

Abstract | The 1st Research Innovations in Sustainable Marketing: A Global Virtual Symposium

Establishing a Distinct Identity, Meaning, and Scope of the Domains of Responsible Consumption: An Extensive Review

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Abstract: Responsible consumption is a form of consumption that positively impacts the environment, society, and individuals' well-being. Despite its importance in the changing dynamic environment, the basic understanding, and the definition of responsible consumption are still unclear. The current research identifies various domains that exist under the umbrella term of responsible consumption and observes the overlapping nature between these domains. For this, the study adopts a systematic review and uses Venn diagram representation to map the similarities and differences between the domains and identifies their distinct nature and meaning, and delimit their scope. The study's findings would open opportunities to academicians, marketers, and practitioners for future research into specific domains of responsible consumption and develop domain-specific instrument scales, and hence identify and target responsible consumers.

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