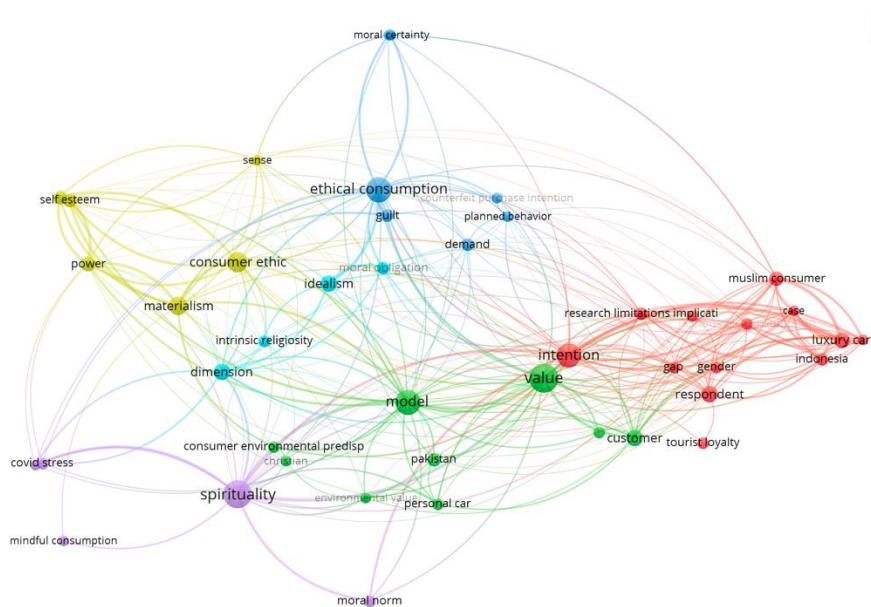


Figure 6. Co-occurrence Keyword Network Map

First, the blue cluster, anchored by “ethical consumption”, includes terms such as “guilt”, “moral obligation”, and “planned behavior”, indicating that moral psychology and behavioral models remain central in understanding ethical or mindful purchasing behavior. Second, the red cluster, led by “intention”, “value”, and “Moslem consumer”, reflects growing interest in culturally contextualized consumer behavior, particularly within Muslim-majority settings (e.g., Indonesia, Pakistan), and how demographics such as gender and religious identity shape ethical choices. Third, the green cluster highlights “model”, “customer”, and “environmental value”, pointing to the ongoing application of behavior prediction models (e.g., TPB, VBN) in sustainability and prosocial consumption studies. Fourth, the purple cluster, centered on “spirituality”, is tightly linked to terms such as “COVID stress”, “moral norm”, and “mindful consumption”, revealing a distinct stream of research that links spiritual practice to stress regulation, meaning-making, and reduced materialism in consumer life. Finally, the yellow cluster features keywords like “consumer ethic”, “materialism”, “self-esteem”, and “power”, suggesting tension between external validation (via consumption) and internal moral/spiritual values, highlighting the psychological duality in consumer identity. This structure confirms that

the field is not only growing but also thematically diverse, spanning moral theory, psychological well-being, behavioral modeling, and sociocultural identity.

Temporal Evolution of Themes

As shown in Figure 7, a thematic evolution analysis was conducted by splitting the data into two temporal windows: 2021–2023 and 2024–2025. This reveals how focus areas have shifted. First, during the early period (2021–2023), research primarily emphasized moral foundations, such as ethical consumption, materialism, idealism, and religiosity. These works often sought to define constructs, propose models, and validate scales. Second, in the recent period (2024–2025), themes have diversified. Keywords such as “spirituality”, “self-esteem”, “Gen Z”, and “COVID stress” have gained visibility, suggesting a broadening of the field toward more emotion-driven, psychosocial, and generationally distinct narratives.

Certain keywords, such as “ethical consumption” and “religiosity,” overlap across both periods, signifying core thematic consistency. New additions point to expanding frontiers driven by global events (e.g., COVID-19) and shifting cultural dynamics.

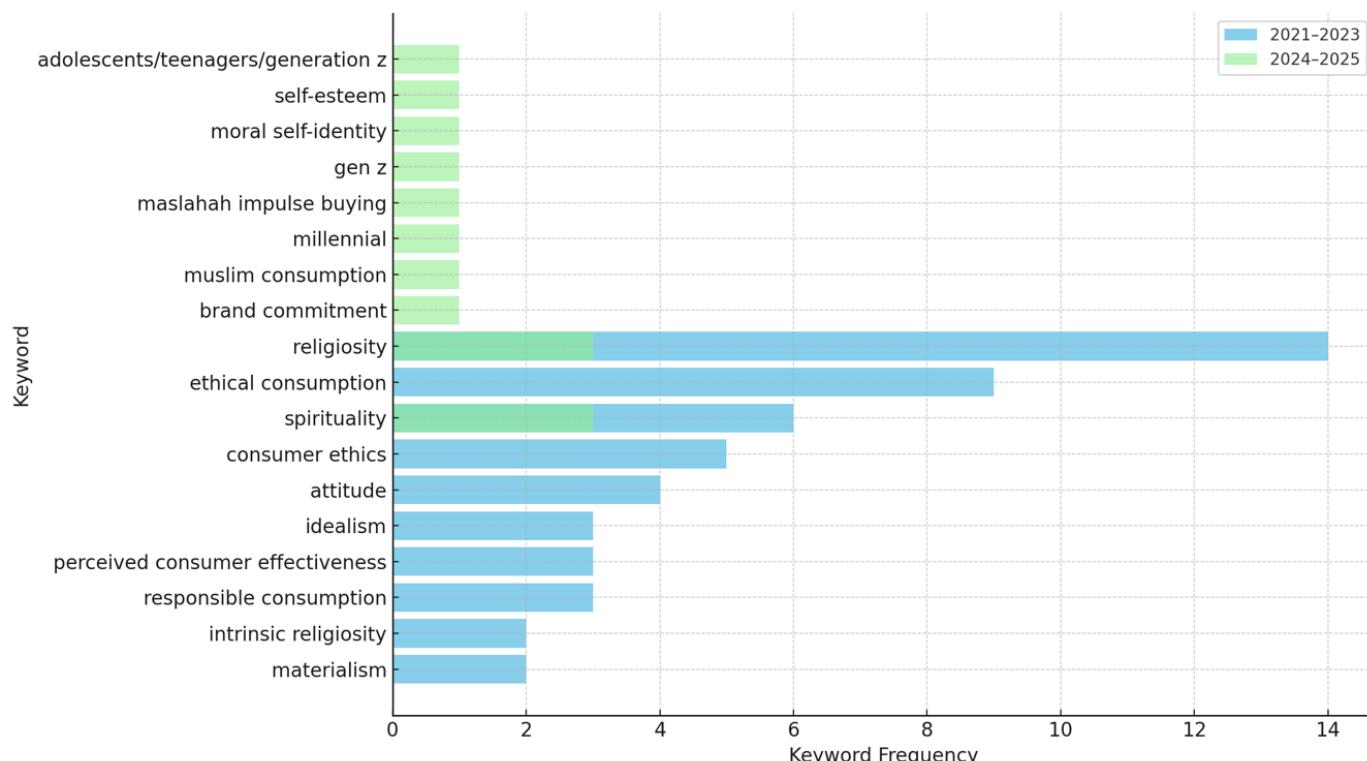


Figure 7. Thematic Evolution Analysis

Theoretical Foundations and Co-Occurrence Patterns

Frequently Used Theories

The most frequently cited theoretical frameworks in the dataset include (see Figure 8): (1) Theory of Reasoned Action (TRA). Found in 24 articles, this theory explains how individual attitudes and subjective norms influence intention and behavior (Chang, 1998). It is commonly used to predict ethical or value-driven consumer decisions, especially in studies involving religiosity, attitude, and purchase intention (e.g., Graafland, 2017; Jalees et al., 2024; Mokhlis

and Spartks, 2020; Spinelli et al., 2019). (2) Norm Activation Theory (NAT). Mentioned in 10 articles, NAT (S. Schwartz, 1975; S. H. Schwartz, 2012) posits that personal norms are activated by awareness of consequences and ascription of responsibility. It is especially relevant in the context of spirituality, environmental concern, and moral obligation, making it well-suited for analyzing mindful consumption (e.g., Chakraborty and Chattaraman, 2025; Hunting and Conroy, 2018; Iqbal and Khan, 2020). (3) Theory of Planned Behavior (TPB). Referenced both in full and abbreviated form (TPB, theory of planned behavior, and planned behavior) across 7 articles, TPB (Ajzen, 1985) builds on TRA by adding perceived behavioral control, making it a popular model in intention-based studies related to sustainability and religious contexts (e.g., Kasber et al., 2023; Ramazani and Kermani, 2022).

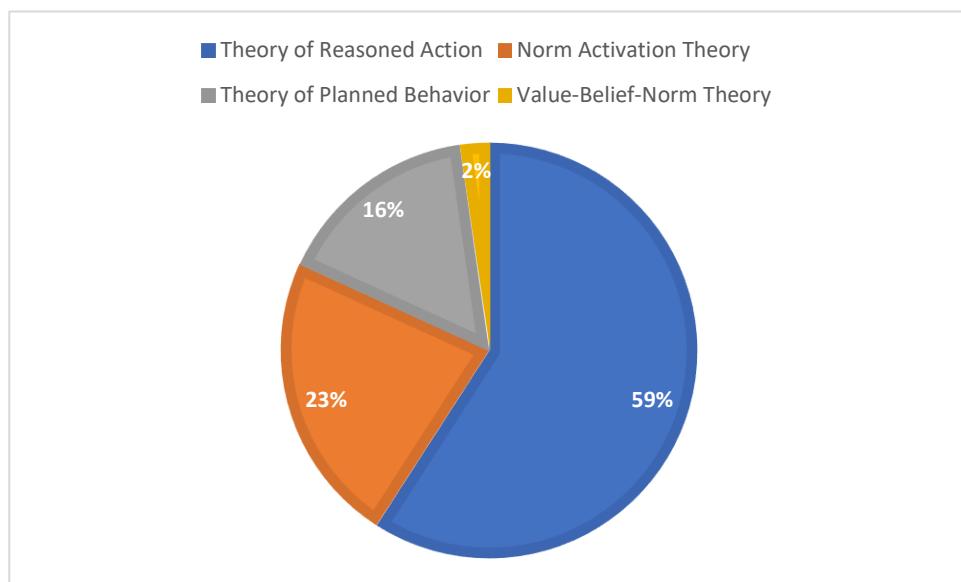


Figure 8. Frequently Used Theory

Figure 8 illustrates the theoretical foundations most frequently employed in studies of mindful and spiritual consumption. The Theory of Reasoned Action (59%) emerges as the dominant framework, reflecting a strong emphasis on behavioral intention and moral reasoning as predictors of ethical consumption. The Norm Activation Theory (23%) follows, highlighting the role of personal moral norms and responsibility in driving mindful behavior. The Theory of Planned Behavior (16%) remains influential for explaining the connection between attitudes, perceived control, and sustainable actions. In contrast, the Value-Belief-Norm Theory (2%) appears only marginally represented, suggesting limited integration of broader environmental and value-based perspectives. Overall, these findings indicate that most studies still rely on intention-based behavioral models, leaving room for future theoretical diversification to incorporate spiritual, affective, and value-driven dimensions of consumer ethics.

Commonly Co-Used Theories

The co-occurrence analysis reveals distinct patterns in how researchers combine foundational theories to create more robust models of consumer behavior. The most frequent pairing combines TRA and TPB. This combination is logical, reflecting the natural theoretical

lineage where the TPB extends the TRA; many studies use both to validate and strengthen their models of behavioral intention (e.g., Spinelli et al., 2019).

Another significant cluster emerges when scholars integrate TPB and NAT. This approach is compelling in studies examining contexts driven by moral obligations, such as guilt or religious duty, as it merges the cognitive elements of planned behavior with the internal, moral triggers of norm activation (e.g., Hunting and Conroy, 2018). Similarly, other studies bridge the social, normative expectations found in the TRA with the moral mechanisms of NAT. This allows researchers to construct a more nuanced understanding of consumer behavior, especially in ethically complex settings where social pressure and personal values intersect. This analysis reveals that most theoretical engagement in spiritual-mindful consumption literature focuses on behavioral intention models, particularly those that link values, norms, and spiritual identity to consumption.

Mapping The Relationship Between Spirituality and Mindful Consumption

A comprehensive review of the selected 37 articles reveals that spirituality consistently emerges as a significant psychological and moral driver of mindful consumption. While its role is predominantly conceptualized as an antecedent, there is growing evidence that spirituality may also act as a moderator, with emerging potential as a mediator or even an outcome, though the latter remains largely unexplored.

Spirituality as an Antecedent to Mindful Consumption

In most of the reviewed studies, spirituality is framed as a core antecedent, a stable internal value system that encourages intentional, ethical, and sustainable consumption behaviors. Several authors highlight how spiritual beliefs activate personal norms, empathy, and a more profound sense of responsibility toward the environment and society.

For instance, Hunting and Conroy (2018) explore how spirituality, when linked to stewardship, encourages more sustainable consumption decisions by reinforcing a moral duty toward nature. Similarly, Spinelli et al. (2019) find that spiritually informed consumers are more likely to practice ethical consumer competence, suggesting that spirituality fosters the self-regulation and reflection that underpin mindful behavior. Additionally, Kasber et al. (2023) integrate religiosity and attitude within the Theory of Planned Behavior (TPB) to model how Islamic spiritual values shape demand for socially responsible products. These studies underline a consistent pattern: spirituality shapes behavior through religious rules and cultivating internalized values of compassion, simplicity, and purpose.

Spirituality as a Moderator

Though less frequent, some studies position spirituality as a moderator that influences the strength or direction of key psychological and behavioral relationships. For example, in their analysis of Gen Z consumers, Jalees et al. (2024) suggest that spirituality may buffer the negative influence of materialism on ethical decision-making, thereby strengthening the alignment between inner values and outward consumer behavior. This indicates that spirituality acts as a protective psychological resource, fostering moral clarity, self-regulation, and resilience against the pressures of market-driven values. Similarly, Jalal Ahamed (2024)

highlights that the moderating role of spirituality becomes particularly salient in culturally rich and religiously diverse contexts, where spiritual beliefs intertwine with social norms to shape moral expectations and behavioral standards. In such settings, spirituality not only mitigates the effects of consumerist tendencies but also channels consumption motives toward purpose, compassion, and community orientation.

However, while these studies illuminate spirituality's potential as a moral buffer, their treatment of spirituality often remains conceptually narrow, viewing it primarily as an individual disposition rather than a multidimensional construct encompassing relational, cultural, and transcendental dimensions (Haski-Leventhal, 2020). This reductionist approach risks overlooking how spirituality interacts dynamically with structural and contextual forces such as institutional religiosity, socio-economic pressure, and digital consumer culture (Schutte, 2022). Moreover, the moderating role of spirituality has rarely been tested through robust cross-cultural or longitudinal designs, limiting our understanding of whether its protective influence persists over time or varies across belief systems (Adawiyah et al., 2020; Sholikhah et al., 2023). Future research should therefore move beyond individual-level analyses to explore spirituality as an evolving, socially embedded construct that shapes and is shaped by broader ethical ecosystems of consumption.

Spirituality as a Mediator: The Emerging Perspective

Few articles in the dataset explicitly model spirituality as a mediator; however, several hint at this possibility. For example, Graafland (2017) examines how intrinsic religiosity may shape consumer attitudes via internalized moral obligations, suggesting that spirituality could function as a transmission mechanism linking religiosity or cultural norms with mindful behavior. This presents an opportunity for future research to investigate whether spirituality influences the effects of broader sociocultural or identity-based factors, leading to more effective ethical consumption patterns. Spirituality may serve as a psychological bridge between belief systems and behavioral outcomes, enabling individuals to transform moral ideals into consistent consumption choices that reflect compassion, moderation, and social responsibility (Rodríguez-Rad & Ramos-Hidalgo, 2017; Rodriguez-Rad & Ramos-Hidalgo, 2018).

Nevertheless, empirical testing of spirituality's mediating role remains limited. Many existing studies focus on direct effects of spirituality or religiosity without exploring the underlying cognitive-affective mechanisms that explain how these constructs influence ethical behavior (Akhtar, 2024). This conceptual gap restricts understanding of whether spirituality functions primarily as an internalized value orientation, an emotional regulator, or a meaning-making process that sustains mindful consumption. Moreover, the lack of longitudinal or multilevel analyses obscures how this mediation unfolds across time and contexts, particularly in societies where religiosity and spirituality intersect differently with consumer culture (Chakraborty & Chattaraman, 2025). Future research should therefore advance beyond descriptive correlations and employ structural modeling or multi-wave designs to empirically verify the mediating pathways through which spirituality shapes the translation of moral beliefs into sustainable consumption practices. Addressing this limitation could enrich

theoretical integration between moral psychology, consumer ethics, and spiritual value systems.

Spirituality as an Outcome: The Future Direction

None of the reviewed articles conceptualize spirituality as an outcome of consumption behavior. However, the language used in several studies implies that engaging in mindful or ethical consumption may enhance spiritual well-being or a sense of inner harmony. For instance, terms such as "fulfillment," "purpose," "self-connection," and "inner peace" appear across multiple abstracts, particularly in the context of minimalism and slow consumption. Gentina and Tang (2024) emphasize that younger consumers increasingly associate responsible and minimalist consumption with authenticity and personal meaning, suggesting that value-aligned choices nurture emotional balance and moral satisfaction. Similarly, Aziz, (2018) and Hasan et al. (2023) observe that ethical purchasing and sustainable behavior often generate feelings of self-worth and inner tranquility, reinforcing consumption as a form of moral and spiritual expression. In a related vein, Gupta and Sheth (2024) argue that mindful consumption facilitates deeper self-awareness and promotes a sense of connectedness to nature and others. Future studies could therefore explore whether participating in value-aligned consumption fosters spiritual growth or deepens one's sense of self-transcendence, thus treating spirituality as a dynamic construct that evolves through conscious consumer practices rather than a static predisposition.

Integrated Pathway Framework

The Integrated Pathway Framework elucidates the profound impact of spirituality on mindful consumption through a complex interplay of psychological, emotional, and moral mechanisms (see Figure 9). Central to this framework is the activation of moral norms alongside identity alignment and empathetic concern, which collectively serve as internal motivators for ethical and intentional consumption (Iqbal & Khan, 2020; Pusparini et al., 2024). This influence is frequently mediated by altruistic values, fostering in individuals a sense of moral responsibility that extends not only to themselves but also to others and the environment (Jalees et al., 2024). Furthermore, spirituality enhances subjective well-being by nurturing emotional awareness, empathy, and a sense of connectedness, elements that, in turn, reinforce the practice of mindful consumption (Chakraborty & Chattaraman, 2025).

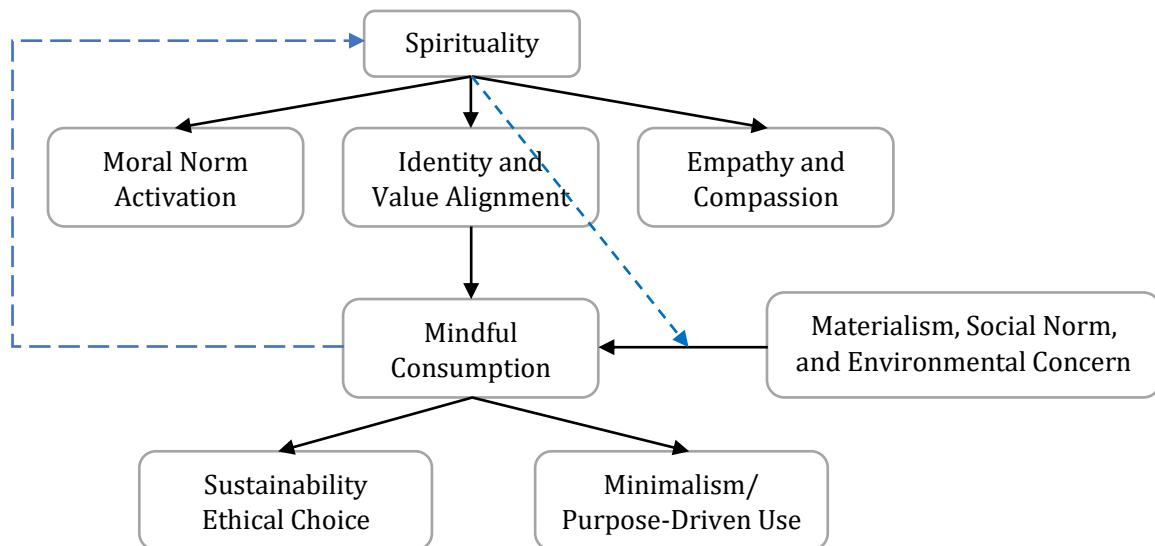


Figure 9. Integrated Framework

These dynamics suggest a feedback loop wherein individuals who become more spiritually attuned are increasingly likely to engage in sustainable and values-driven consumption behaviors. Beyond these direct effects, spirituality also indirectly influences lifestyle choices such as minimalism and the rejection of materialism (Hu et al., 2018; Ramazani & Kermani, 2022). Those with a more robust spiritual orientation often resist conspicuous consumption and exhibit a diminished desire for status-driven material goods. This transition is frequently inspired by experiences of awe and self-transcendence, which redirect priorities from individual gain to collective well-being (Argadian & Paramita, 2025).

For many individuals, consumption evolves into expressing their spiritual and ideological belief systems (Hunting & Conroy, 2018). Even mundane purchases are interpreted as embodiments of purpose, compassion, and harmony with nature (Wickramasekara & Jayawickrama, 2022). These insights hold significant practical implications: educational programs that foster mindfulness and spiritual well-being can enhance sustainable behaviors. Moreover, businesses that align with these values are better equipped to meet the demands of a growing market of spiritually conscious consumers. In summary, spirituality emerges not only as a personal attribute but also as a transformative force that intricately guides mindful consumption across psychological, behavioral, and social dimensions.

Conclusions

This study presents a detailed bibliometric overview of the interplay between spirituality and mindful consumption, shedding light on the conceptual richness of the field and its evolving theoretical framework. By examining 37 peer-reviewed articles published from 2010 to 2025, we observe that spirituality often serves as a foundational antecedent. This motivational and moral force propels ethical, minimalist, and sustainable consumer behaviors. Spirituality fosters a more profound commitment to mindful consumption practices through mechanisms such as moral norm activation, personal identity alignment, and empathy cultivation. Moreover, there is an emerging recognition of spirituality's role as a moderator, influencing the strength of the connections between values, intentions, and actual

behaviors. This is particularly evident in studies that delve into materialism, religiosity, and various demographic factors.

Despite a noticeable surge in scholarly interest, the field remains conceptually fragmented, revealing significant gaps that present intriguing opportunities for future investigation. First, there is a pressing need for research that empirically probes the mediating role of spirituality, especially in how it transmits the effects of religiosity, cultural norms, or psychological states on consumption outcomes. Second, a particularly fruitful avenue lies in reversing the prevailing causal narrative by examining spirituality as an outcome, specifically, whether sustained mindful consumption can enhance spiritual well-being, facilitate self-transcendence, or contribute to existential fulfillment. Longitudinal and mixed-method studies will be essential to uncover developmental trajectories among consumers motivated by spiritual values, while culturally grounded analyses may reveal how spirituality manifests within religious, secular, and indigenous contexts.

This study contributes to theory by conceptualizing spirituality as a multi-dimensional construct that can act as an antecedent, mediator, moderator, and outcome within consumer behavior models. The analysis integrates insights from the Theory of Planned Behavior, Norm Activation Theory, and Value-Belief-Norm frameworks, extending these behavioral intention models into the moral-spiritual domain. It reframes spirituality as both a motivational and meaning-making system, linking moral cognition, prosocial values, and identity development. Through this lens, the study elevates spirituality from a peripheral personal trait to a central explanatory mechanism within ethical and sustainable consumption theories, thereby enriching the conceptual bridge between behavioral ethics, sustainability research, and spiritual psychology.

Beyond theoretical advancement, the findings provide tangible implications for policymakers, educators, and business leaders. Understanding spirituality as a driver of mindful consumption can inform public campaigns and education programs that encourage value-based decision-making and empathy-driven consumer choices. Organizations can incorporate spiritually aligned marketing and ethical branding strategies that appeal to consumers' inner motivations rather than material aspirations. Business leaders may design corporate social responsibility (CSR) and sustainability initiatives that integrate compassion, community welfare, and ecological care as expressions of organizational spirituality. Likewise, educators and community advocates can leverage these insights to cultivate reflective, purpose-oriented consumer habits, thereby fostering social harmony and environmental responsibility. In sum, the study bridges academic understanding with actionable strategies that promote responsible and value-aligned consumption.

Limitations and Future Directions

While this study provides a comprehensive overview of the literature on spirituality and mindful consumption, several limitations should be acknowledged. First, the dataset was limited to 37 peer-reviewed documents retrieved exclusively from the Scopus database, which may introduce a coverage bias by excluding relevant works indexed in other repositories such as Web of Science or Google Scholar. Second, the relatively small sample size constrains the statistical generalizability of the findings and may not fully capture the diversity of global scholarship on this topic. Third, the temporal scope of data collection (January 2010 to September 2025) restricts the inclusion of more recent publications, meaning that very new or forthcoming studies may not yet be reflected in the bibliometric mapping. Finally, potential linguistic and disciplinary biases inherent in English-language and social-science-oriented databases may limit the representation of culturally embedded or non-Western perspectives.

Despite these limitations, the study establishes a robust foundation for future bibliometric and empirical investigations. Expanding the database sources, updating the temporal range, and employing mixed-database analyses could improve representativeness and validity. Integrating qualitative insights or meta-synthesis approaches may also uncover deeper theoretical linkages and emerging themes beyond citation-based analysis.

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