



MAPEANDO A LITERATURA SOBRE O BEM-ESTAR EUDAIMÔNICO: UM ESTUDO BIBLIOMÉTRICO

MAPPING THE LITERATURE ON EUDAIMONIC WELL-BEING: A BIBLIOMETRIC STUDY

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Resumo

O bem-estar eudaimônico é um conceito que enfatiza a realização e o florescimento definitivos na vida. Este estudo tem como objetivo mapear a literatura sobre o bem-estar eudaimônico. O problema de pesquisa é apresentado da seguinte forma: como a literatura sobre o bem-estar eudaimônico está organizada? Foi realizado um estudo bibliométrico, analisando 64 artigos científicos relacionados a este tema em várias áreas de estudo. Os dados são organizados usando o VOSviewer©, incorporando princípios bibliométricos como a lei de Lotka para medir a produtividade de autores que fazem uma contribuição significativa para a pesquisa, a lei de Zipf para medir a frequência e a proporção de palavras nos estudos e a lei de Bradford para avaliar a produtividade e a relevância das revistas científicas. Essa abordagem ajuda a identificar padrões, tendências e lacunas na literatura relacionada à influência do consumo no bem-estar eudaimônico, fornecendo insights valiosos para pesquisas futuras. Esta pesquisa oferece uma nova perspectiva sobre a relação entre consumo e bem-estar social dos consumidores, examinando o papel que o bem-estar eudaimônico desempenha no campo da gestão. Além disso, o estudo sugere um diálogo entre práticas de bem-estar e teorias de gestão, argumentando que práticas de mercado e políticas comerciais mais morais e focadas no bem-estar podem ajudar a encontrar um equilíbrio entre as demandas sociais e as necessidades individuais.

Palavras-chave: Bem-estar eudaimônico; Bibliometria; Consumo; Felicidade subjetiva; Bem-estar hedônico.

Abstract

Eudaimonic well-being is a concept that emphasizes ultimate fulfillment and flourishing in life. This study aims to map the body of literature on eudaimonic well-being. The research problem is stated as follows. How is the literature on eudaimonic well-being organized? A bibliometric study was carried out, analysing 64 scientific articles related to this topic in various fields of study. The data is organized using VOSviewer©, incorporating bibliometric principles such as Lotka's law to measure the productivity of authors who make a significant contribution to research, Zipf's law to measure the frequency and proportion of words in studies and Bradford's law to assess the productivity and relevance of scientific journals. This approach helps identify patterns, trends and gaps in the literature related to the influence of consumption on eudaimonic well-being, providing valuable insights for future research. This research offers a novel perspective on the relationship between consumption and consumers' social well-being by examining the role that eudaimonic well-being plays in the field of management. Furthermore, the study suggests a dialogue between well-being practices and management theories, arguing that more moral and well-being-focused market practices and business policies can help strike a balance between social demands and individual needs.

Keywords: Eudaimonic well-being; Bibliometrics; Consumption; Subjective happiness; Hedonic well-being.

1. Introduction

In times of uncertainty and the quest for social well-being and happiness, even though a positive emotional state marks happiness, feelings of well-being, and pleasure, the emerging field of positive psychology delves into the brighter aspects of life, such as happiness, life satisfaction, personal strengths, and flourishing. The latter is linked with eudaimonia, which is the central focus of this study.

In this context, social well-being is influenced by both positive and negative biases, often revolving around the consumption of goods or extraordinary experiences as suggested by the managerial perspective of marketing. However, the pursuit of well-being is theoretically characterized by a balance between fulfilling basic needs, striving for personal growth, and

fostering meaningful connections with others (Ahn et al., 2020, 2020; Anderson & Fowers, 2020; Bertella, 2020; Chan et al., 2019; Ryff, 2019; Ryff & Singer, 2008).

Well-being is a complex construct related to a state of physical and emotional contentment. Hedonic well-being is discussed and conceptualized in terms of pleasure, happiness, and satisfaction with positive affect or the absence of negative affect (Anderson & Fowers, 2020; Berezan et al., 2020; Cai et al., 2020; Diener, 2012; Giangrasso, 2021; Giuntoli & Vidotto, 2021). On the other hand, eudaimonic well-being, also known as psychological well-being, is conceptualized as the pursuit and attainment of meaning, self-actualization, and personal growth. It refers to individuals' connection with nature in its pure and natural state, and it is considered that when an individual experiences this sensation, they flourish in various ways (Anderson & Fowers, 2020; Bauger et al., 2021; Bauger & Bongaardt, 2016; Bojanowska & Kaczmarek, 2022; Casas & Gonzalez-Carrasco, 2021; Pritchard et al., 2020; Ryff & Singer, 2008).

With the aforementioned in mind, this research explores topics such as eudaimonia and consumption because it is a relatively new field of study that calls for theoretical nuance as well as critical analysis. Understanding customer behaviors and their wider effects—both positive and negative—on society is dependent on these subjects. Thus, the current relevance of this study justifies it, and we plan to carefully investigate each idea at every level of our investigation.

Problematic and guiding questions

Considering that this is a longitudinal study made up of several stages, such as a bibliometric analysis, an ethnography, an experiment and a critical essay, we present the general objective, which can be adjusted as the project progresses. We have also established specific objectives which, according to the time evolution of the study, could evolve into the general objectives in future research in this broad field. It should be emphasized that this is only the first year of research. The choice of these specific methodologies aims to approach the research question from multiple perspectives, enriching the analysis and allowing for a deeper and more detailed understanding of the topic. This multi-faceted approach is essential for capturing the complexity of the phenomenon studied, thus guaranteeing more robust results and significant insights for the academic community.

The search for an understanding of human well-being has been an ongoing area of interest for both psychology and the social sciences (Cobo-Rendon et al., 2020; Ryff, 2023; Ryff et al., 2021). Within this broad field, the concept of eudaimonic well-being, which focuses on the fulfilment of personal potential and purposeful living, emerges as a particularly rich and

complex facet (Ryff & Singer, 2008). Unlike hedonic well-being, which focuses on the pursuit of happiness and minimizing suffering, eudaimonic well-being investigates the elements that contribute to a meaningful life. This approach has led to a diversity of research exploring dimensions such as autonomy, competence, social integration and recognition of purpose. Given the vastness and complexity of this field, it is essential to present the research problem: How is the literature on eudaimonic well-being organized? In other words, the study aims to answer questions such as: How is the literature on eudaimonic well-being organized in terms of main themes, influential authors and temporal evolution of publications? What are the main research gaps identified and how do these gaps influence the future directions of research on eudaimonic well-being?

Justification

Studying the influence of consumption on eudaimonic well-being and happiness is of great importance because of its relevance in understanding the complex dynamics between individual well-being and consumer behavior. In today's consumer-driven society, where the pursuit of happiness is often associated with material possessions and consumption of products and services, it is crucial to critically examine the impact of these consumption patterns on individuals' overall well-being (Dienlin & Johannes, 2020; Lindblom et al., 2018; Werner et al., 2019).

By exploring the relationship between consumption and eudaimonic well-being, this study aims to contribute to the existing body of knowledge in the fields of consumer and positive psychology. It seeks to provide valuable insights into how the choices individuals make in terms of their consumption behaviors can either enhance or hinder their eudaimonic well-being, which encompasses aspects such as personal growth, meaning, and fulfillment (Bauger et al., 2021; Casas & Gonzalez-Carrasco, 2021; Pritchard et al., 2020; Ryff, 2019).

Additionally, this study was motivated by the need to address the potential negative consequences of excessive and materialistic consumption on individuals' well-being. With the prevalence of consumerism and the constant exposure to marketing messages that promote material possessions as a source of happiness, it is essential to investigate the underlying mechanisms and psychological processes involved in the relationship between consumption and eudaimonic well-being (Bryden et al., 2015; Gao & Edelman, 2016; Herbert & Collin-Lachaud, 2017; Werner et al., 2019).

The interaction between marketing and eudaimonia is crucial to aligning consumption with the true well-being of individuals. This dialogue is necessary to reshape marketing, traditionally aimed at driving sales, into a practice that promotes eudaimonic well-being,

focusing on intrinsic values such as authenticity and community, rather than status and ostentation. The growing demand for products that genuinely contribute to consumers' meaningful lives reflects a shift towards more ethical and sustainable practices in marketing. This synergy not only allows companies to stand out in the market, but also fulfils the need for long-term sustainability in contemporary consumption.

By shedding light on the role of consumption in eudaimonic well-being and happiness, this study can inform policymakers, marketers, and individuals about the potential benefits of more mindful and intentional consumption practices (Avsec et al., 2016; Casas & Gonzalez-Carrasco, 2021; Herbert & Collin-Lachaud, 2017; Peterson & Godby, 2020). This can contribute to the development of interventions and strategies aimed at promoting sustainable and well-being-enhancing forms of consumption, fostering a more balanced and fulfilling lifestyle for individuals and society as a whole (Ahmer et al., 2021).

In summary, this study's justification lies in its potential to deepen our understanding of the complex interplay among consumption, eudaimonic well-being, and happiness. Examining the effects of consumption choices on individuals' overall well-being can provide valuable insights and practical implications to promote a more sustainable and fulfilling approach to consumption in today's consumer-oriented world.

2. Theoretical Framework

Eudaimonic well-being concepts, which enhance our comprehension of overall well-being, will be discussed in this session. Subjective happiness reflects a person's assessment of happiness and life satisfaction, while eudaimonic well-being stresses personal development, purpose, and meaning in life.

Individuals, as holders of their own will, choose to consume various goods and services at different moments in their lives, whether they are good, bad, or every day. Therefore, it is possible to deduce that consumption experiences are not always positive in the lives of these individuals as they are exposed to unpleasant experiences or ones that may cause harm. From this imbalance in consumer relationships, the marketing field is concerned with the actions that various systems cause in people's lives, leading it to embrace a more social perspective in its studies, which has moved beyond addressing only the exchange of goods and services and started emphasizing value exchanges with society (Constantinescu, 2012).

Individuals' subjective evaluation of their lives is referred to as subjective well-being (SWB), a psychological concept. The evaluation comprises both emotional and cognitive elements, such as the proportion of positive versus negative emotions and life satisfaction

(Diener, 1984; Diener et al., 2018). SWB is a self-assessed tool that, therefore, represents an individual's assessment of their own quality of life, as determined by their own standards and values. Subjective emotional well-being is the experience of positive emotions and feelings on a regular basis, with the least amount of negative emotions (Besser, 2016; Diener, 1984).

It alludes to a person's assessment of their life from a cognitive standpoint, which is frequently expressed as life satisfaction (Casas & Gonzalez-Carrasco, 2021). Surveys asking people to rate their lives using self-selected criteria are typically used to measure this dimension. Separating the subjective from the normative conceptions of well-being is essential (Barrett-Cheetham et al., 2016). While normative standards—such as those found in Aristotle's philosophies or in various cultural contexts—specify what constitutes a good life based on external values, an individual's subjective well-being is determined by their internal assessment (Graham & Nikolova, 2015; Ryff et al., 2021; Vittersø, 2016).

Thus, issues related to life satisfaction and consumer well-being have increasingly been addressed in marketing studies (Kapteyn et al., 2015; Sacks et al., 2010), leading to the exploration of various contexts involving different types of consumers and highlighting the growing need to include these topics in research agendas.

Subjective well-being (SWB) refers to all the various types of positive and negative evaluations people make about their lives. Stemming primarily from the field of psychology, most of the literature in this area has conceptualized subjective well-being as the evaluation of life satisfaction/dissatisfaction or as a combination of experienced affect—a range of emotional experiences from joy to misery (Kapteyn et al., 2015; Pleeging et al., 2021). This group of constructs, such as happiness, life satisfaction, and satisfaction with different aspects of life, has become known as the hedonic perspective of well-being studies (Casas, 2011; Voukelatou et al., 2021).

While the traditional conception of psychological well-being focuses primarily on hedonic well-being, it is argued that psychological well-being should also include eudaimonic well-being (Shek & Lin, 2014). Eudaimonic well-being focuses on personal growth, purpose, meaning in life, and self-realization, where high levels of this type of well-being facilitate a positive life experience (Lippke et al., 2021; Riggle et al., 2009).

This concept of well-being directed towards a sense of purpose and meaningful and positive engagement with life has been addressed since Aristotle's time in 350 BCE, where he referred to it as "eudaimonia" and differentiated it from hedonic positive affect, defined as the momentary experience of pleasure (Fowers, 2016; Heller et al., 2013; Ryan & Martela, 2016).

Additionally, the eudaimonic form defines well-being across a set of dimensions that promote meaning and self-realization to support individuals in full-functioning (Henkel et al., 2020).

The concept of eudaimonia has philosophical roots in the writings of Aristotle, who defined it as the result of living in accordance with one's ideals, one's "daimon," or true self, and realizing one's full potential (self-realization) (Waterman, 2008). Although they are categorized as experiences and judgments, the different forms of well-being are somewhat independent from one another. For instance, positive and negative affect are not mutually exclusive and can differ from person to person. As SWB is multifaceted, scientists study its components separately. Because of this, the term "happiness" is frequently used in casual speech but is not always accepted in scientific settings (Diener et al., 2018).

While various studies have addressed consumer well-being (Kapteyn et al., 2015; Netemeyer et al., 2018; Sacks et al., 2010), there is a gap in the literature regarding the relationship between eudaimonic well-being and consumption. Few studies have addressed these topics together (Armbrecht & Andersson, 2020; Mansoor & Paul, 2022; Mugel et al., 2019; Zhou et al., 2020), making this a field with many possibilities for exploration.

Looking at things from the standpoint of materiality, consumers create themselves by performing acts of embodiment that combine personal cues with cultural artifacts that include objects, practices, and affective symbols. Customers incorporate the story and visual codes of the major cultural industries with their emotional repertoire of life experiences. Cultural artefacts are produced and saved as textual and graphic elements (e.g., on digital platforms, pictures, emojis, and posts), by which users convey a desired impression in order to relate to, influence, and be influenced in both virtual and real-world contexts (Biraghi et al., 2021; Crane, 2022).

However, from the eudaimonic perspective of consumer well-being, hedonic well-being has not received the same amount of research. This audience, having experienced many transformative consumption experiences in their lives, may exhibit various fundamental characteristics for understanding the concept of eudaimonic well-being.

By addressing this theoretical gap (a limited number of studies), this study will provide a deep understanding of the concept that, although ancient in the field of psychology, is new and underexplored in the field of marketing and consumer eudaimonia from the perspective of subjective happiness. Exploring this topic in a research project can lead to and encourage various other studies, encompassing diverse audiences, observing different forms of consumption, and relating them to eudaimonic well-being. This will contribute to the advancement of the literature in the field.

3. Methodology

It appears that you have given a thorough explanation of the bibliometric analysis. The purpose of this study is to use the Web of Science and Scopus databases to analyze the body of literature and to characterize the structure of the literature on eudaimonic well-being. Bibliometric analysis involves applying Lotka's law to measure the productivity of authors who contribute significantly to the research, Zipf's law to measure the frequency and relationship of words in the studies, and Brandford's law to evaluate the productivity and relevance of scientific journals (Braga, 1973).

Initially, a search was conducted by "topics" in the Web of Science and Scopus databases, resulting in a large number of articles (table 1). However, as there was no proximity to the specific area of study, which is marketing, especially consumer behavior, new searches were performed using "titles" with the keywords "Eudaimonic well-being".

To broaden the scope of the research and maximize the reach of relevant articles, the term "eudaimonic well-being" was used as a search key. This method aimed to efficiently identify authors and journals specializing in the subject under discussion. The choice of this specific search strategy not only allowed access to a vast body of academic literature but also facilitated the analysis of the most significant and current contributions in the field of well-being, providing a comprehensive overview of the various approaches and methodologies adopted by scholars on the subject.

As exclusion criteria, the type of articles included in the study was limited to completed articles with open access, and there was no established time interval, as there was still limited discussion on the topic of eudaimonic well-being. The articles will be selected based on their alignment with the research focus on consumer behavior, and the remaining articles will be read in full (table 1). As shown in the table below, a large number of articles could be observed, necessitating a reduction to make the analysis more feasible, detailed, and precise. To achieve this, after the initial search and application of the selection criteria based on titles and keywords, a more rigorous screening process is required.

Screening will involve reading the abstracts of the selected articles to identify those that align directly with the study's focus on eudaimonic well-being in the context of consumption. Consequently, articles that did not present a direct connection with the main theme of the research were excluded. This screening stage was crucial to ensure that only relevant articles related to the topic under consideration were included in the bibliometric analysis. By reducing

the number of articles, this study will gain efficiency and precision, allowing for a more in-depth and meaningful analysis of the obtained results.

Table 1. Extractions from Web of Science and SCOPUS databases.

DATABASES	TYPES	TERMS	FILTERS	QUANTITY OF ARTICLES
Web of Science	Topic	Eudaimonic Well-being	ALL	592
			ARTICLE	536
			OPEN ACCESS	261
			CATEGORY WoS	248
			FINAL RESULT:	248
Web of Science	Title	Eudaimonic Well-being	ALL	163
			ARTICLE	132
			OPEN ACCESS	61
			CATEGORY WoS	55
			FINAL RESULT:	55
SCOPUS	Topic	Eudaimonic Well-being	ALL	923
			ARTICLE	606
			OPEN ACCESS	590
			CATEGORY SCOPUS	207
			FINAL RESULT:	207
SCOPUS	Title	Eudaimonic Well-being	ALL	179
			ARTICLE	132
			OPEN ACCESS	61
			CATEGORY SCOPUS	58
			FINAL RESULT:	58
RESULTS AFTER FILTERING BY TITLE				
DATABASES	TYPES	TERMS	QUANTITY OF ARTICLES	
Web of Science	Title	Eudaimonic Well-being	55	
SCOPUS	Title	Eudaimonic Well-being	58	
RESULTS AFTER EXCLUDING DUPLICATE ARTICLES BETWEEN THE DATABASES				
TERMS	TOTAL		DUPLICATES	QUANTITY OF FINAL ARTICLES
Eudaimonic Well-being	55 (WoS)+58 (Scopus)= 113		49	64

Source: Research data (2024).

Following screening, the remaining articles will be read in their entirety to extract relevant information necessary for bibliometric analysis. Data organization will be conducted using VOSviewer© software, which will enable the construction of bibliometric networks, including co-authorship and co-citation networks, as well as keyword mining based on Zipf's law.

The main areas of the articles are: Social Sciences and Humanities: Psychology, Sociology, Family Studies, Communication, Ethnic Studies, Women's Studies and Religion; Business and Economics; Health Sciences and Medicine: Public Environmental Occupational Health, Health Care Sciences Service and Physiology; Environmental Sciences and Ecology, Education and Educational Research, Science and Technology, Sport Sciences e Computer Science.

This approach will allow visualization of interconnections between works and identification of key authors, concepts, and themes related to eudaimonic well-being in the field of consumption. Additionally, it provides insights for developing a research agenda proposal that can guide future studies and contribute to advancing knowledge in this area.

Thus, by reducing the number of articles to a more significant sample and applying advanced bibliometric methods, this study aims to offer a comprehensive and well-founded analysis, contributing to the advancement of the understanding of eudaimonic well-being in the context of consumption.

It is believed that this rigorous and thorough approach will yield more robust and relevant research results for academic and professional communities interested in this field of study.

The next step involved organizing the data for further analysis using VOSviewer© software to construct and visualize bibliometric networks. The software generates co-authorship and co-citation networks based on citation relationships and mines keywords according to Zipf's Law. These findings will enable researchers to perform analyses, present the results, and propose a research agenda related to the topic.

It should be noted that the selection of articles was conducted exclusively by the author. The reliability of the process was ensured by systematically reading the abstracts and thoroughly analyzing the studies discussed in the paper, ensuring thematic consistency and alignment with the research objective. This procedure made it possible to verify each article's adherence to the defined scope and minimize the risk of including irrelevant works, strengthening the consistency and accuracy of the selection.

It is essential to note that further discussion and analysis of the data will occur during the

execution stage of the research.

4. Results

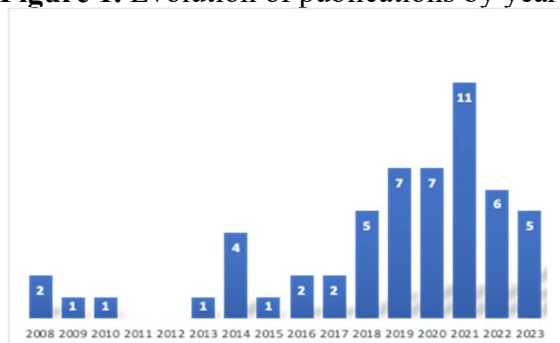
In this topic, we will discuss and analyze bibliometric data, which has provided us with valuable information on the productivity and distribution of authors and publications in the areas of 'eudaimonic well-being'.

Bibliometric analysis

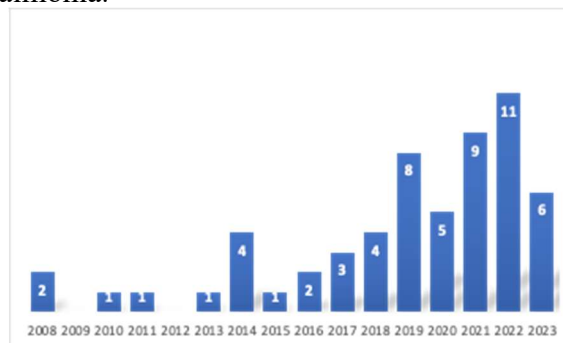
Research on 'eudaimonic well-being' has sparked increasing interest within the academic community. This analysis aims to offer a comprehensive overview of the trends observed in this field, drawing from data collected over 15 years. The study employs both quantitative and qualitative analysis of a diverse dataset, including academic publications, empirical studies, and related sources.

The findings of this analysis reveal a notable rise in academic output concerning 'eudaimonic well-being' over the past six years. This uptick reflects the growing recognition of the significance of this concept within the realms of social sciences and positive psychology. The focus on seeking meaning and fulfillment in human life has garnered heightened attention from researchers, as evidenced by the surge in publications.

Figure 1. Evolution of publications by year: eudaimonia.



Fonte: Web of Science.



Fonte: Scopus.

These results highlight the dynamism and growing importance of research related to 'eudaimonic well-being' and 'subjective happiness'. They also indicate that these areas of study are evolving in response to social and academic demands, playing a fundamental role in understanding human well-being and the search for personal and collective fulfillment.

The most influential journals and the publishers with the most publications

In terms of the most influential journals on eudaimonia, we have the following notable titles: the Journal of Happiness Studies with 396 citations, the Journal of Health and Social Behavior with 233 citations, the International Journal of Environmental Research and Public Health with 76 citations, the Journal of Business Venturing with 126 citations, the Review of

General Psychology with 122 citations, the Journal of Positive Psychology with 335 citations, PLOS ONE with 51 citations, the Journal of Personality and Social Psychology with 2 citations, the Journal of Research in Personality with 60 citations, and the Journal of Services Marketing with 71 citations.

These journals play crucial roles in advancing research on eudaimonia and subjective happiness. They provide platforms for sharing discoveries, theories, and approaches that enrich our understanding of human well-being.

Regarding the main publishing houses in this area, we have Springer Nature, Mdpi, Frontiers Media SA, Sage, Wiley, American Psychological Association, Elsevier, Public Library of Science, Taylor & Francis, and Emerald Group Publishing.

Given this, it can be inferred that, within the realm of eudaimonia, the most influential journals include respected titles such as the Journal of Happiness Studies, the Journal of Health and Social Behavior, and the Journal of Positive Psychology, among others. These journals have been cited significantly, underscoring their importance in the academic discourse on human well-being.

As for the major publishing houses, they play pivotal roles in disseminating research on eudaimonia and subjective happiness. Esteemed publishers like Springer Nature, Mdpi, Sage, and others provide platforms that enable researchers to share their findings, collaborate with peers, and contribute to the advancement of the field of human well-being.

Most frequently cited articles

The scientific literature on eudaimonia encompasses a diversity of approaches and points of view, each making a significant contribution to advancing the understanding of these fundamental concepts for human well-being. Within this corpus of research, there is a remarkable variety of articles that stand out both for their theoretical emphasis and their practical application. Below we will present the main information derived from these articles, highlighting their relevance in the academic field and their contribution to understanding these psychological phenomena.

Table 2. Most frequently cited articles.

Year	Title	Authors	Journal	Citations
2010	The questionnaire for eudaimonic well-being: Psychometric properties, demographic comparisons, and evidence of validity	Waterman A.S., Schwartz S.J., Zamboanga B.L., Ravert R.D., Williams M.K., Bede Agocha V., Kim S.Y., Brent Donnellan M.	Journal of Positive Psychology	370

2008	Narrative identity and eudaimonic well-being	Bauer J.J., McAdams D.P., Pals J.L.	Journal of Happiness Studies	266
2016	Nostalgia fosters self-continuity: Uncovering the mechanism (social connectedness) and consequence (eudaimonic well-being)	Sedikides C., Wildschut T., Cheung W.-Y., Hepper E.G., Vail K., Brackstone K., Routledge C., Arndt J., Zhou X., Vingerhoets A.J.J.M.	Emotion	138
2019	Clarifying the Concept of Well-Being: Psychological Need Satisfaction as the Common Core Connecting Eudaimonic and Subjective Well-Being	Martela F., Sheldon K.M.	Review of General Psychology	130
2019	Entrepreneurship and eudaimonic well-being: Five venues for new science	Ryff C.D.	Journal of Business Venturing	111

Source: Research data (2024).

Methodological approaches of the articles

In terms of methodological procedures related to eudaimonic well-being, I found forty (40) articles using quantitative methods, eleven (11) using qualitative methods and thirteen (13) using mixed methods.

In the context of research into eudaimonia, the relevance of quantitative methods stands out, as evidenced by the greater number of articles employing them. This suggests that the quantitative approach is widely accepted and used to investigate these topics, possibly due to its ability to quantify phenomena and provide statistically robust results.

Qualitative and mixed methods, although less prevalent, should not be underestimated. They offer a deeper and more contextualized understanding of the phenomena studied, enabling a richer analysis of individual experiences and the processes underlying eudaimonic well-being and subjective happiness.

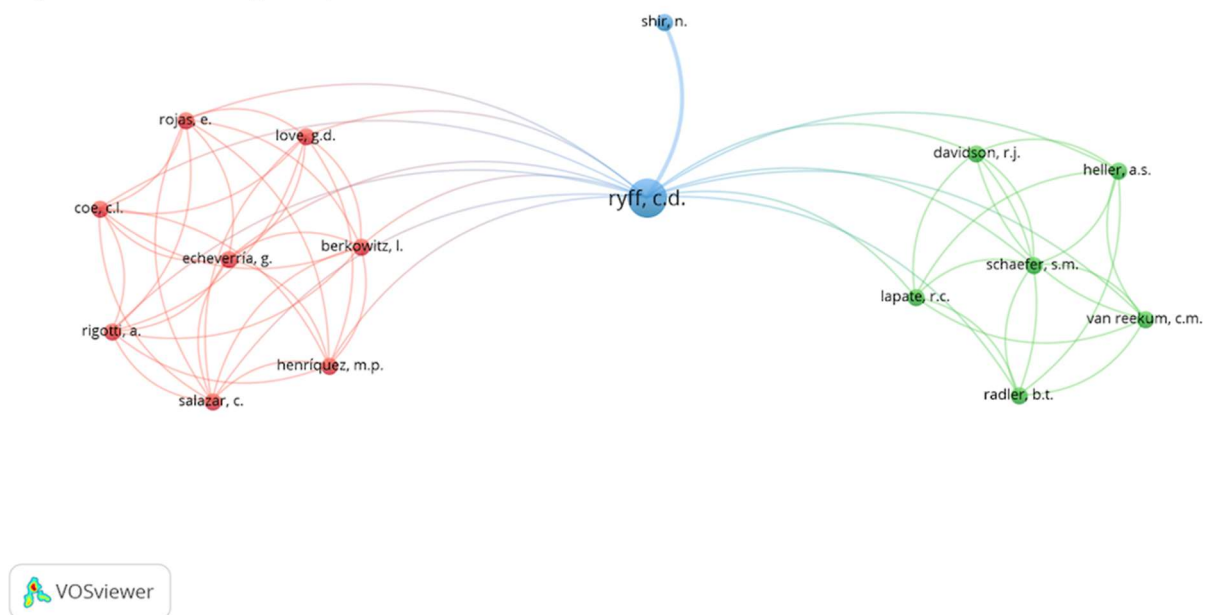
Most frequently cited authors

Based on the results obtained from the databases used in the study, we can identify the most productive authors in the field of 'eudaimonic well-being', as illustrated in Figure 3 below. The distribution of authors shows a certain balance, with Ryff leading with 4 publications and four publications ahead of the second-placed author. This distribution contradicts Lotka's Law, which suggests that the majority of publications are produced by a small number of authors. This lack of citation domination in the works of the most productive authors can be attributed

to the interdisciplinary nature of the field of eudaimonic well-being, which is addressed and cited in several areas, as well as being explored in different contexts.

Although Tsubota is the most productive author with 5 publications, we don't see a clear concentration of production in a single author or a small group of authors. The presence of several authors with significant numbers of publications, such as Ayaki and Negishi with 4 publications each, and Kawashima with 3 publications, suggests that production is more distributed than expected by Lotka's Law.

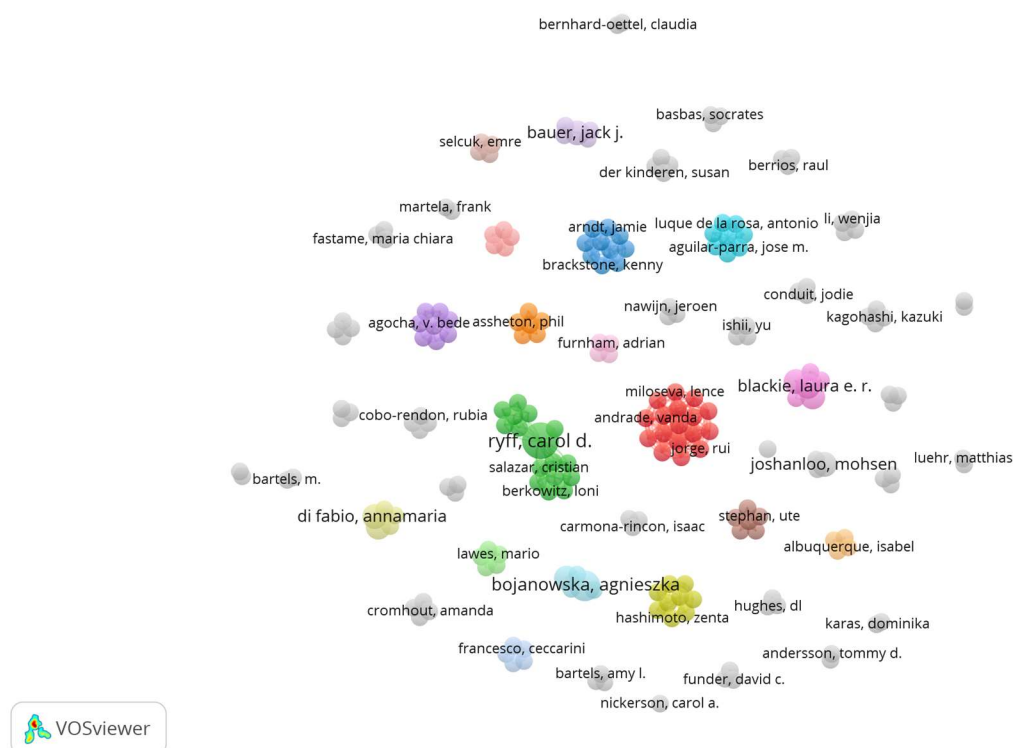
Figure 2: Most frequently cited authors.



This balanced distribution can be attributed to the interdisciplinary and multifaceted nature of the field of eudaimonic well-being and subjective happiness. These topics are explored in various disciplines, such as psychology, economics, sociology, and public health, and can be approached in a variety of ways. As a result, a greater number of researchers from different backgrounds actively contribute to the field, resulting in a more even distribution of academic output.

Collaborations between authors

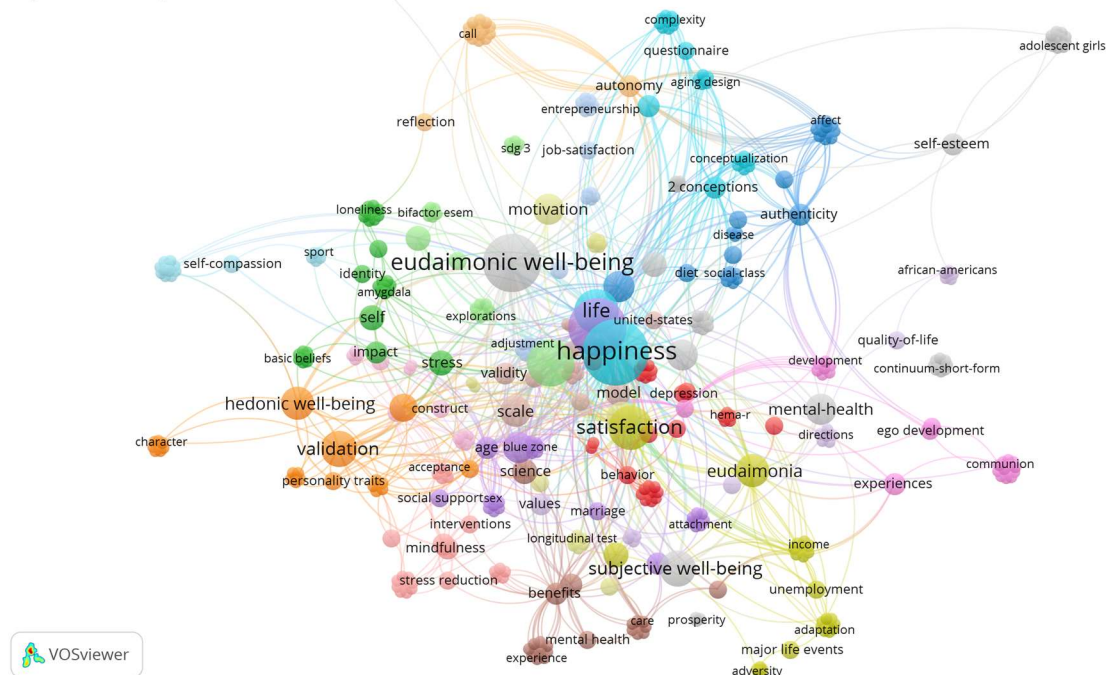
Collaborations between authors are fundamental to the advancement of knowledge in any field of study. In the context of research into eudaimonic well-being, joint contributions can significantly enrich the process of theoretical and methodological development.

Figure 3. Collaborations between authors.

The authors listed - Bauer, Jack J., Blackie, Laura E. R., Bojanowska, Agnieszka, Di Fabio, Annamaria, Jayawickreme, Eranda, Joshanloo, Mohsen, Kaczmarek, Lukasz D., Palazzeschi, Letizia, Ryff, Carol D., and Tsukayama, Eli - hold prominent positions in the realm of research on eudaimonic well-being. Their scholarly contributions have played a significant role in unraveling the mechanisms behind human flourishing, with a special focus on personal fulfillment, life purpose, and psychological growth. The impact of their research is palpable both in academic literature and practical applications, positively influencing both the theory and practice surrounding eudaimonic well-being. Their insights have been instrumental in advancing scientific understanding in this domain and have paved the way for future research and interventions aimed at enhancing human well-being.

Analysis of keyword co-occurrences

When it comes to the keywords extracted from articles focusing on eudaimonic well-being and subjective happiness, we can delve deeper into each term and its notable co-occurrences.

Figure 4. keyword co-occurrences.

The provided keywords suggest a comprehensive exploration of eudaimonic well-being, encompassing various aspects of human flourishing. Terms like "Eudaimonia" and "Eudaimonic Well-being" delve into the philosophical notion of personal fulfillment, while "Happiness" and "Satisfaction" shed light on the emotional and evaluative dimensions of well-being. "Health" touches upon the holistic state encompassing physical, mental, and social well-being, whereas "Hedonic Well-being" underscores the pursuit of pleasure. "Life" reflects the entirety of human existence, and "Subjective Well-being" assesses one's sense of well-being. "Validation" is crucial for ensuring the accuracy of the measurement tools employed. Collectively, these keywords offer a comprehensive overview of the multifaceted nature of eudaimonic well-being, spanning from a sense of purpose and fulfilment to the subjective evaluation of happiness and life satisfaction.

Based on the most frequent terms identified in the bibliometric analysis: happiness, satisfaction, and health, it is possible to understand the predominant direction of research in the field. These gaps become more visible when compared to what the results do not show, that is, the low presence of concepts central to eudaimonia. Below, I present a deeper analysis of these absences. a) The strong presence of happiness contrasts with the low occurrence of words related to human development, such as purpose, virtue, growth, and self-realization. This reveals that the field still lacks research that explores the formation of meaning, the construction of identity, and the processes that lead individuals to live according to their potential, which are indispensable elements for understanding eudaimonia; b) Although satisfaction appears

frequently, structuring concepts of eudaimonic theory, such as autonomy, environmental mastery, or personal growth, hardly appear. This gap indicates that the literature continues to privilege global assessments of life, without advancing to analyses that examine how individuals become capable of acting in an authentic, self-determined, and value-oriented manne; e c) The prominence of the term health is not accompanied by words that integrate health and eudaimonia in a multidimensional way, such as resilience, meaning, flourishing, or psychological strengths. This suggests that, although there is growing interest in the relationship between well-being and health, there is still little research exploring how physiological, emotional, and social factors work together to promote human flourishing.

In the field of consumption, the gaps become even more evident. Terms such as consumer well-being, transformative consumption, materiality, identity construction, or value-driven behaviors are virtually absent. This absence reinforces the idea that the literature has not yet established a consolidated dialogue between eudaimonia and market practices, leaving little explored how consumption experiences can promote meaning, purpose, and personal growth. The scarcity of terms related to sustainability and collective purpose, such as environmental values, community well-being, civic engagement, and ethical consumption, points to an important void in the debate on how consumption choices can contribute to eudaimonic well-being at the social level, and not just the individual level. These details show that, although the literature is advancing consistently in the hedonic and evaluative domains of well-being, there is still significant room to expand research connecting eudaimonia to topics such as identity, purpose, virtues, sustainability, and transformative consumption practices. These gaps represent theoretical and empirical opportunities to deepen our understanding of well-being in its most complete dimension.

Notable journals

The following table shows notable journals on eudaimonic well-being and subjective happiness, with "Frontiers in Psychology", "Journal of Happiness Studies" and the "International Journal of Environmental Research and Public Health" standing out in terms of number of publications.

Table 3. Main journals.

Eudaimonic Well-being		
Journals	Publications	Impact Score
Frontiers in Psychology	6	3.91
International Journal of Environmental Research and Public Health	6	4.53
Journal of Happiness Studies	6	5.83

Journal of Positive Psychology	2	5.42
Revista de Psicologia PUC/SP	2	-
Sustainability	2	27.05
Health Psychology Report	2	2.16
Journal of Business Venturing	2	10.72

Source: Research data (2024).

Leading countries and institutions

When analyzing both the countries that contribute the most research and the higher education institutions involved in investigations into eudaimonia and subjective happiness, it is clear that these fields of study are global in scope and have a diversity of contributors. These characteristics are due to the geographical scope and the multiplicity of academic institutions involved.

When analyzing both the countries that contribute the most research and the higher education institutions involved in investigations into eudaimonia and subjective happiness, it is clear that these fields of study stand out for their global scope and diversity of contributors. These characteristics become evident when we consider the geographical scope and the multiplicity of academic institutions involved.

However, there is no clear leadership in the field of research in terms of the topics covered. Concerning the concept of 'eudaimonia', the United States stands out (20 publications), followed by the United Kingdom (9 publications) and Italy (5 publications). Thus, on the eudaimonia research scene, several universities stand out for their commitment to these areas. Among these institutions, the University of Wisconsin Madison (4 publications) and the University of Wisconsin System (4 publications) stand out, both demonstrating a substantial contribution to the field. In addition, other universities that also play an important role include N8 Research Partnership (3 publications), SWPS University of Social Sciences and Humanities (3 publications), University of Dayton (3 publications), University of Florence (3 publications), University of Missouri Columbia (3 publications), University of Missouri System (3 publications), Wake Forest University (3 publications) and White Rose University Consortium (3 publications). These universities are making contributions to eudaimonia research, evidencing a diverse international collaboration that enriches knowledge in these areas.

This overview highlights the global and collaborative nature of research around these topics, with significant contributions from various nations in both fields of study, eudaimonia and subjective happiness.

It is worth noting that the study, using the premises of a Bibliometric analysis involves and applying Lotka's law to measure the productivity of authors who contribute significantly to the research, Zipf's law to measure the frequency and relationship of words in the studies, and Brandford's law to evaluate the productivity and relevance of scientific journals (Braga, 1973).

It was observed that there is a gap in marketing research that is centered on the well-being of consumers because the articles do not specifically address the topics of consumption or marketing. This conclusion is based on applied research in the field of marketing that aims to benefit consumers and promote conscious consumption, with the goal of bringing consumers well-being, or eudaimonic well-being.

Strengthening the Connection between Eudaimonia and Consumption: A Research Agenda

The concept of "Eudaimonic Well-being" represents different approaches to understanding and measuring well-being and happiness. Here are the definitions of each concept: The term "Eudaimonia" has its roots in Greek philosophy, especially Aristotelian thought, and refers to a deeper and more lasting form of well-being related to the realization of human potential and flourishing. Eudaimonic Well-being focuses on personal development, self-realization and achieving a meaningful purpose in life (Ahn et al., 2019; Bauer et al., 2008; Bauger et al., 2021; Lippke et al., 2021; Ryff, 2023; Ryff & Singer, 2008).

Therefore, delving into the concepts of "Eudaimonic Well-being" and "Subjective Happiness" holds significant importance as they offer a comprehensive and multidimensional insight into human well-being. Eudaimonic Well-being presents a holistic perspective, delving into facets like personal fulfillment, life purpose, and meaningful relationships, thereby enhancing our comprehension of what it entails to live a fulfilling life. Hence, researching these subjects is crucial for fostering a healthier, more equitable society and gaining insight into human well-being.

Given the data gathered by the bibliometric study, we would like to highlight some of the articles and their relevance to the subject. Among the most relevant articles found, we can mention those that directly address the fundamental aspects of the topic in question, providing insights and contributing to the advancement of knowledge. In addition, the bibliometric analysis also highlighted research gaps that could be explored in future studies, offering important guidelines for further research.

We began by looking at the articles on eudaimonic well-being, where Carol Ryff's ongoing studies stand out. Carol Ryff is the author of the Psychological Well-Being Scales (PWBS), a questionnaire designed to measure six dimensions of eudaimonic well-being. The PWBS has been translated into several languages and is commonly used to assess well-being.

One of the papers delves into the intricate relationship between well-being and biology, with a particular emphasis on eudaimonic and hedonic well-being. It conducts an in-depth exploration of the biological underpinnings of well-being, scrutinizing factors such as neuroendocrine, immune, cardiovascular, and REM sleep factors. Furthermore, it presents initial findings regarding the correlation between eudaimonic well-being and biomarkers in aging women. Nevertheless, it refrains from directly engaging with the concept of "positive health" (Ryff et al., 2004).

Conversely, the article focusing on the contributions of eudaimonic well-being to mental health practice introduces a comprehensive eudaimonic model of psychological well-being, prioritizing strengths and capacities. This contribution is paramount as it signifies a paradigm shift within the field, redirecting attention from illness towards well-being in both mental health research and clinical practice (Ryff, 2023).

The paper by Bauer and colleagues contributes significantly to the academic discourse by elucidating the intricate relationship between narrative identity and subjective well-being, particularly focusing on eudaimonic well-being. Their exploration of how narrative identity shapes individuals' perceptions of happiness and its correlation with various aspects of eudaimonic well-being sheds light on the nuanced interplay between psychological constructs (Bauer et al., 2008). Moreover, their suggestion for future research to investigate cultural variations in narrative conceptions of the good life adds a valuable dimension to the discourse, emphasizing the importance of cultural context in understanding subjective well-being. By urging further exploration into how individuals construct narratives about their lives across different cultural backgrounds, Bauer et al. pave the way for more comprehensive and culturally sensitive approaches to the study of well-being.

The longitudinal study examining the influence of hedonic and eudaimonic entertainment preferences revealed compelling insights into the predictive nature of these preferences on various facets of well-being. Specifically, the findings indicated that while eudaimonic entertainment preferences significantly predicted meaning in life, they offered limited support for their prospective effects on resilience. This nuanced understanding underscores the differential impact of hedonic and eudaimonic forms of entertainment on subjective well-being, particularly in terms of fostering a sense of purpose and meaning in life (Di Fabio & Palazzeschi, 2015).

Furthermore, another study investigating hedonic and eudaimonic well-being made significant strides in elucidating the complex interplay between resilience, fluid intelligence, and personality traits in relation to various aspects of well-being. The study revealed that

resilience contributed significantly to the variance in life satisfaction, positive affect, life meaning, and authenticity, beyond the influence of fluid intelligence and personality traits. This highlights the pivotal role of resilience as a protective factor that enhances individuals' overall well-being, emphasizing its importance alongside cognitive and personality factors in promoting a fulfilling and authentic life.

The papers significantly enrich the existing knowledge base within their respective fields by offering comprehensive assessments of wellbeing indices and eudaimonic wellbeing. By synthesizing contemporary theories and empirical research, they construct models of wellbeing that transcend conventional measures focused solely on economic growth and material wealth (Joshani, 2018). This holistic approach broadens our understanding of wellbeing by incorporating multifaceted dimensions beyond mere economic indicators.

Moreover, these papers make notable contributions to the recognition of eudaimonic wellbeing (EWB) as a pivotal component of national wellbeing, which has often been overlooked on a global scale. By presenting a comprehensive index of EWB derived from data spanning 166 countries, they introduce a novel metric that captures nuances unaddressed by conventional quality-of-life indicators. This innovative measure not only expands our understanding of well-being but also provides policymakers with valuable insights for crafting more holistic and inclusive approaches to societal development.

The paper by Jayawickreme and colleagues makes a substantial academic contribution by examining the links between major negative life events, post-traumatic growth (PTG), and eudaimonic well-being (EWB). It offers valuable insights into how individuals cope with adversity and experience personal growth despite challenges (Jayawickreme et al., 2022). By investigating these associations, the study informs interventions aimed at promoting resilience and well-being in individuals facing adversity. Overall, this research advances our understanding of post-traumatic growth, eudaimonic well-being, and resilience, offering practical implications for fostering psychological thriving in difficult circumstances.

The paper "Acting on Values: A Novel Intervention Enhancing Hedonic and Eudaimonic Well-Being" by Bojanowska and colleagues introduces a novel intervention known as "Acting on Values" (AoV) aimed at enhancing both hedonic and eudaimonic well-being. The intervention entails motivating individuals to engage in values-related behavior over four weeks. Results from the study indicate that participants who completed the AoV intervention reported higher levels of life satisfaction, positive affect, and eudaimonic well-being, along with lower levels of negative affect compared to the control group (Bojanowska et al., 2022). Furthermore, the study suggests that the well-being effects observed from the AoV intervention

are comparable to those seen in mindfulness interventions, thus highlighting its efficacy in promoting overall well-being. This research significantly contributes to existing knowledge by offering a novel approach to enhancing well-being and demonstrating its effectiveness in both hedonic and eudaimonic dimensions.

The paper by Bojanowska and Kaczmarek investigates the connections between acceptance of change and well-being among university students. It reveals that acceptance of change accounts for additional variance in hedonic and eudaimonic well-being beyond personality traits. This research expands current understanding by shedding light on the role of acceptance of change in shaping students' well-being, highlighting its significance alongside personality traits (Bojanowska et al., 2022).

Furthermore, the paper titled "Hedonic and eudaimonic motives toward university studies: How they relate to each other and to well-being derived from school" contributes to existing knowledge by examining the factor structure of well-being motives within the academic context. It explores how these motives relate to well-being derived from academic studies. This study offers insights into the complex interplay between motives for engaging in university studies and the resulting well-being outcomes, thereby enriching our understanding of the factors influencing students' academic well-being.

The paper by Jayawickreme and colleagues delves into the associations between major negative life events, fluctuations in weekly reports of post-traumatic growth (PTG), and overall reports of eudaimonic well-being (EWB). By exploring these connections, the study elucidates the relationship between negative life events and well-being, emphasising the role of subjective appraisals and the impact of event characteristics on changes in PTG and well-being (Bojanowska et al., 2022).

This research significantly expands our understanding of the impact of negative life events on well-being, suggesting that changes in individuals' perceptions of events can have long-term consequences for their overall well-being (Jayawickreme et al., 2022). By shedding light on the complex interplay between negative life events, post-traumatic growth, and eudaimonic well-being, this study contributes valuable insights to the field, informing future research and interventions aimed at promoting resilience and psychological thriving in the face of adversity.

In this manner, we underscore the significance of eudaimonic well-being, a cornerstone concept in psychological sciences, which surpasses the mere pursuit of hedonic happiness. Instead, it embraces a deeper and more holistic perspective towards personal fulfilment and human flourishing. Recent studies have shed light on the importance of eudaimonic well-being,

revealing its connections with factors such as acceptance of change, post-traumatic growth, and coping with adverse life events. Moreover, research indicates that interventions aimed at fostering eudaimonic well-being, such as engaging in behaviours aligned with personal values, can lead to notable enhancements in life satisfaction, positive emotions, and overall well-being. By acknowledging and nurturing eudaimonic well-being, we can progress toward a more comprehensive and fulfilling approach to life – one that transcends the pursuit of immediate gratification and guides us toward a deeper sense of purpose and contentment.

Therefore, based on the analyses carried out for this bibliometric study, we present some non-exhaustive research options that are particularly promising for exploring Eudaimonic Well-being. These include:

Table 4. Research agenda.

Research Topics	Objectives
The Impact of Mindfulness Practices on Eudaimonic Well-being and Subjective Happiness.	To investigate how the regular incorporation of mindfulness practices can positively influence personal fulfilment and the general feeling of happiness, exploring the interactions between mindfulness, meaning in life and subjective satisfaction.
The Influence of Participation in Voluntary Activities on Eudaimonic Well-Being and Subjective Happiness.	To investigate how involvement in voluntary activities contributes to human flourishing and subjective happiness, analyzing the psychological and emotional benefits derived from altruism.
Cultural Comparison of Eudaimonic Well-being and Subjective Happiness in Different Countries.	Compares cultural perspectives on well-being and happiness, examining how different societies value and seek fulfilment and personal satisfaction.
The Influence of Spirituality on Eudaimonic Well-being and Subjective Happiness.	Analyses how spirituality and religious practices are associated with human flourishing and subjective happiness, investigating the mechanisms by which these aspects impact well-being.
Comparing Different Ages: How Eudaimonic Well-being Evolves Over Time.	Compares the development of eudaimonic well-being in different age groups, examining changes in priorities and sources of personal fulfilment over time.
Influence of Environmental Consciousness on Eudaimonic Well-being.	Investigation into how environmental awareness and sustainable behavior are related to eudaimonic well-being, exploring the connection between concern for the environment and human flourishing.

Source: Research data (2024).

Research in management, particularly within the marketing domain, stands to gain valuable insights by examining the impact of participation in volunteering activities on consumers' eudaimonic well-being and subjective happiness. This burgeoning field of study

holds promise in illuminating how companies can contribute to meaning and fulfilment in consumers' lives, thereby fostering enduring and meaningful well-being.

Furthermore, the exploration of how mindfulness practices intersect with eudaimonic well-being and subjective happiness can be enhanced by investigating how engagement in volunteering activities reinforces these positive effects. Interdisciplinary research delving into the interplay between mindfulness practice, involvement in volunteering endeavours, and consumers' well-being and happiness levels can offer a more comprehensive understanding of fundamental human needs (Bojanowska et al., 2022; Di Fabio & Palazzeschi, 2015).

Engaging customers in volunteer work that is sponsored by the brand can boost customer satisfaction and foster a favourable impression of the business. This is especially useful for marketing campaigns that leverage social media to increase the visibility and impact of volunteer work (Minton et al., 2016; Son & Wilson, 2012). Then, demonstrate in their research how cause marketing can have a positive impact on consumers' perceptions of the brand.

According to this, researching various cultural perspectives on happiness and well-being influences businesses' marketing and communication plans. Acknowledging the multiplicity of interpretations regarding the definition of a fulfilling and joyful existence, it is imperative that we investigate the ways in which these insights impact the efficacy of marketing initiatives and product innovation within distinct cultural contexts (Biraghi et al., 2021; Church et al., 2014; Elliot et al., 2012).

An examination of the relationships between spirituality and religious practices and human flourishing as well as subjective happiness, as well as the mechanisms by which these factors affect well-being, is another research topic (Joshani, 2011; Khumalo et al., 2014). Therefore, the study could look into how spiritual and religious practices can lead to increased emotional resilience and life satisfaction, as well as how they can clarify the relationships between these practices and markers of physical and mental health. The study would also look at how spiritual and religious communities mediate the effects of stress and foster social support, offering insights into how spirituality and religiosity can be used to promote health and well-being in various cultural contexts (Joshani, 2011; Trigwell et al., 2014; Yoon et al., 2015).

It emphasises the significance of conducting a comparative examination of the evolution of eudaimonic well-being across age groups, investigating how sources of personal fulfilment and priorities change over time (Bauger et al., 2021; Shek & Lin, 2014). In order to determine how these components alter throughout life, it would look into whether there are any differences

in the experiences and perceptions that lead to eudaimonic well-being (Bauger et al., 2021). Each age group's needs, goals, and social environments that affect well-being will be taken into account as this study explores the elements that support a meaningful and full life. Research may also look at how these changes may affect laws and methods of instruction that promote human flourishing for people of all abilities (Bauger et al., 2021; Bauger & Bongaardt, 2016; Gwozdz & Sousa-Poza, 2010; Ryff, 1989).

Finally, a thorough investigation into the connection between sustainable behavior and environmental awareness and eudaimonic well-being is suggested as a final research proposal (Dabrowska & Janos-Kresto, 2018; de Bloom et al., 2017). This investigation will focus on how environmental consciousness influences human flourishing. The study will investigate the social and psychological mechanisms linking the adoption of sustainable practices to life satisfaction and personal fulfillment. Furthermore, the research aims to comprehend how internalized environmental values impact people's sense of purpose and meaning in life, which may enhance their quality of life and overall well-being (Ryff et al., 2004; Trigwell et al., 2014). Along with providing insights into how policies and interventions can strengthen the integration between eudaimonic well-being and environmental responsibility, it will also look at how living a life in line with sustainability principles affects civic engagement and a sense of community (Diener et al., 2018).

In wrapping up the bibliometric discussion on eudaimonia, it's clear that there's a burgeoning interest in this area spanning various disciplines. By delving into trends in academic output, influential authors, and pivotal research themes, we gain valuable insights into the current state of eudaimonic well-being research.

The findings underscore the global reach of eudaimonia research, with contributions stemming from diverse nations and academic institutions. Notably, universities and research partnerships emerge as key players in advancing our comprehension of eudaimonia.

Moreover, the analysis underscores the interdisciplinary nature of eudaimonia research, linking it with psychology, sociology, and other social sciences. This interdisciplinary approach enriches our grasp of human well-being and fosters opportunities for further collaboration and exploration.

Overall, the bibliometric analysis provides a holistic perspective on eudaimonia research, highlighting its significance in contemporary academia and its potential to guide interventions and practices aimed at enhancing human flourishing and well-being.

5. Conclusion

Understanding the intricate mechanisms influencing our well-being as consumers requires a thorough understanding of the research area outlined by the research question "How is the literature on eudaimonic well-being organized?". Mapping the literature on eudaimonic well-being is the goal of this study. It was noted that research in this area is still somewhat isolated from the marketing domain, specifically from consumer behavior, underscoring the significance of delving into this area. Furthermore, the majority of the publications are published in journals pertaining to other fields of study, with minimal representation in management and particularly from the viewpoint of consumer behavior. The bibliometric analysis uncovered networks of cooperation between writers and organizations, showcasing significant research hubs and scholarly linkages that influence the area.

This entails examining cross-disciplinary co-citations and cross-references to improve our comprehension of the theoretical integration of wellbeing concepts. The study qualifies the breadth and nature of discussions in addition to quantifying the presence of themes related to eudaimonic well-being. This enables a critical analysis of previous contributions and identifies important gaps in the literature. It is crucial to understand that eudaimonic well-being is more than just the fleeting joy that comes from consumption. Although consuming goods and services can momentarily increase our level of comfort and happiness, there are longer-term effects that.

Our research highlights the importance of taking a broad and critical viewpoint when examining how consumption relates to overall well-being. This means looking beyond just the pleasure derived from consumption, and also considering how it impacts personal fulfillment, the quest for meaning, and alignment with our core values. Additionally, it's essential to understand that this relationship is influenced by various factors such as cultural norms, resources available, and socio-economic backgrounds.

By delving deeper into how consumption affects well-being, we can develop more effective strategies to enhance our quality of life. This includes reassessing our individual consumption habits and addressing larger systemic issues within our economic, social, and cultural frameworks. Therefore, our analysis adds to the growing body of knowledge on the complex interplay between consumption and well-being, providing valuable insights for a more holistic approach to promoting human flourishing.

Determining the underlying dynamics of the complex and multifaceted field of research on the impact of consumption on eudaimonic well-being necessitates a rigorous and in-depth analysis. The traditional models of consumption and well-being, which mostly place a premium on hedonic indicators like money and material possessions, must have their foundations thoroughly examined. With a more sophisticated and knowledgeable viewpoint on the function

of consumption in fostering eudaimonic well-being, this study aims to go beyond these constraints.

In conclusion, this research highlights the significance of a comprehensive and context-sensitive strategy for fostering a meaningful and fulfilling life by offering insightful information about how consumption habits affect our perception of eudaimonic well-being. A research agenda that can expand on our knowledge of consumer well-being and consumer relations with society is suggested in the wake of the held discussions. These topics include mindfulness, subjective happiness, the impact of spirituality, ageism, environmental awareness, cultural differences in consumption, and sustainability.

Thus, the main findings reveal an expanding field in which an approach focused on hedonic well-being predominates, evidenced by the recurrence of terms such as happiness, satisfaction, and health. These results indicate that the literature has focused on emotional and evaluative aspects, as well as connections with physical and mental health, while demonstrating interdisciplinary growth involving psychology, sociology, health, and business.

The gaps become visible when compared to what does not appear significantly in scientific production. Concepts central to human flourishing, such as purpose, autonomy, personal development, virtues, and authenticity, appear timidly, indicating that the eudaimonic dimension remains underexplored. The absence of terms related to consumption, such as transformative experiences, materiality, community engagement, and sustainability, highlights the lack of studies connecting eudaimonia to market practices.

Given this, the research agenda points to the need to expand investigations that integrate eudaimonia, identity, values, and sustainability, as well as to understand how consumption experiences can promote meaning and personal growth. Studies are proposed that incorporate different methods and cultural perspectives, exploring relationships between deep well-being, consumption decisions, integral health, and human development. This expansion reinforces the theoretical and practical potential of the field and contributes to a more complete understanding of well-being.

This articulation enhances the consistency of the final considerations by directly connecting the results, gaps, and future paths, avoiding repetition and reinforcing the study's contribution.

Because eudaimonic well-being and consumption behaviors are multifaceted phenomena with a plethora of influencing factors, establishing definitive causal relationships between them may prove to be challenging. So, in order to more fully understand this relationship over time, future research may benefit from long-term studies and solid

experimental designs. Prospective research directions include assessing these interventions' efficacy and determining the best ways to encourage more meaningful and healthful consumption habits.

The search terms used in the study may have limited its scope; however, it is essential to remember that the primary goal of the investigation was to identify published sources of information about eudaimonic well-being.

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