

Circularity as a Building Block for a New Consumption Model: A Review and Research Proposal

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Abstract

The application of circularity principles to consumption is attracting the attention of researchers towards more sustainable consumption patterns. The relationship with customers in circular economy becomes closer and deeper, making them valuable partners. Understanding the intellectual and cognitive structure of the circular economy and consumption enables the design of research proposals to advance the field. This bibliometric analysis and literature review provide a thematic organisation, using VOSviewer software, to identify the main trending research topics. Among the main topics is the need to adapt product and process design in the supply chain to facilitate circular consumer behaviour. For the development of new patterns of circular consumer behaviour, education campaigns are used to empower consumers. The implementation of business models associated with circular consumption requires new technological and measurement tools. Future research should contribute to the development of a legislative and collaborative framework in which public bodies play a key role.

Keywords: bibliometric analysis, circular economy, consumption, research proposal, sustainability