

**Factors that influence overconsumption from a paradox lens:
A systematic literature review.**

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Abstract

This research explores the factors related to consumer behaviour paradoxes of overconsumption, through a systematic literature review format. The main focus of this review was the notion of paradox, or tensions between opposing forces which create discrepancies in consumer behaviour where either option can be chosen, depending on the influencing factors present. Following the systematic literature review method (Paul et al., 2021), 33 articles were identified as appropriate to review. From the article sample collected, it was identified that there are 8 factors which interact with each other as both enabling and disabling factors to overconsumption from a paradoxical lens. The disabling factors to overconsumption are social factors, cultural and religious factors, economic factors, and consumer intentions. These were in balance with the enabling factors to overconsumption which include: the dominant social paradigm, materialism factors, marketing/business intentions, and external environmental factors. These values in tension were explored based on the insights gleaned from the article sample. Further to this, future research recommendations were made based on the identified gaps between the articles and were summarised in the future research recommendations section of this article. Limitations include the theoretical nature of this review, in how qualitative/quantitative/mixed method studies could help bolster the review by testing some of the factors in real-life situations. Further, the use of books or other varying types of literature could have been used, yet due to an inaccurate ability to gauge the quality of the other types of publishing were excluded. Further, more researchers from Eastern parts of the world could offer their unique cultural perspectives on this topic and conduct more studies to increase diversity and insights into paradoxes and overconsumption.

Keywords: Systematic literature review, paradox theory, paradox, consumer behaviour, attitudes, perceptions, recycling, sustainability, overconsumption

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1.0 Introduction

Overconsumption is a prominent issue modern society faces. People consume products at extensive rates, yet they also throw products away without a thought of the consequences such actions have on the planet (Good, 2021; Lo, 2017; National Geographic Society, 2022; Waters, 2021). This relationship is paradoxical (O'Driscoll, 2008). This means people typically purchase products to fulfil a purpose, yet purchases can often be irrational. Paradox theory examines the tensions between two stances in conflict, which both exist simultaneously yet there is no clear-cut choice to follow through on, which creates tension for the consumer (Smith, Erez, Jarvenpaa, Lewis & Tracey, 2017).

While consumers are aware of the strain excess consumption is having on the planet and environment, people still engage in unsustainable consumption practices. The majority of consumers in Western culture report they feel a sense of compassion towards the environment and the harm it is having, yet are not willing to change their ways (Vermeir & Verbeke, 2006). This has been dubbed by Hume (2010) as having “compassion without action.”

Scholars have examined how attitudes and perceptions towards certain behaviours such as recycling impact the likelihood of one engaging in such actions. In some instances, recycling is seen as an act of moral redemption (Thøgersen, 1996). Furthermore, Sun and Trudel (2017) have referred to recycling as transcendental in nature, as consumers interpret recycling as a way to redeem their other harmful actions. In a similar vein, products with “green marketing claims” offer greater appeal to consumers (Olsen, Slotegraaf & Chandukala, 2014). Counterintuitively, such claims and perceptions of “green products, sustainability and recycling” uplift choice for products and brands. Yet “recycling” may not be as sustainable as it is perceived or promoted to be. Recycling is described as being “the ambulance at the bottom of the cliff” (Tolbert, 2022).

Paradox theory has been explored in varying business disciplines. Predominantly it has been explored in a management context, such as the likes of organisational behaviour (Lewis, 2000) describing how paradoxes are perceptual and show the expression of multiple simultaneous truths, or polarity. One of which is identified from a managerial perspective is the expectation for managers to form

“individualistic teams,” or to be “thinking globally while acting locally” Lewis (2000) further expresses how the tension between paradoxes can be harnessed to create insight and innovative ways of doing things for management and society. Further work identifies paradoxes through an interorganisational and systemic level (Jarzabkowski, Bednarek, Chalkias & Cacciatori, 2018; Poole & Van de Ven, 1989). This highlights how different situations bring out paradoxes and make them more salient, where ordinarily they would otherwise remain latent. They express how paradoxes can be more prominent depending on the situation and the players at hand, expressing how paradoxes can be found at local levels and wider societal levels. This research widens the scope of focus for the layers of how paradoxes influence behaviour. Paradoxes likewise systematically reviewed from a management lens by Smith and Lewis (2011). They define paradoxes as “competing demands which occur simultaneously”. They are perceived as multiple existing tensions present within key elements of organisational structures. They discover the most effective way to manage paradoxes is a continuous focus on meeting the opposing demands, instead of choosing one key aspect and neglecting the others. They suggest that paradoxes require cyclical and consistent responses (as an ongoing process instead of a quick fix) with important factors of flexibility and creativity in the development of sustainable management strategies for dealing with these paradoxes.

Paradox has been explored through sustainability management with a focus on the “triple bottom line” (Ozanne, Phipps, Weaver, Carrington, Luchs, Catlin, Gupta, Santos, Scott & Williams, 2016). This lens expresses how paradoxes are made up of contradicting, yet interrelated demands. Ozanne et al. (2016) further recommends how these demands in conflict are better addressed as a complete system (of interrelated contradictions), rather than as individual elements. Carollo and Guerci (2017) explore ideas around the paradox of sustainability and corporate identity. They find that individuals attempt to balance both opposing ends of the paradox, and further, how the awareness of these “values in conflict” and how they relate together can help bridge together the two sides to help unpack and resolve sustainability and corporate identity paradoxes.

Corporate social responsibility paradoxes are unpacked through cognitive frameworks via three aspects that each affect consumer behaviour: Descriptive, Instrumental and Normative (Hahn, Preuss, Pinkse &

Figge, 2014; Hahn, Figge, Pinkse & Preuss, 2018). Descriptive in this instance is a description composition of how the involved stakeholders (firms and decision makers) plan to deal with paradoxical tensions regarding sustainability issues. Instrumental involves looking at the consequences of certain actions on the paradoxical tensions and the influence on both management, and the external environment. Finally, normative is related to the development of a system which addresses the paradoxical nature of conflicting values in multiple external environmental factors (e.g societal systems, environmental systems), and the sustainability concerns (conservation of earth for future generations, biodiversity, and poverty) which accompany the multi-objectives perspective and their impact on varying sustainability issues.

Studies of paradoxes in marketing thus focus on tensions for consumers in such areas as sharing economy and sustainable marketing. Schor, Fitzmaurice, Carfagna, Attwood-Charles and Poteat (2016) find that while openness and equal access among all socio-economic classes (termed “economic egalitarianism”) are advocated among sharing economy platforms, there also exist circuits which discriminate against users, leading to difficulty with the ease of use and trade between users. This work expresses the simultaneous levels of economic egalitarianism and discrimination which happens within sharing economy platforms (Schor, Fitzmaurice, Carfagna, Attwood-Charles & Poteat, 2016). Further, Acquier, Daudigeos and Pinkse (2017) explore the notion of paradox in the sharing economy through 3 main pillars of ‘access economy, platform economy and community-based economy.’ Access economy expresses paradox through moral hazard and misbehaviour. Mistreatment of products emphasises how consumers have little incentive to treat products well, as they don’t have ownership and therefore responsibility over them. Jevons paradox expresses how greater access to products may encourage “indulgent consumption.” Platform economy expresses paradox through “political and market power of platforms as new mediators.” Major platforms (e.g., AirBnB or Uber) capture the vast majority of the value sourced from sharing economy platforms creating corporatisation on sharing economy platforms. The third pillar, “community-based economy” aspect, expresses paradoxes of “limiting scaling potential” expressed as “pseudo sharing practices” among sharing economy platforms.

This aspect also explores the paradox of openness and distinction similarly explored by Schor et al. (2016).

Paradox has also been explored around self-service retail technology (Schweitzer & Simon, 2021), with paradox here seen as the tension between the dehumanisation of self-service technology and the sense of autonomy found in self-service features. Schweitzer and Simon (2021) highlight the opposing forces between autonomy and the dehumanisation of self-service technology, both prominent factors.

O'Driscoll (2008) used a structured literature review to examine paradoxes in consumer behaviour and marketing. The review touches on aspects of consumer behaviour paradoxes present within marketing by identifying tensions such as “Responsibility versus self-interest” and “wasteful marketing” versus “sustainable marketing” (O'Driscoll, 2008). Yet there is still a lot of information to be sourced and synthesised relative to consumer behaviour paradoxes that drive overconsumption. The last 14 years since O'Driscoll's (2008) analysis have yielded significant changes within the external environment and society, as numerous events have changed how consumers consume, from the Covid-19 pandemic, globalisation, increased prevalence, and ease of access to the internet and the increasing prevalence of a consumerism-driven society. Emerging trends within society also offer insights to be discovered such as the sharing economy (Trenz, Frey & Veit, 2018). Hence, there is a strong need for a review to be conducted on the advancement of a paradox theory lens through the last 14 years to examine, synthesise and integrate findings and point to broad research gaps that remain.

While the concept of overconsumption (Urry, 2010) has been explored across various disciplines and theories, overconsumption has not been explored in depth through the lens of paradox and paradox theory. Therefore, this paper aims to explore (1) the main consumer behaviour paradoxes which fuel overconsumption within society, (2) what factors are feeding these paradoxes, and (3) how they might potentially be resolved.

First, this work will outline the methodology and steps undertaken for the systematic literature review. The exclusion and inclusion criteria will be outlined. These include the steps of data sourcing and data extraction, where commonalities such as journal type, method and author location will be expressed to

see similarities across the articles. Next, the identification of common themes found within the eligible sample articles will be outlined. These will be synthesised in an integrative framework with a visual chart to accompany the themes and ideas identified. Finally, opportunities for future research will be explored, drawing from this work.

2.0 Methods

A systematic literature review was undertaken to best assist in the development of paradox theory, specifically from a consumer behaviour perspective on the topic of overconsumption. The main base of this review was a “theoretical-based” review (Paul, Lim, Cass, Hao & Bresciani, 2021), with the main theory of focus being paradox theory within the realm of consumer behaviour and the factors which contribute to overconsumption through a paradox lens. A systematic literature review is optimal for sourcing previous studies undertaken and generating a framework to look at the overall big picture of a topic (Wang & Chugh, 2014). Furthermore, this method helps to strengthen knowledge (Paul & Criado, 2020) in a given subject area.

2.1 Steps involved in Systematic literature review

The steps involved in this systematic literature review are drawn from the framework known as “SPAR-4-SLR” or scientific procedures and rationales for systematic literature reviews, a guide for conducting systematic literature reviews (Paul et al., 2021).

One key framework identified by the SPAR-4-SLR (Paul et al., 2021) is the “3As” of assembling, arranging, and assessing (Please refer to appendices 1: Paul et al., 2021 SPAR-4-SLR framework). Each step consists of 2 aspects or sub-stages. First, assembling is related to data identification and the acquisition of the data through databases. The identification aspect involves first deciding upon the research topic, the scope of research (e.g SLR objective or the purpose for conducting a systematic literature review), the general research questions that the study is based upon, the type of sources to be used in the review (e.g., journals) and the type of source quality checking in place (Paul et al., 2021).

The second aspect of assembling is acquisition, which is the process of deciding on the search databases that will be used in sourcing the articles, along with the combination of search keywords which best fits the overall research objective. Arranging consists of both organisation and purification (Paul et al., 2021). Organisation is the process of grouping the identified codes from the literature search. This involves extraction of the main points from each article, for instance, theory, author location and article publication date. Purification is the step related to the filtration process of the sourced articles from the database search. This step ensures the articles in my review are relevant to the systematic literature review objective.

Likewise, assessing also consists of 2 steps: “evaluation” and “reporting.” The evaluation step consists of how the data will be analysed, in this instance, themes will be identified. This step also features the agenda of the research and what it is aiming to do. The reporting step outlines how the data will be presented and the identification of limitations present within the data (Paul et al., 2021). It is a general roadmap of the next steps based on what was uncovered from the systematic literature review process based on insights gathered from the data.

Figure 1 shows the steps taken in the SLR methodology, following SPAR-4-SLR (Paul et al., 2021).

The following sections describe the process shown in Figure 1.

2.2 Step 1: Data Selection

Four databases were used to ensure a thorough and extensive search was undertaken to ensure no important articles were overlooked or missed. These were Scopus, EBSCO, PsycInfo and Emerald Insights.

Scopus was selected because of its reputability in sourcing relevant journal articles based on the specific search terms one requires to search. Furthermore, it automatically searches journals based on title, abstract and keywords, making it easier to source the results relevant to search terms. It is widely used among academics in conducting systematic literature reviews (Paul & Criado, 2020).

Emerald Insights was used because of the range of articles available from the database, which provide a good variety, relevance, and potential insights for research. In addition, Emerald Insights is one of the most well-known business-related databases (Vrontis & Christofi, 2021). PsychInfo Ovid was used to help advance the topic of search results and to source articles of potential relevance from a psychology field. Furthermore, it has an extensive scope with access to over 2,000 journals from approximately 50 countries (The University of Auckland, n.d). Finally, EBSCO (advanced search) was used because of its reliability and reputation as being one of the leading databases; it has been in existence since 1944 (EBSCO, 2022).

The following Boolean search terms were used in the four databases: “(consum* AND attitudes OR perceptions OR behavio*) AND (paradox* or paradox theory) AND (overconsum* OR throwaway OR recycling)”. This Boolean format helps ensure the search results had the opportunity to pick up various combinations of relevant search results.

Truncation of some keywords was used to account for spelling variations of words e.g behavi* would count for “behaviour” and “behavior” spelling variants, in addition to other variants such as “behavioural.” Further to this, truncation was used for the words such as overconsum* allowing for the search to pick up words such as “overconsumption,” “over-consume” or “over-consuming.”

All the subsequent search results were downloaded and exported to EndnoteX9, where they were run through an eligibility criterion round. Duplicates were removed, non-English-language journals were removed, and all non-journal articles were removed (i.e., removing book chapters and conference papers). After this initial process, the resulting articles were screened based on the journal they were published in. The list used was the Australian Business Deans Council Journal quality list, (ABDC, 2019) to source articles on the list of A* or A ranking, all other subsequent journals of lower rank, or journals that did not feature on the list were excluded. The following section describes these criteria in more detail.

2.3 Step 2: Inclusion and exclusion criteria

Relative to exclusion and inclusion criteria, it is essential that only the most relevant and valid factors were considered in the creation of the filtering system for the articles. Thus, several variables were considered including language, type of resource, time frame, relevance to SLR objective, keywords, journal quality constraints, subject and overall methodology used. This next section will outline the reasons for the above criteria variable's inclusion and why they were essential to use in this step.

Firstly, the variable of language, the inclusion criteria states that all articles written in English will be considered, and articles written in different languages will be excluded. The main justification for this variable would be how the articles written in different languages may be difficult to translate accurately, based on the resources the authors have access to, and within the given timeframe the systematic literature review is to be conducted (Czuppon, Racette, Klein & Harris-Hayes, 2014). As English is the author's first language, English-written articles can be fully understood, and the main essence of the article can be grasped. Whereas the use of translating tools for non-English articles may not fully capture the essence of what the author intended when writing their article, and key insights may be lost during the translation process.

Table 1 also shows filtering based on the type of resource: The variable of using "scholarly peer reviewed articles" only as opposed to the other methods of publications, is to ensure the articles being reviewed could be tested accurately for quality. Additionally, the inclusion of just scholarly peer review journal articles, also helps to narrow the scope of the search as articles can be more easily categorised since journal articles follow a similar structure overall, yet other written pieces such as books follow differing structures, therefore, yielding to potential issues, especially during the data extraction process.

Table: 1 Inclusion and exclusion criteria justification

Criteria:	Inclusion	Exclusion
Language	English	Any other language (Due to the message having the potential to be mistranslated from its original meaning in its original written language)
Type of resource	Scholarly peer-reviewed journal articles	All other types of sources
Time frame	No time limits (all sourced results under the identified search terms published until 20/07/22)	None--with the exception of articles published after the systematic literature review process is being undertaken (all articles included up until 20/07/22)
Relevance to SLR objectives	The key theme of Paradox and contributing factors to “overconsume” (as this review is a theory-based review, paradox needs to feature in the main search terms of either “Title, Abstract or Keywords”	Everything else which has little to no relevance to the key themes: paradox, contributing factors to overconsumption
Keywords	Keywords from Title, Abstract or list of keywords- ensuring the most relevant and concise journal article finds.	Keywords in full-text: For the context of this study a full-text search would produce too many potentially irrelevant results as some of the identified keywords can belong to different scenarios and contexts.
Journal Quality constraints	High-ranking journals were found in the 2019 Australian Business Deans Council ABDC Journal Quality List. Journals that ranked either A* or A were included.	Journals either not present on the ABDC list, or those that were on the list but of C or B rank were excluded.
Subject	Subjects related to paradoxes and overconsumption and consumer behaviour	All other topics which have little to no relevance towards paradox or overconsumption and consumer behaviour
Methodology	All types of methodology will be included	None will be excluded. (All methods for sourcing data can provide useful insights into the systematic literature review, the diversity helps to look at varying perspectives on each study topic and investigation).

Table 1 also shows the criteria of time frame in reference to the publishing date of the journals. This aspect details that the publishing year will have no impact on whether the article is excluded or included from the review. The justification behind this step is to ensure that all relevant information and insights

from across the years of research have not been missed (Paul et al., 2021). Often differing perspectives based on different life stages offer new perspectives to research, and by including potentially older articles with more modern articles at this stage, I can help integrate both old and new ideas to create new ways of looking at topics.

Relevance to the systematic literature review objective is also key, as shown in Table 1. This criterion is a major point in the inclusion and exclusion criteria. My SLR objective is “to understand the factors which contribute to overconsumption from a paradox lens.” This is the main focal point of the systematic literature review and articles must relate to the main points of this objective. This helps filter the relevant articles from the irrelevant from a topical perspective.

Following on from the above identification of the relevance and importance of my systematic literature review objective, the next important inclusion and exclusion criterion would be the use of keywords. This step is important in the article screening and sourcing stages. As my topic has the potential to be quite large in scope, it is important to filter articles via keywords (or key search terms). This step is most prominent when screening articles in EndnoteX9. Articles that lack the relevant keywords (in their title, keywords section and abstract) are thus excluded. This is due to how a full-text search at this early stage would produce too many potentially irrelevant results and would overall be quite time-wasting as some of the identified keywords can belong to different scenarios and contexts.

Similarly, to keywords, it is essential that relevant subjects are included in the systematic review which is centred around paradox and overconsumption and factors leading to overconsumption. It is essential these subjects are focused on a business and marketing perspective. This is because some searches revealed papers on paradoxes about obesity and overconsumption of food – though these articles show some relevance based on the keywords, they would not be relevant based on the subject or topic.

Journal quality constraint criteria were also used in the screening stage (Paul et al., 2021). This is important to ensure the latest and most rigorous research insights are included in the systematic literature review (Paul et al., 2021). While some of the lower ranked journals contain great insights and potentially

relevant ideas to this systematic literature review, the A and A* articles have been screened for specific quality criteria and are the top-rated business journals (The University of Sydney, 2022).

Finally, the methodology of each paper is considered. At this stage, there is no discrimination between methods (qualitative, quantitative, or mixed methods) used in this review, as all methods can offer new insights and perspectives that may not be obtained if just one method is considered. The diversity of perspectives through the varying methodologies will thus lend this review more variety in data and results.

2.4 Implementing inclusion and exclusion criteria

From the initial search process out of all 4 databases searched, 1,187 references were identified. To filter these initial search results down, inclusion and exclusion criteria were applied to the results. Figure 1 shows the resulting search strategy.

Firstly, all non-English articles were excluded. This brought the results down to 1,185 (as there were only 2 non-English articles present). Next, non-peer-reviewed academic scholarly articles were excluded. This included the exclusion of abstracts, books, dissertations, conference proceedings and editorial material. A further 30 articles were excluded at this stage thus leaving 1,155. Furthermore, 22 duplicates were also excluded, leaving 1,133 at this stage. Next was the exclusion of non-Australian Business Deans council approved Journals (Australian Business Deans Council, 2019) and further the ones that were not A* or A rank. Articles excluded at this stage were 825, which left 308 eligible articles.

To further filter, the 308 articles were next screened based on their relevance to my systematic literature review objective. This screening was based on the information provided in each paper's abstract, title and keywords. At this stage, 202 articles were excluded. The academic supervisor further screened along with the researcher to help ensure reliability based on article focus. Disagreements were sorted via a discussion regarding the articles in question. This left 41 articles at this stage (see Figure 1).

2.5 Step 3: Full-text review

The next step was to extract the data from the remaining 41 articles by reading the full-text of them all (full-text screening stage). The selection criteria were important for determining if and how the 41 articles fit the scope of the review.

Thus, in the full-text screening process, articles were included if they met the criteria of solely focusing on examining paradoxes from overconsumption. A paradox in this instance was defined as the expression of contradictory behaviour or reasoning behind consumer behaviour when engaging with overconsumption. The ambiguity between the two factors is also a paradox. For instance, one paper described a religious obligation to clean up after oneself, yet a paradox emerged as others' deficiency of not cleaning up put the waste avoidance and cleanliness responsibility upon someone else (Raab, Wagner & Salem, 2020). Overconsumption is defined as the act of consuming excess products (smartphones, fast fashion, or excess consumption of material goods in general) more than one needs or realistically requires to live (Urry, 2010).

At this stage, if any articles appeared irrelevant or were not focused solely on the SLR objective and the above definitions, they were sorted into an exclusion file which was again reviewed with the aid of the academic supervisor. This step safeguard's reliability for inclusion and exclusion decisions. The articles in question were then discussed. After this step, N= 11 articles were excluded as they did not meet the criteria. This left a total of 30 relevant articles after the full-text screening stage.

2.6 Step 4: Backwards and Forwards searching

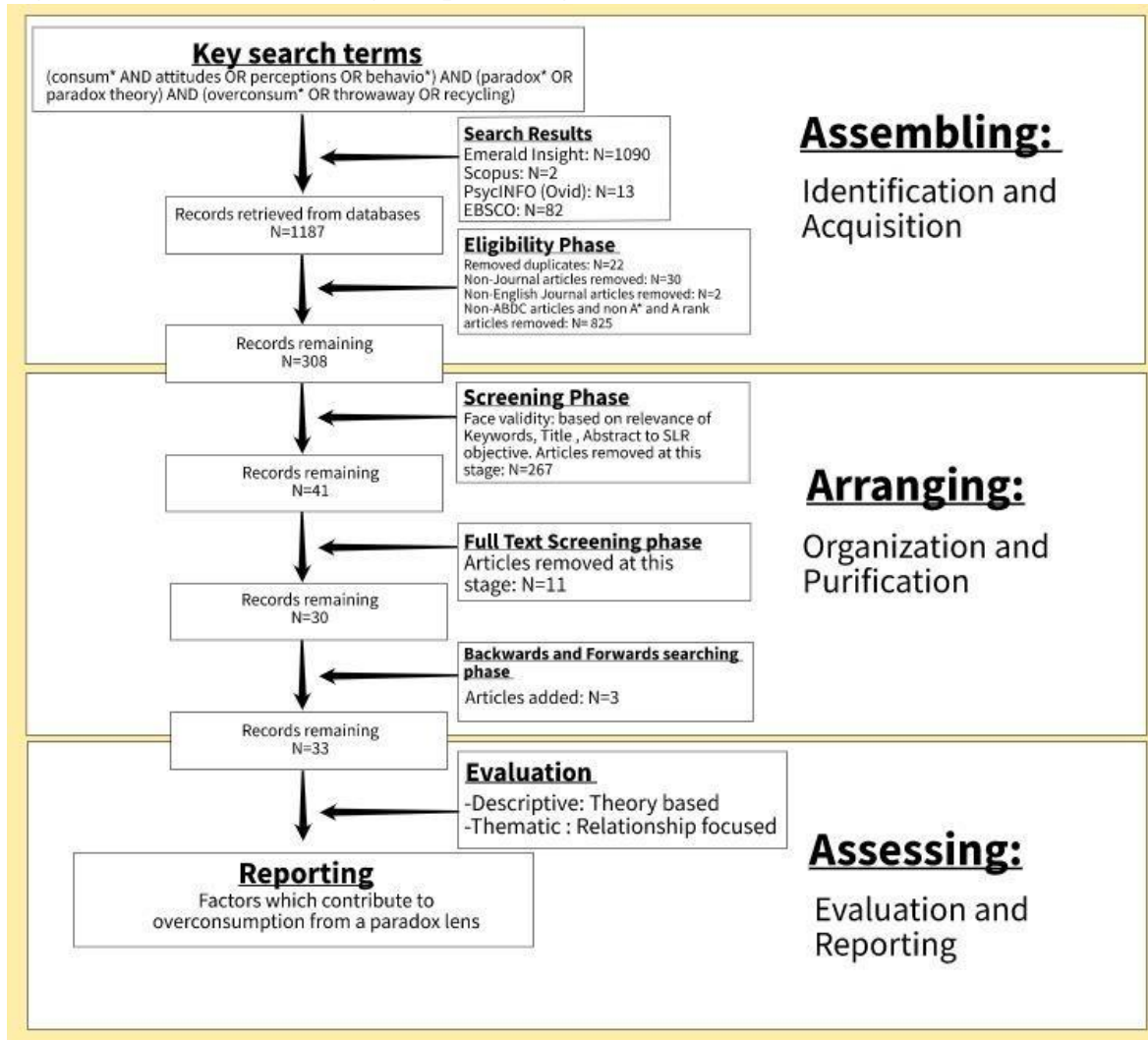
Forwards and backwards searches were conducted on the remaining 30 papers in the review sample to ensure any relevant articles were not missed. The platform used to conduct the forwards searching was Google Scholar, which gave a number regarding how many times the article was cited.

From standard backwards-searching protocol, the reference list of each article was also scanned to source any potentially relevant articles not picked up in the initial searching of the databases (Xiao & Watson, 2019); (Hietschold, Reinhardt & Gurtner, 2014). The criteria for selecting the relevant articles

through the backwards and forwards searching process was related back to the SLR objective “to understand the factors which contribute to overconsumption from a paradox lens.” Articles were selected for consideration based on the keywords of “overconsumption” or “paradox.”

Furthermore, the additional articles sourced during forwards and backwards searching were screened with the original inclusion and exclusion criteria for the initial articles found in the early stages of searching the databases (refer to the inclusion and exclusion criteria in Table 1). Finally, the sourced articles from the backwards and forwards search were reviewed by the academic supervisor to ensure reliability and credibility among article results. In this step, 5 potential article candidates were identified for possible inclusion. Upon review by the academic supervisor, 3 were approved and 2 were excluded as they were not deemed relevant enough to the SLR objective, as shown in Figure 1. This final step yielded N=3 relevant articles, thus boosting the article count to a total of 33.

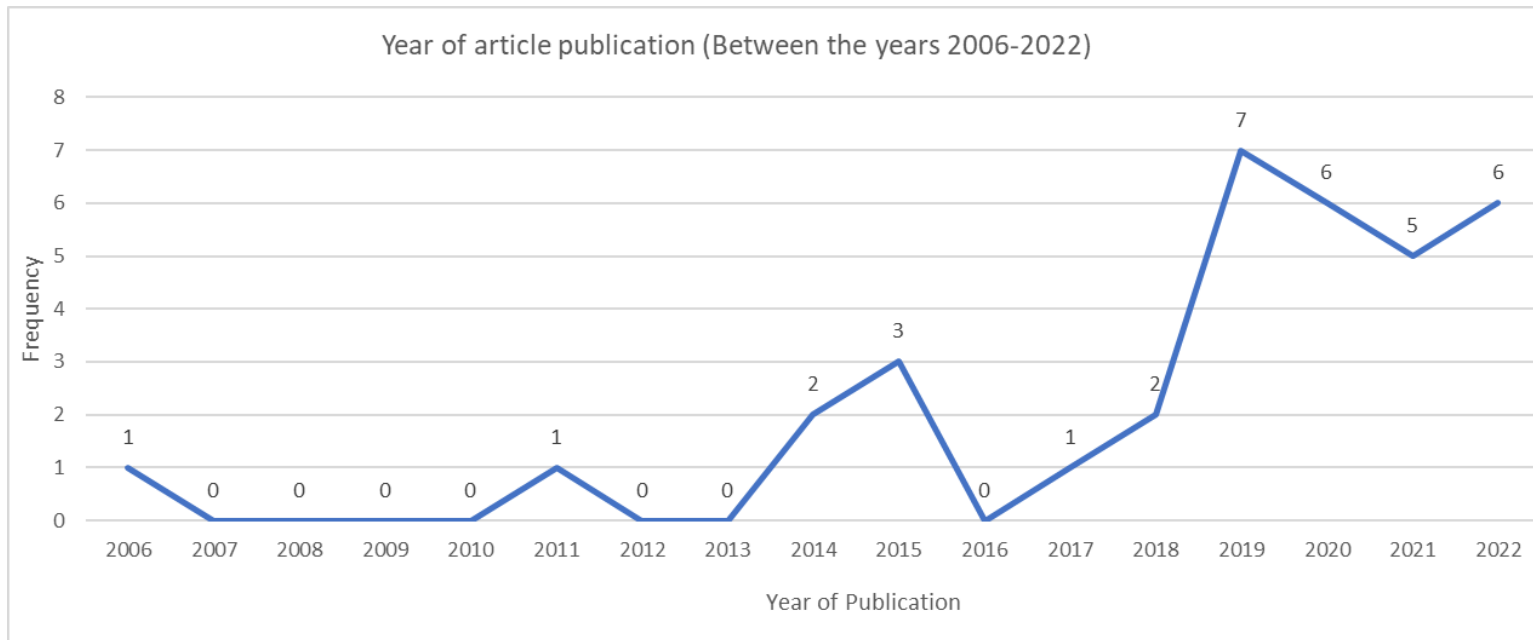
Figure 1: SLR article sourcing and processing framework.



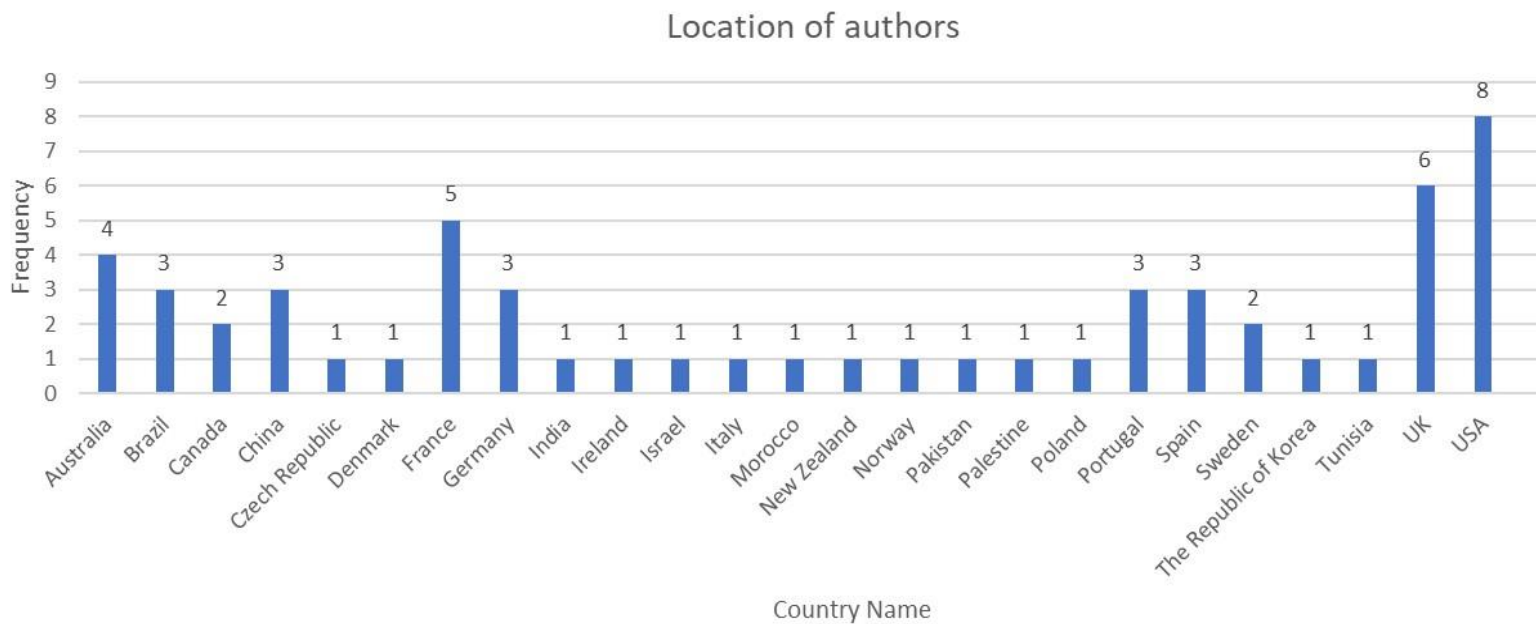
2.7 Step 5: Data extraction (Codes of data extracted)

The overall data gathered from the systematic literature review provided various insights to help piece together the big picture of consumer behaviour paradoxes relative to overconsumption and the related factors. Key pieces of information were extracted from the articles such as the authors' location, methods used, theory, limitations, key findings, and main variables (if present). In the following sections, this dissertation will break down descriptive information about the sample's 33 articles.

Following this, I build an integrative framework to analyse the themes and organisation of this literature.

Figure 2: Publishing years of journals

As Figure 2 shows, relative to the publishing date of the articles, most publications were around the 2019-2022 year mark, emphasising how this topic is developing among academic literature in recent times. We can see scarce publications around the early 2000s around consumer behaviour paradoxes and influencing factors, with 2006 being the only featured article in the years between 2000 and 2010. After 2010 however, there is a slight pickup of paradox-relevant topics with interest shown in 2011 (with the publication of one article) and increasingly so from 2014 onwards with two articles and 2015 with three articles. After some stagnation for a year or so, 2017 (one article published) and 2018 (with two articles being published) show the beginning of what becomes an explosion of interest in 2019 (7 articles published), 2020 (6 articles published), 2021 (5 articles published) and through until present day 2022 (7 articles published).

Figure 3: Location of authors

Relative to authorship location, each country was counted once per paper. Even if the paper had numerous authors belonging to one country, the country was only counted once (for instance, if 3 authors were from Spain, overall, for that article Spain was listed once). This is shown in Figure 3. The location of authors is relatively widespread, while the U.S. has the highest frequency in terms of author location (N=8).

The UK had 6 authors located, France had 5 authors located and Australia had 4 authors located. Furthermore, Brazil, China, Germany, Portugal, and Spain all have 3 authors located in each of these countries. Sweden and Canada have 2 authors located in each of these countries. These are the countries which have more than one author from each location present.

There is overall a comfortable spread of diversity and variety among author locations, which offers a unique perspective and account of paradox and consumer behaviour to synthesise. However, the Asian perspective, while represented by China, India, Israel, Pakistan, Palestine, and The Republic of Korea, offers room for more perspective from this region of the world, with most papers coming from European and Western locations and perspectives. There are varying differences between their approach to the

perspective. Western perspectives are focused on individualism whereas eastern perspectives are more collectivist based (Mark, 2016). There also appears to be a more long-term focus from the Eastern perspective and a short-term focus on western perspectives (Chen & Miller, 2010). With these differences in mind, more literature from an Eastern perspective could offer more insight into different insights of paradox theory from an overconsumption perspective, with different factors which may influence consumers living in Eastern regions.

Figure 4: Frequency of journal article publications

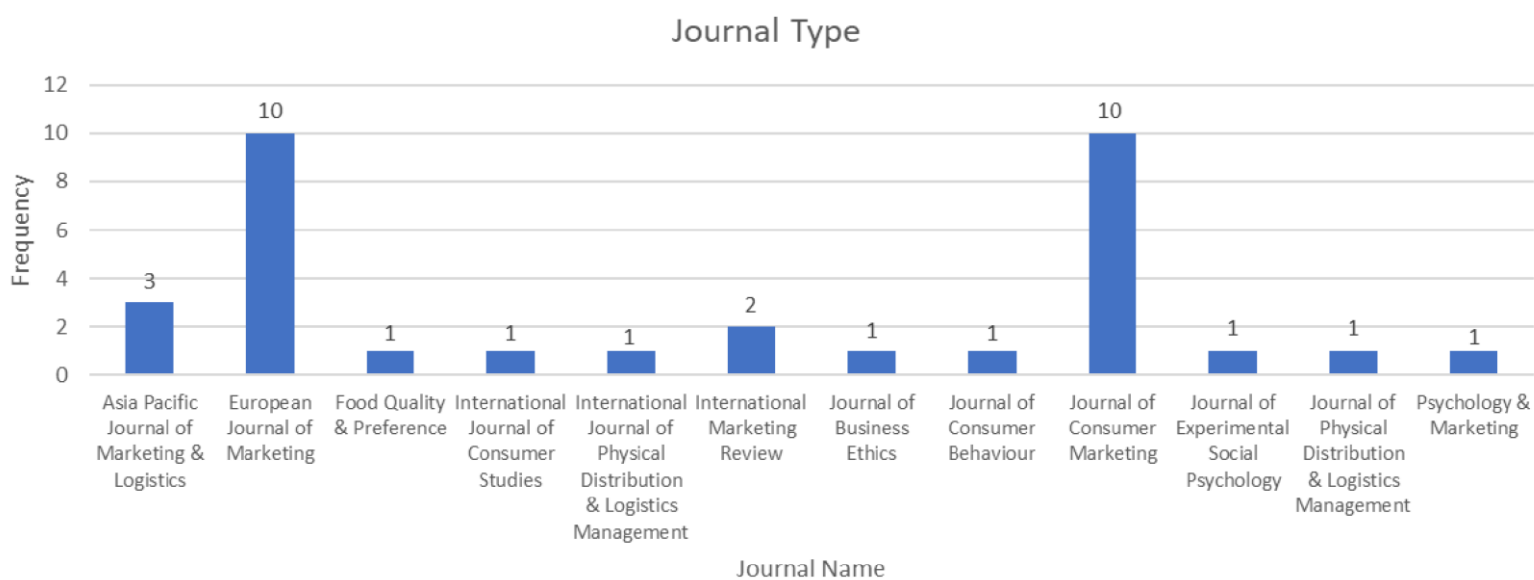


Figure 4 expresses the frequency of various journals in which the 33 identified articles in the sample were published. The top two most common were the *European Journal of Marketing* and the *Journal of Consumer Marketing*. Both had 10 entries each. These are marketing-based journals, showing a strong influence of the marketing lens in the examination of paradoxes in overconsumption.

Sample from Appendices 2 chart: Showing top 10 theories

Main theories used	Frequency of use
Materialism-based theories: Costly signalling theory, Consumerism, Materialism, Status consumption	7
Values, beliefs, attitudes-based theories: Ecologically conscious consumer behaviour, Indigenous sustainability, Pro-environmental behaviour, Attitude behaviour gap, Pro-social messaging, Anticonsumption.	7

Culture-based theories: Collectivism vs Individualism culture, Consumer culture theory, Face consciousness, Self-construal framework	4
Self-based theories (egoic related): Identity-based motivation framework, Self-completion theory, Selfconcept theory, Self-efficacy	4
Choice-related theories: Choice environments, Consumer decision process, Reason based choice	3
Sharing-based theories: Collaborative consumption, Sharing economy,	3
Paradox theory	3
Social paradigm theories: Dominant social paradigm, New ecological paradigm	2
Categorisation theory	1
Corporate social responsibility priming	1

Note: please refer to (Appendix 2 for all the theories' names found within the sample of articles)

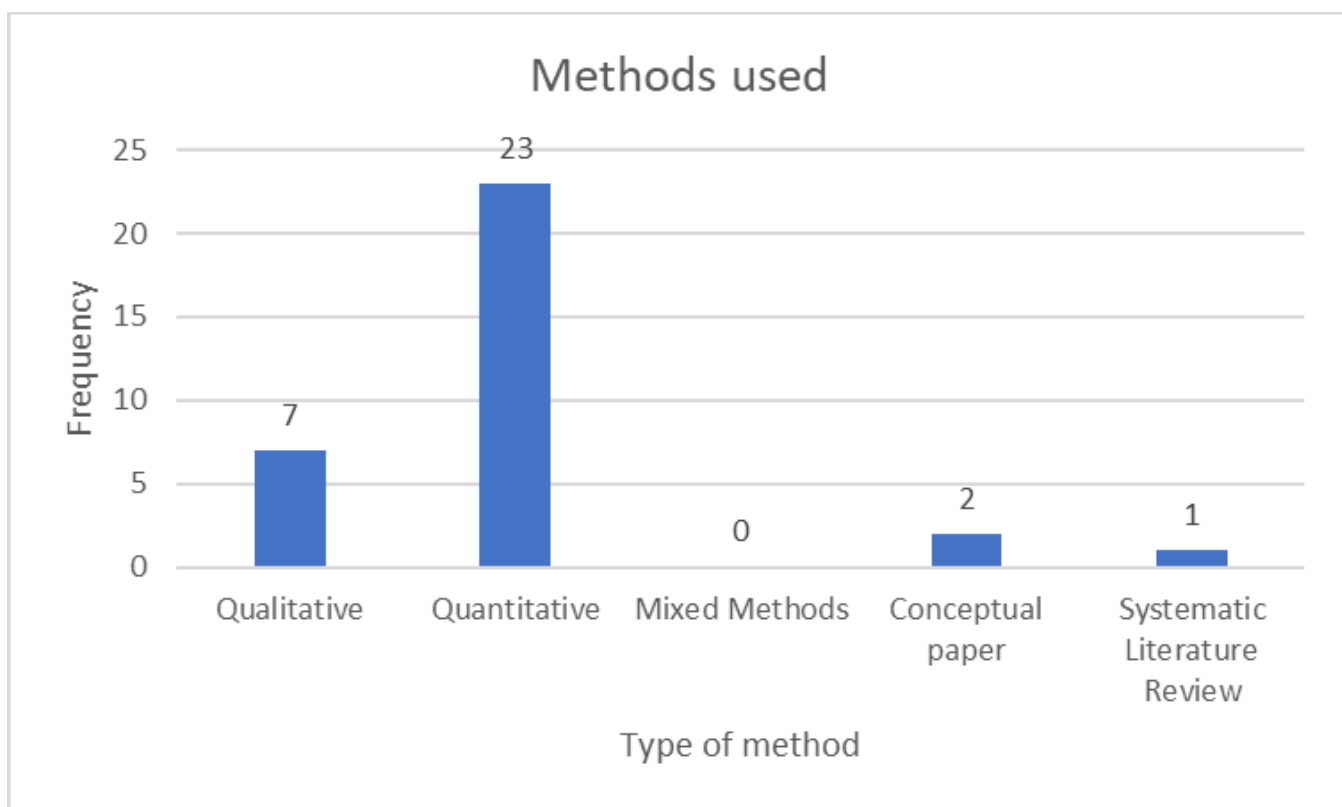
The theoretical framework(s) of each article were identified, and a frequency table (see Appendix 2) was compiled grouping all the theories used together. The total number of unique theories, theoretical concepts, or frameworks was 49. The theories identified were the main guiding theory of the paper. There was a wide variety of theories used among the article samples. Theories were included if they were a major feature in the article, either being present through the keywords, the abstract, or as headings under the theoretical background section of the article. Some articles featured multiple theories, while some had one major theory or theoretical or conceptual framework as the main feature of the article. Similar theories were compiled into groups under an umbrella term. For example, one main term was social paradigm theories. These consisted of the theories dominant social paradigm and new ecological paradigm.

The most common theoretical concepts used in the review sample were materialism-based theories. These consisted of costly signalling theory, consumerism, materialism, and status consumption. This theme was presented seven times. Furthermore, the theme of Values, beliefs, attitudes-based theories also had seven mentions. This theoretical theme consisted of several related theories, these are

ecologically conscious consumer behaviour, indigenous sustainability, pro-environmental behaviour, attitude-behaviour gap, prosocial messaging and anticonsumption.

Relative to the placing of the focal theory of paradox, it had three features in the sample of articles. While it was not one of the least mentioned theories, there were still several theories used more often, which expresses the notion that future research could focus on paradox theory more.

Figure 5: Frequency of methods used within article sample



As Figure 5 shows, the most common research method used out of the sample articles was quantitative, as 23 of the 33 papers used quantitative methods in their research. Among the quantitative research methodologies used, some of the techniques include the use of “structural equation modelling” (three articles used) with one paper using an SEM-PLS (Structural equation modelling with partial least squares). Thus, four papers in total used SEM. The use of experimental design was by far the most popular quantitative method used among the article samples with experiments used in 12 articles. Four quantitative surveys were used including the best-worst scaling technique. Quantitative

quasiexperimental design was also used in three articles coming in the form of surveys and questionnaires.

For qualitative methods, seven papers out of the 33 papers used qualitative methods in their research. Among qualitative methods used, interviews were a common method with three articles using interviews (e.g., phenomenological interviews). Further, one article used both interviews and case studies. Exploratory qualitative methods were used in two articles via such techniques such as photographs, interviews, and focus groups. One article used a qualitative survey approach paired with netnography. Finally, one paper used fuzzy set qualitative comparative analysis.

Among the remaining papers, three used neither qualitative nor quantitative methods, opting for a theoretical approach. Meanwhile, two articles used conceptual means as a method, and one paper conducted a systematic literature review.

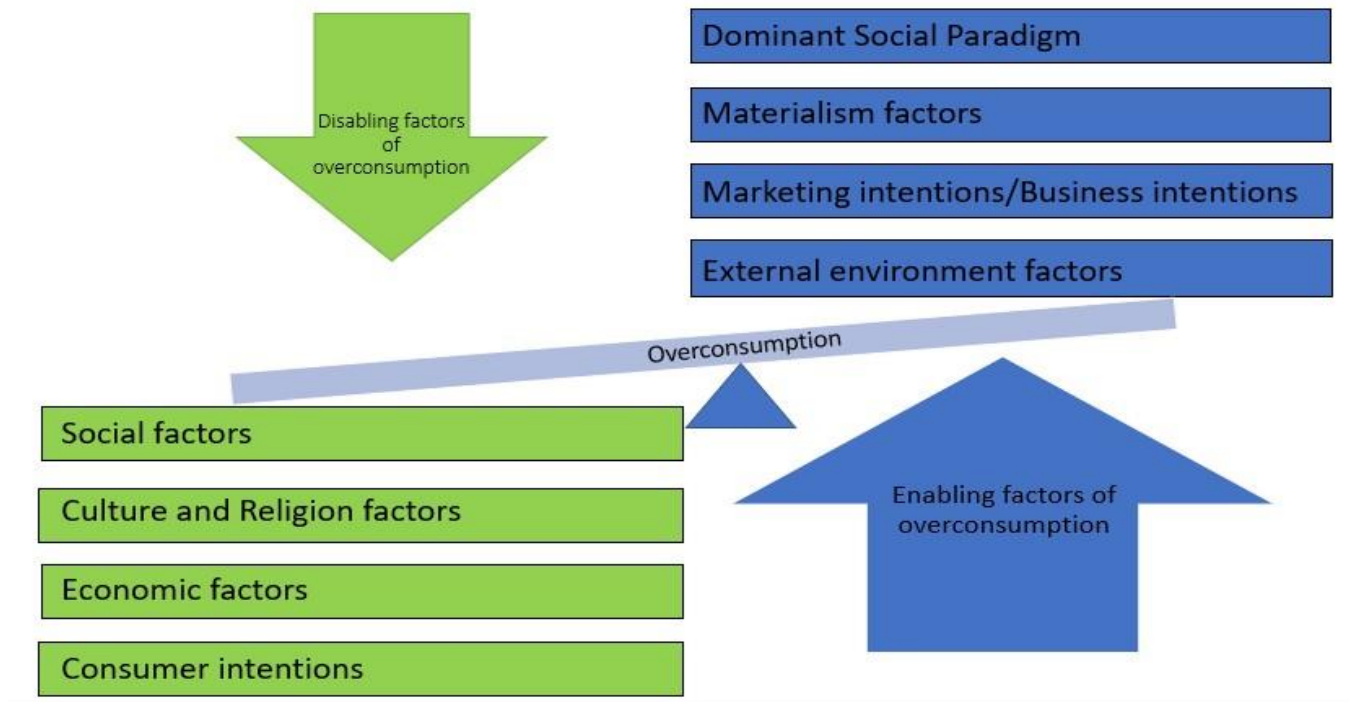
Summary of codes

Overall, the above codes help to give various insights into where the current literature is regarding the topic of overconsumption paradoxes and the types of studies that have been conducted to source information.

2.8 Step 6: Integrative framework

The articles were next grouped by common themes or integrated based on paradoxical themes. Thus was the starting point of the integrative framework. The main themes were then grouped, into either disabling factors to overconsumption, or enabling factors to overconsumption. Varying diagram formats were used to experiment on how to best present the themes in an integrative framework. These varying samples were discussed with my academic supervisor to see which format works best for our themes to best represent the “paradox.”

Figure 7: Integrative framework of overconsumption paradoxes



2.9 Discussion of the integrative framework

From the systematic literature review conducted, 8 main themes were identified. These themes act as enablers or disablers of overconsumption, as shown in Figure 7's integrative framework of overconsumption paradoxes.

The integrative diagram represents the “values in tension” (O'Driscoll, 2008) between enabling and disabling factors of overconsumption. This relationship has been expressed through the notion of balance. The balance shows the role of the paradox as tension or conflict between opposing influences. In the integrative framework of overconsumption paradoxes, overconsumption is the middle bar around which the factors balance (or fail to balance) in the middle. The surrounding themes show the factors that both enable and disable overconsumption

Changes in enablers and/or disablers can affect the balance of overconsumption. For instance, religious obligations to clean and avoid waste are a disabling factor to overconsume (Raab, Wagner & Salem, 2020). Yet this factor might be outweighed by another factor such as the dominant social paradigm,

which tends to express what everyone else in society is doing (Kennedy, McGouran & Kemper, 2020). From social paradigm pressure, if other people are being mindful of their consumption and excess waste generation, then this gives an individual reason to justify why they are likewise hesitant to follow their religious obligation to avoid waste. This illustrates the paradoxical nature of the relationship between factors that are in tension to produce overconsumption.

Overall, the review shows that enabling factors immensely outweigh disabling factors. This results in more (vs. less) overconsumption in society. This is shown in the integrative framework of overconsumption paradoxes (Fig. 7) as the balance tilts toward enabling overconsumption. In Figure 7, the disabling factors to overconsumption are depicted as a smaller arrow than the factors enabling overconsumption, which are shown as a larger arrow, driving greater overconsumption overall.

3.0 Discussion of themes

The following section breaks down each theme based on the insights gathered from the systematic literature review and explores the paradoxical tensions and relationships present within each theme.

3.1 Theme 1: The role of culture and religion on sustainable practices.

From the systematic literature review conducted, one of the main themes found was the role of culture and religion on sustainable practices. The theme of culture and religion was identified as a disabling theme to overconsumption. This is exemplified in a study by Raab, Wagner and Salem (2020) regarding consumers living in Gaza Strip camps. A value observed within the Islam religious faith was that of service and a responsibility to ensure the camps are clean. Yet, it was noted that despite the religious value and obligations, often due to the lack of others cleaning up around them, consumers felt no obligation themselves to maintain cleanliness of their surroundings, instead expressing frustration at the litter and shifting responsibility towards others to clean up (Raab et al., 2020). In other words, the value of keeping the environment clean was a pre-existing value, however, the external environment did not enable this value to be manifested through action.

Further, Kennedy et al. (2020) explores an indigenous Maori perspective relative to sustainable practices. This work outlines a religious purpose behind sustainable and environmental actions which has been ingrained in the core values and beliefs system with regards to values such as tikanga (just or “right” way of doing things) or kaitiakitanga (guardianship of the land). Intergenerational equity— or leaving the land as it was, or better than it was for future generations— is also a major factor in Maori indigenous belief systems. Sustainability is expressed as “a way of being” in indigenous culture, instead of just as a checkpoint to get to. Unfortunately, from a Western perspective, checkpoints and goals are valued more, as opposed to sustainability as a way of life (Kennedy et al., 2020). The paradox in cultural perspectives in Kennedy et al. (2020) emphasises the opposing factor of the dominant social paradigm in a wider environment which pushes aside the values and respect for the environment and ecosystems indigenous perspectives hold. The Western dominant paradigm instead emphasises consumption and policies around profit maximisation, overall expressing a culture of “green yet unsustainable practices” (Kennedy et al., 2020).

Interestingly, Longoni, Gollwitzer, and Oettingen (2014) provoke thoughts around the concept of selfcompletion theory in Western perspectives. Longoni et al. (2014) document how Western consumers usually feel better if their behaviour has been affirmed by those around them, which validates the consumer and that they are doing “the right thing” and that they have reached their goal. This may result in a loosening of focus on activating in sustainable practice.

Overall, the review showed that, while religion and cultural factors influence positive consumer behaviour regarding the environment, there is a larger factor which creates tension and paradox within the environment. In this way, the dominant social paradigm (Kennedy et al., 2020) directs norms and behaviours and what is happening in the external environment. This can negate the influence of religious and cultural factors.

3.2 Theme 2: Social factors

A further theme identified that acts as a disabling factor to overconsumption is the theme of social factors. Pittman (2020) found that consumers whose choices were made public were more considerate of “other benefit/altruistic appeals.” Private behaviour changes when being observed in public. That is, public choices enable individuals to signal they think of the greater good and consider collective gain over individual gain. This is interesting given that non-public choices tend to revolve more around egoistic or self-gain, versus altruistic gain (Pittman, 2020). Consumers want to be seen as moral by others and want to conform to social norms to be accepted (Johansson, Barbopoulos & Olsson, 2020). This means consumer preferences are not constant, yet change depending on the social context and varying external environmental cues (Johansson, Barbopoulos & Olsson, 2020).

Relative to social and environmental norms, Amatulli, De Angelis, Pino and Jain (2020) explore ideas around negative word of mouth (NWOM) in consumer discovery of luxury organisations engaging in unsustainable practices with their products. Consumers experience a sense of guilt when the notion of unsustainable practices of luxury brands is highlighted. This shows the tension between “materialism” factors and “social factors” of wanting to consume luxury products versus the unsustainable nature of how they are manufactured (Amatulli, De Angelis, Pino & Jain, 2020).

There is overall an expectation, and a naivety, amongst society for both people and organisations and businesses to automatically “do the right thing” to stay true to moral expectations and uphold industrial standards (Mukendi, Davies, Glozer & McDonagh, 2020). Yet, this is seldom the case, with multiple opposing factors pushing against the “societal norms and expectations” such as materialism factors and external environmental factors which make behaviour in favour of the social good, conditional and subject to other stronger factors pushing through.

3.3 Theme 3: Economic factors

The theme of economic factors has been identified to be a disabling factor of overconsumption. Schmitt, Grawe and Woodside (2017) outline how individuals earning lower income than other income groups are more conscious of water usage and are more likely to conserve water than higher income earners,

highlighting the monetary factor at play. As outlined by Meneses and Palacio (2006), consumers focus on the rewards they are gaining from engaging in an action, as opposed to the effect of the action itself. Burke, Eckert and Davis (2014) found that consumers are more likely to consider purchasing electric or hybrid vehicles based on the amount of money one saves on fuel costs. During economic crises, consumers are also more selective and discerning when it comes to their purchases and more attention and deliberation are observed with purchases (Barbosa and Fonseca, 2019).

Further, Lee (2019) identifies that the sharing economy is used by consumers for varying reasons, one of which is the economic gain from using such services. Sharing in this way is both a way of avoiding excess consumption, and a means of saving money. Sharing thus can aid in reducing the purchase of items yet also still able to retain the usage of the item and retain the value gained from the usage of the item (Lee, 2019). Interestingly, Barbosa and Fonseca (2019) find that those who participate in sharing economies do so for monetary saving, yet also with the incentive of saving additional money to purchase other items such as luxury products. This shows a tension expressing the notion of saving money in one area to spend it in another.

Perren, Stewart and Saturnino (2019) also point out the factor of money can cause consumers to become more self-sufficient in their behaviour. Economics factors can even influence selfish tendencies in situations where they would initially be socially cooperative, noting the influence of the external environment and the surroundings consumers are faced with (Perren, Stewart & Saturnino, 2019). These papers explore the effect of situational shaping of which way the values in tension will resolve. Whether economic factors in fact help disable overconsumption depends on the force exerted from enabling factors to overconsumption and the resistance the disabling factors to overconsumption are acting on.

3.4 Theme 4: Consumer intentions

A disabling factor of overconsumption from a paradoxical lens would be the factor of consumer intentions. A major concern for consumers and society is the health and wellbeing of the environment and planet. People usually are not willing to go out of their way to harm the environment or undergo

practices harmful to the environment (e.g., overconsumption of food products) on purpose. Furthermore, there is a growing desire from consumers to consume in green ways that protect the planet (Pinto, Herter, Rossi, Nique & Borges, 2019). Despite the growing interest in green and sustainable consumption, there are other values in tension pushing against the theme of consumer intentions which can muddy the waters over what the consumer is trying to achieve.

Longo, Shankar and Nuttall (2019) express this as a struggle between a consumer's "willingness and commitment to act sustainable, yet also meet their societal needs and family expectations" whereby these two roles are incompatible. This idea is explored further by Moncef and Dupuy (2021), who emphasise the clash and tension between social and economic values. Knowledge around sustainable products can be a double-edged sword. Consumers often go out of their way to facilitate proenvironmental consumption, as there is a sense of personal responsibility to follow through and live out the ideals they have. Yet Longo et al. (2019) shows the tension between the consumer's intention and both dominant social paradigm and the external environment pushing against this can outweigh the consumer's intentions to do good.

Further, Hartmann, Apaolaza and D'Souza (2018) explore the level of control and influence consumers have over their ability to make a difference. They reveal that high control and influence equates to more motivation to consume sustainably. An enabling environment which facilitates consumer intentions creates sustained change. Yet an opposing factor such as the external environment, as explored by Valor, Antonetti and Carrero (2018), denotes the difficulty in accessing sustainable and proenvironmental products. In this way, it acts as a disabling factor that can decrease motivation to continue pro-environment purchasing.

Yet consumers who have strong associations between their actions and how those actions positively impact their external environment, will be more encouraged to engage in pro-environmental (Fatemi & Dube, 2021). In this way, consumer factors such as consideration of future consequences of current

actions, and consumer perceptions around these in corporate social responsibility (CSR) contexts can contribute to disabling factors of overconsumption.

3.5 Theme 5: Dominant social paradigm

A major enabling factor for overconsumption emerges via the dominant social paradigm that surrounds many consumer choices. Hartmann, Apaolaza and D'Souza (2018) identify that it is common for consumers to feel disempowered by environmental problems present in wider society. This can lead to a feeling of helplessness when it comes to consumer self-belief in their ability to make a positive impact on environmental issues. There is also a distrust about green claims these products have attached to them, and how choosing the green product, might not make much difference (Yuan, Liu & Blut, 2022). Burke, Eckert and Davis (2014) also highlight the importance of the link between action and outcome where they detail confusion and scepticism as major barriers to sustainable consumption.

Consumers can also tend to accentuate the negative aspects of ethical or sustainable products over the positive ones, to justify maintaining normality and the “status quo” (Burke, Eckert & Davis, 2014). In this vein, consumers can experience a sense of discomfort of the uncertainty behind using the ethical product as opposed to the usual option. Consumers might not have sustainability at the front of their minds during the completion of day-to-day activities, instead prioritising the completion of their tasks at hand, as there is no room for sustainable goals to be accounted for (Flygansvær, Samuelsen & Støyle, 2021).

There is also a strong value for convenience as evidenced in the systematic review's sample. Consumers are more prepared to adopt behaviours which are low involvement and affirmed to be normal (Meneses & Palacio, 2006). Davies et al. (2020) further explore the commonality of purchase in social situations such as meal sharing or the act of gift exchange among relations. Excess in such social settings can be a sign of generosity. That is, excessive food preparation is related to being seen as “hospitable” and associated with being a “good mother” with the ideology that it's better to have excess amounts of food than to not have enough and be seen as poor (Porpino, Parente & Wansink, 2015). There is also the

notion of instant gratification, which is prevalent in modern society, where consumers are more inclined to make decisions on what they feel will give them immediate gratification. Fatemi and Dube (2021) additionally express that it is common for consumers to opt for immediate gain (instead of bigger gains and uncertainty in the future), as there is a sense of comfort for familiarity and security.

3.6 Theme 6: Materialism: Luxury and sustainability paradox

Another key enabler of overconsumption and a contributor to paradoxical tensions in consumer behaviour comes in the theme of materialism. Amatulli, De Angelis, Pino and Jain (2020) detail the notion of luxury purchase and a feeling of satisfaction and accomplishment. Yet, there is also the association between luxury and an unsustainable lifestyle, associated with excess, overconsumption, and superficiality (Amatulli, De Angelis, Pino & Jain, 2020). This is a key contrast where sustainability often reflects ideals of respect, moderation altruism and ethics. Materialism has been defined by Segev, Shoham and Gavish (2015) as a coping mechanism, especially during uncertain life transitions to help bridge the gap between the actual state and desired state. To compensate for internal turmoil or perceived deficiencies, materialistic people turn to external stimulation to cope (Segev, Shoham & Gavish, 2015).

Eastman and Iyer (2021) also touch on the “attitude-behaviour” gap where consumers (in this context millennials) have good intentions for sustainable purchases, yet also value their public image and the idea of a luxury purchase, which is a strong and influential enabling factor of excess and overconsumption. Some consumers also believe green products to be lower in quality than the luxury products they traditionally purchase (Yuan, Liu & Blut, 2022). This underlying belief can lower desire for sustainable goods. There is a perceived “trade-off” between sustainable products and the environmental benefits they offer and other aspects such as price, aesthetic design and safety (Paparoidamis & Tran, 2019). That is, the consumer feels as though they are losing something if they opt for the more sustainable option, and this therefore creates a negative impression about switching to more sustainable products consumption. Nallaperuma, Septianto and Bandyopadhyay (2021) also endorse the potential issue that consumers may have for “sustainable luxury products.” Consumers who

are invested in a materialistic based lifestyle tend to enjoy acquiring luxury products for public recognition and self-indulgence (Islam, Wang, Ali & Akhtar, 2021). In these ways, public recognition and status conferral from materialism tend to increase rates of excess consumption and thus push the balance away from moderate consumption.

3.7 Theme 7: Marketing intentions/Business intentions

Another key theme which enables overconsumption within society from a paradoxical lens is marketing and business intentions. It is clear that marketing and business have significant influence over society and consumption. Segev, Shoham and Gavish (2015) caution the role marketers have when creating campaigns, to ensure that messages depicting unrealistic situations such as consumption and happiness, self-worth and life satisfaction should be avoided to prevent consumers associating self-fulfilment with material products.

Mass media influence and marketing consumption messages can combine to disable the consumers' ability to control their rational buying behaviour (Tarka, Harnish & Babaev, 2022). Segev, Shoham and Gavish (2015) show that some people who seek comfort via materialistic purchasing are less psychologically healthy than those who focus more on fulfilling intrinsic needs. Purchase has become a routine, normal practice for most. This means that marketing and organisations artificially create situations to stimulate demand (Davies et al., 2020), in which great emphasis is put on achieving economic goals as opposed to ecological goals.

Most marketing intentions focus on sales for products in order to add value and growth to their bottom lines. While some business/marketing attempts promote seemingly green products, the messaging was not expressed in a way which evoked green consumer empowerment (Hartmann, Apaolaza & D'Souza, 2018). Instead, much marketing communications reaffirm the dominant social paradigm of "green yet unsustainable practices" (Kennedy et al., 2020).

Organisations exist within a realm of paradoxes in their processes and procedures (Moncef & Dupuy, 2021). Often conflicts exist in what organisations promise to deliver relative to social and economic activity. Mukendi, Davies, Glozer and McDonagh (2020) note that some smaller brands, in this instance fashion, often have lower budget levels which means they often cut funding to sustainable initiatives. That means instead such brands and organisations focusing more on sales and the continuity of their business, neglecting notions of sustainable product development and logistics planning.

3.8 Theme 8: External environment factors

The theme of external environment factors further acts as an enabler of overconsumption within society. A prime example here would be that of the COVID-19 pandemic which influenced consumer behaviour patterns, leaving many to purchase irrationally and paradoxically. Masmoudi, Jmour and ElAoud (2022) outline the purchasing behaviours of consumers during the pandemic. It was noted that detergents and recycled products were purchased excessively, yet consumers were eating more junk food and were cleaning less, despite the initial excess purchase of cleaning products. People often purchase not driven by need, but to regain a sense of control back in their lives (Ghafoorifard, Mesler & Basil, 2022). In this manner, excessive consumption helps to mitigate psychological scarcity from the disruptive external situation one is faced with. Excessive consumption acts as a means of gaining control back in one's life, where one has lost it in another aspect (Ghafoorifard et al., 2022). Often, when faced with fearful or unfamiliar situations, consumers tend to go back to what was familiar and predictable, thus further making change harder in uncertain and rough times (Masmoudi, Jmour & ElAoud, 2022).

Despite these external factors that increased purchase, Porpino, Parente and Wansink (2015) find that consumer may not even fully use the excess products they purchase. Porpino et al. (2015) examine the excess purchase of food products. They reveal excess consumption is linked to a lack of planning around the shopping products which, despite the present income constraints of the group studied, led to excessive food waste.

The external environment is also marked by the increased prevalence of a “consumerism culture.” Thøgersen, De Barcellos, Perin and Zhou (2015) detail the increase in disposable income and consequent spending from increased access to products from globalisation. Barbosa and Fonseca (2019) further emphasise the role of increased technological innovation as further enablers of consumption to excess. Add to this external factors the presence of online influencers on social media (which is a staple in modern civilisation) to create the constant and increased exposure can stimulate a motivation or a need to purchase (Masmoudi, Jmour & ElAoud 2022). Thus the online world as a part of the external environment can add weight to the external environmental factor.

The “emotional incentive” of consumption expresses how people can feel a sense of fun and excitement over spending money through shopping (Tarka, Harnish and Babaev, 2022). Normally, economic factors would help to balance this out, especially in the context of income restraints. Yet, the notion of materialism could also help to push this action forwards in addition to the other perceived gains from material purchase in the form of status (Eastman & Iyer, 2021).

Overall, Perren, Stewart and Saturnino (2019) summarise that the external environment determines the direction of one's consumption choices, whether they be pro-environmental or whether they be excessive and unsustainable. Overall, it depends on the values in tension and the strength of the disabling factors or enabling factors at play, to where the balance is tipped.

The next section of this dissertation will address the future research directions and next steps that scholars should consider if they are interested in examining the tensions and paradoxes driving overconsumption.

4.0 Future research directions

Table 2: shows the gaps identified in theoretical, methodological and practical aspects of the reviewed papers. This is not an exhaustive list, but the goal is to summarize areas of needed future research to

better investigate the values and ideas in tension that enable excessive consumption in society. Each of these areas is discussed in further detail in the sections that follow.

Table 2: Future research gaps

	Gaps identified to help activate the cues which cause consumers to remember other factors of consideration
Theoretical	<ul style="list-style-type: none"> ● The use of nudging theory could further be explored ● Research could explore a combination of theories such as the dominant social paradigm in conjunction with the locus of control ● More focus from a paradox lens ● Self-completion theory relating to sustainability contexts ● A cross-cultural analysis of different consumption situations and scenarios (e.g male vs. female perspectives on sustainability)
Methodological	<ul style="list-style-type: none"> ● Strong focus on quantitative methods in the sample, future research directions could look at exploring qualitative methods ● No sign of mixed method usage in article sample (future direction could explore this more)
Practical	<ul style="list-style-type: none"> ● The commercialised sharing economy is ripe for more investigation (businesses could still make money but from hiring/lending out products instead of selling the ownership of them) ● Sustainability as a state of being (not a goal to be reached) ● Consumption as a mental and psychological stabiliser (during uncertainty) ● Organisations' development of sustainability protocols to help make choices easier for consumers. ● How has marketing/business impacted consumer perceptions of what sustainability is ● Sustainable luxury products paradox. Luxury products that are more durable can also be more sustainable and help consumers avoid overconsumption ● The mediating role of emotions and how emotions interact with the overconsumption paradox framework's themes of enabling and disabling factors ● The role of product quality in overconsumption (product durability) and the reuse and repurposing of resources as opposed to mining new materials to make new products

4.1 Theoretical gaps

Nudging theory was not a prominent theory used in the sample articles, being only used once. Therefore, future research could explore the role nudging could play to help encourage consumer choices in the moment despite their personal beliefs. This represents a latent subconscious approach to encouraging consumers to choose the more sustainable consumption option. Work on priming or nudging might help tip the balance more in favour of disabling overconsumption. For instance, social and moral values need to be remembered and recalled for any behavioural influence to be affected, such as making the right choice “publically visible and easily identifiable” (Johansson, Barbopoulos & Olsson, 2020). Thus, nudging can help activate the cues which cause consumers to “remember” other factors of consideration.

A combination of varying theories could also be explored together such as dominant social paradigm and locus of control. Instead of solely exploring studies through the lens of one theory (often positioned on one side of the paradox), conflicting theories could explore both sides of potential paradoxes for a more rounded perspective.

As was also identified in the descriptive section of this review, paradox theory was used only three times in the article sample. Therefore, the further exploration of “paradox” from an overconsumption lens could help create a greater perspective and yield insight into the “values in tension” and how different circumstances influence the degree of influence they have over individuals and their actions.

Self-completion theory also offers interesting avenues of future research potential. Consumers change their behaviour to more unsustainable practices if they believe they have achieved their behavioural goal through receiving positive reinforcement and feedback (Longoni et al, 2014). Future research could look at the mindset of consumers, looking at how they judge whether they have achieved their goal, the motivations for the goal in the first instance, and the roles the external environment plays in altering perceptions around the goal.

A cross-cultural analysis could also offer key insights and perspectives on the degree to which consumers from different countries respond to different consumption scenarios. It would be important, to see if the response is universal, or if it is dependent on other variables such as cultural beliefs, values, and perceptions. As Schill and Godefroit-Winkel (2019) identify, French consumers value material possessions as they demonstrate happiness and are a sign of social success. Whereby, for other cultures, there may be different reasons for the sense of materialistic purchases. That could exhibit a differing motivator for materialistic consumption. However, other cultures may exhibit differing results. For instance, how Chinese consumers have differing values and norms from those in other countries (Yuan, Liu & Blut, 2022). Additionally, another variable to be explored from a cross-cultural perspective could be male versus female perceptions and attitudes towards sustainable consumption. This is because cultural beliefs, norms and values might impact these gender perceptions. For instance, several studies document that females cared more about sustainability than males (Yuan, Liu & Blut, 2022; Schill & Godefroit-Winkel, 2019).

4.2 Methodological gaps

As discovered from my descriptives section, the vast majority of papers in the sample made use of quantitative methods as their research method, with few papers using a qualitative approach. Therefore, more qualitative studies could be conducted to collect more data insights from qualitative situations. This could take the form of focus groups, record-keeping, ethnographic studies, or a mix between differing qualitative methods e.g focus groups and record keeping as a follow-up activity, depending on the nature of the study to be undergone for extra insight. Or netnography based study, paired with a real-life observation to compare the data gathered from the two different mediums (online with netnography versus real life with the observation).

Further, as with paradoxes, there is no clear-cut answer to give, therefore a qualitative methodology could help document the ambiguity present by exploring the values in tension that a clear-cut quantitative methodology could express.

Further to this, mixed methods approaches could be explored as no papers explicitly stated the use of mixed methods in their study. Mixed methods help create a fuller picture based on insights from both qualitative and quantitative methodologies. As with paradoxes, there are always multiple factors to consider and multiple avenues to view topics from.

4.3 Practical recommendations for business and society

The indigenous Māori view sustainability as a state of being and way of life instead of just being a goal to be checked off, or as a label to be put on a product (Kennedy et al., 2020). Future research could explore avenues of integrating indigenous values into organisations. Perhaps such a new perspective cause organisations to reflect upon their vision and mission statements and see where they could integrate sustainable change in their day-to-day operations and their product lines, instead of following the status quo of businesses being more profit-centred.

Flowing on from the above suggestion, another potential research avenue could explore how organisations have the potential to enable and develop pathways for consumers to consume more sustainably. They could create opportunities for more moderate consumption by creating sustainable businesses and implementing pro-environmental processes and procedures. Yet there are also varying factors for businesses to consider. Future research could investigate what these factors for businesses to look out for are, and how they can incorporate sustainable business foundations (sustainable protocol) and marketing practices to ensure consumers are not being taken advantage of or coerced into consuming based on the intense pressure of the enabling factors of overconsumption.

Another potential future research avenue would be the evolving role of products and consumption in one's life. Consumption sometimes becomes a “psychological pacifier” in times of stress and uncertainty. This only adds to the perceived role of materialistic values and products in life, and the role marketing and business play in the reinforcement of these ideals.

Nallaperuma, Septianto and Bandyopadhyay (2021) find that relative to luxury purchases, consumers are willing to pay more for “sustainable” luxury brand items. Yet future research could explore if this statement is conditional based on other enabling or disabling factors present, which may influence this perspective. There appear to be consumers on both ends of this scale, whereby they dislike the idea of sustainable luxury products due to perceptions around quality and style (Yuan, Liu & Blut, 2022), versus the notion that consumers are willing to sacrifice to be seen as sustainable (Griskevicius, Tybur & Van den Bergh, 2010).

Further, future works should examine the role that emotions play in the interrelation between the integrative framework of overconsumption paradoxes, and if this factor in and of itself plays by its own unique set of rules (Nallaperuma, Septianto & Bandyopadhyay, 2021). Emotions are not rational or logical, they are specific and personal to an individual on a case-by-case basis (Nallaperuma, Septianto & Bandyopadhyay, 2021). Does the topic of consumer emotion paradoxes have unexplored insights to be discovered? How are emotions influenced by the external environment, are they latent or manifest, and is the consumer aware they are being influenced? What role do consumer paradoxes play from an internal processing perspective?

4.4 General Implications

The present investigation into overconsumption from a paradox lens yielded clear insights into the enabling and disabling factors of overconsumption (Figure 7). The integrative framework synthesized results from 33 papers focused on the tensions that produce overconsumption show 8 drivers of overconsumption.

Yet the role of transformative value is as a driver of change, helping to balance the paradoxes of overconsumption (Bilstein, Verlegh, Klostermann & Akpınar, 2022). The involvement of consumers in driving change from organisational levels could lead to more involvement from the consumer’s perspective. If one is involved in the action of change, there is more investment from all parties. This

was explored in addition by Paparoidamis and Tran (2019) regarding eco-innovation. They suggest that bridging the “value-action gap” should be done from a consumer perspective on “greening new products.” More research around what this means, could be explored and how this differentiates from the common practice of “greenwashing.”

This also dovetails with the concern of product durability and longevity, as some products are made to be replaced. If products were made with better quality materials would this result in a reduced need to replace products? Further, interesting ideas around the mitigation of waste and the creation of new methods of using resources to avoid waste are highlighted by Paparoidamis and Tran (2019). There is also the factor of how people can make use of resources and materials we already have access to, and reconfigure them, instead of mining materials from the environment to make new products. Where can these innovations stem from, and what can be used as substitutes?

5.0 Potential limitations

As with any study, there are potential limitations to be accounted for, yet the author does their best to ensure this systematic literature review is as accurate as possible based on the circumstances of the write-up and any present time constraints placed on the completion of this project.

One identifiable limitation present within this study would be the theoretical lens of this research. This research method is a systematic literature review, synthesising all the relevant articles sourced from keywords derived from an SLR objective. Yet, primary research could test some of the enabling and disabling factors of overconsumption in real-life circumstances. Further, the nature of these articles is more Western/European perspective centred. An Eastern perspective would add additional insights to the literature that Western/European perspectives may lack in understanding, more publishing from these parts of the world would contribute greatly to consumer behaviour paradox literature. Further, the exclusion of other varying literature types (e.g., books) could be a potential limitation. Those types of readings were excluded due to the difficulty of assessing their quality (against the Australian Business

Deans Council quality list) yet there could be relevant insights included in other literature pieces (aside from academic journals) on this topic.

6.0 Conclusion

A systematic literature review was conducted to investigate the factors which contribute to consumer behaviour paradoxes. Several steps were followed based on the framework SPAR-4-SLR (Paul et al., 2021). Key words were defined to input into four databases to source the most relevant articles which matched our keywords search. N= 1187 articles were initially sourced to which they were filtered down based on varying inclusion and exclusion criteria, a forwards and backwards search was undergone in addition, to which was screened by the academic supervisor. The final article sample was identified as N=33. After this process the final articles were thoroughly read and key data points were extracted from them such as location of author, year of article publication, journal published, the method used, and theory used. From this an integrative framework was constructed based on the key themes identified from the articles, showing the values in tension through the context of enabling and disabling factors to overconsumption from a paradox perspective. The integrative framework showed that enabling factors of overconsumption far outweighed the disabling factors showing that there is a stronger pull to overconsume than there is to consume in pro-environmental ways. Overall, the main enabling and disabling factors of overconsumption have been identified and explored based on the article sample sourced from the systematic literature review. It is evident paradox theory plays a major role in overconsumption, with the varying factors (themes) influencing the values in tension on overconsumption. The themes were then further unpacked and discussed to fully digest how they display the notion of paradox. After this, future research directions were recommended based on the findings from the articles and the gaps which were present. Imitations were identified in addition. With the literature on paradox theory starting to gain traction in a marketing and consumer behaviour focus, there are many future research avenues to be explored and many more insights to be gleaned from this area of research (see Table 2). While paradox theory has been extensively used in management and organisational behaviour theory to explain some discrepancies, the field of marketing also offers opportunities for new insights into paradox theory.

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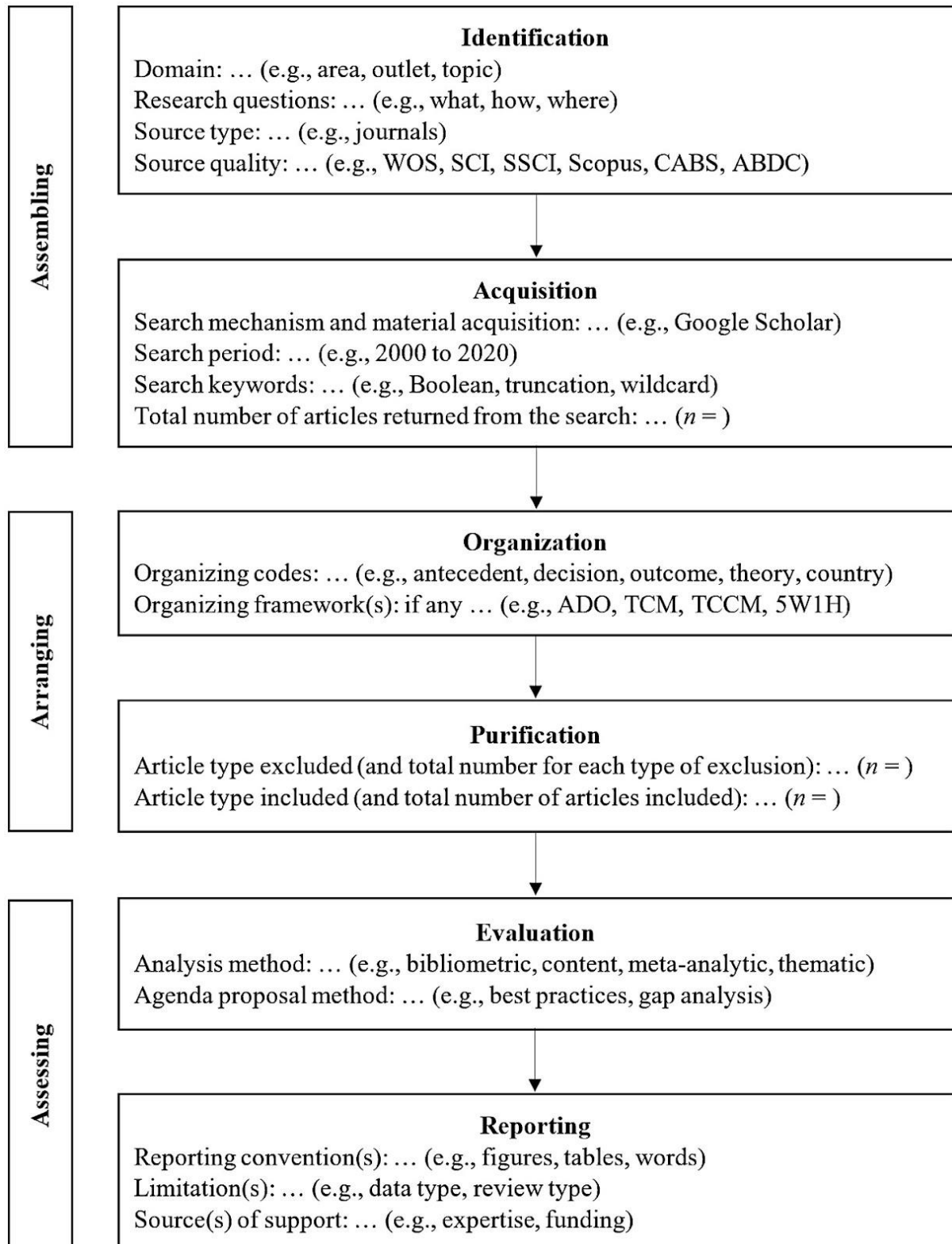
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8.0 Appendices

Appendices 1: (Paul et al., 2021) SPAR-4-SLR framework



Appendices 2: Table of theory frequency

Name of Theory	Frequency of use
Materialism based theories: Costly signalling theory, Consumerism, Materialism, Status consumption	7
Values, beliefs, attitudes based theories: Ecologically conscious consumer behaviour, Indigenous sustainability, Pro-environmental behaviour, Attitude behaviour gap, Pro-social messaging, Anticonsumption	7
Culture based theories: Collectivism vs Individualism culture, Consumer culture theory, Face consciousness, Self-construal framework	4
Self based theories (egoic related): Identity based motivation framework, Selfcompletion theory, Self-concept theory, Selfefficacy	4
Choice related theories: Choice environments, Consumer decision process, Reason based choice	3
Sharing based theories: Collaborative consumption, Sharing economy,	3
Paradox theory	3
Social paradigm theories: Dominant social paradigm, New ecological paradigm	2
Categorisation theory	1
Cognitive flexibility theory	1
Compulsive buying behaviour	1

Consumer hybridity	1
Corporate social responsibility priming	1
Eagly and Chaiken's general-to-specific attitudes theory	1
Economic hardship	1
Evolutionary altruism	1
Expectancy-value attitude theory	1
Hedonistic shopping values	1
Locus of control	1
MacInnis conceptual goals framework	1
Masculine vs Feminine culture	1
Mixed emotional appeal	1
Nudging theory	1
Rewards recycling framework	1
Social and moral salience	1
Socio-cognitive theory	1
Social identity theory	1
Social marketing	1

Stress theory	1
Thaler's utility theory	1
Value-belief-norm framework	1
Total theories used	56

Total unique theories used: 49