

Mapping the Landscape of Prosumption Research: A Bibliometric Investigation and Research Agenda

Abstract :

Prosumption, referring to situations in which consumers actively participate in the creation of goods and services for their own use, remains insufficiently systematized within management and marketing research. This study maps the intellectual and thematic foundations of prosumption through a combined bibliometric and content analysis of publications indexed in Web of Science and Scopus. Bibliometric techniques and VOSviewer visualizations identify influential journals, authors, and research clusters, while the TCCM framework (Theory, Context, Characteristics, and Methodology) synthesizes the main theoretical, empirical, and methodological trends. Findings show a growing research interest in prosumption, despite its still-emerging stage of development. The analysis highlights key theoretical gaps, emerging research contexts, and methodological imbalances, providing directions for future research. By clarifying the structure of the field, this study advances prosumption theory and offers managerial insights into engaging consumers as active value co-creators.

Keywords: *Prosumption; Prosumer; Performance analysis; Bibliometric analysis; TCCM Framework*

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INTRODUCTION AND OBJECTIVES

The emergence of Web 2.0, social media, and the mobile web reduced spatial and social boundaries, enabling new forms of interaction and marketing practices. Collaborative consumption and peer-to-peer platforms have further redefined market exchanges, giving rise to new consumer roles and responsibilities. These shifts have fundamentally altered the boundary between producers and consumers, bringing the concept of the prosumer back to the forefront of marketing research. Beyond the traditional view of the consumer as a passive recipient, contemporary markets increasingly rely on consumers who are actively involved in the creation and production of what they consume. Prosumption refers to this simultaneous involvement in production and consumption. Originally coined by Toffler (1980), the concept has expanded to emphasize value creation not only for oneself but also for other consumers, firms, and broader ecosystems (Xie, Bagozzi and Troye 2008; Ritzer and Jurgenson 2010).

Despite its growing visibility, prosumption remains insufficiently theorized within marketing: its conceptual distinctiveness from related constructs such as co-creation and co-production is still debated, and prior studies differ markedly in theoretical lenses, empirical settings, and methodological choices, limiting cumulative theory development.

To address this gap, the present study adopts a dual methodological approach combining bibliometric analysis with a systematic content analysis structured around the Theory, Context, Characteristics, and Methodology (TCCM) framework (Paul and RosadoSerrano 2019). A broad bibliometric overview first maps the evolution and intellectual structure of prosumption research across disciplines; building on this foundation, the study then focuses specifically on the marketing literature to examine its thematic development, theoretical grounding, methodological approaches, and future research opportunities. The study addresses five research questions:

- **RQ1:** *What research has been undertaken regarding prosumers and prosumption?*
- **RQ2:** *What are the bibliometric trends in prosumption research within the marketing field?*
- **RQ3:** *What are the emerging research themes related to prosumption?*
- **RQ4:** *What theories, contexts, characteristics, and methodologies are examined in the literature?*
- **RQ5:** *What are the main research opportunities and hotspots within the field of marketing?*

By combining a cross-disciplinary bibliometric overview with an in-depth TCCM analysis, this review bridges the broader evolution of the prosumption concept with its specific development within marketing scholarship, identifies theoretical and methodological gaps, and proposes a structured agenda for future research.

BACKGROUND

Foundations and origins of prosumption:

The prosumption concept originates with the sociologist Alvin Toffler (1980), who identified three waves of societal development. The first wave, associated with the agrarian revolution, was characterized by widespread prosumption, as individuals simultaneously held the roles of producers and consumers. The second wave, triggered by the Industrial Revolution, introduced a structural separation between production and consumption, giving rise to mass production and a consumerist society in which individuals primarily consumed goods and services without participating in their creation. In anticipation of a “third wave,” Toffler (1980), later echoed by Kotler (1986) and Ritzer and Jurgenson (2010), envisioned the emergence of a new type of consumer: the prosumer. The prosumer actively engages in both production and consumption, thereby blurring previously rigid role boundaries and influencing broader economic and social systems. This third wave has been intensified by Web 2.0, which has emphasized user-generated content (UGC), collective intelligence, and participatory exchange, progressively converging production and consumption into a unified sphere. Digital platforms such as YouTube, Instagram, and TikTok have further reinforced prosumption by enabling individuals to create, distribute, and monetize content, both online through the participatory affordances of digital infrastructures and offline through the “McDonaldization” of organizations (Ritzer and Jurgenson 2010). Prosumers are thus no longer passive consumers but active contributors and co-creators, performing productive activities that have led some scholars to characterize them as “consumer workers” (Cova and Dalli 2009).

Participation dynamics in prosumption

Prosumption foregrounds the active role of consumers in both production and consumption processes (Xie, Bagozzi and Troye 2008; Ritzer and Jurgenson 2010; Shah et al. 2019). As a consumption behavior, it reflects individuals’

active involvement in shaping their own experience: consumers are no longer passive recipients of goods or services but participate in configuring their purchasing and usage trajectories. As a productive act, prosumption extends beyond traditional consumption by incorporating consumers into the creation of products, services, or content. As the phenomenon has grown more complex, the literature has identified multiple levels of participation, ranging from minimal involvement to highly active engagement (Žilinskaitė 2025). Some forms correspond to passive participation, such as consenting to data collection or inadvertently sharing computational resources, practices that resonate with gift-economy logics (Buhler et al. 2024). In contrast, active participation requires intentional and structured actions on the part of users (Žilinskaitė 2025). Ritzer's (2014) prosumption continuum captures this variability by positioning practices along a spectrum from "prosumption-as-production" to "prosumption-as-consumption," acknowledging the varying degrees of involvement embodied by prosumers.

The multidimensional nature of prosumption

Beyond participation levels, prosumption encompasses experiential, social, emotional, and socio-technical dimensions. Xie, Bagozzi and Troye (2008) describe prosumption as a process that integrates physical activities, mental effort, and socio-psychological experiences. They define it as "a value-creating activity by the consumer, resulting in the production of goods that he or she eventually consumes, and which become his or her consumption experience" (p. 110). Beyond its economic implications, prosumption thus generates subjective experiences that yield personal benefits and social value for prosumers. This experiential foundation has progressively expanded toward collective and relational forms: prosumers increasingly create value for their communities by leveraging digital infrastructures to collaborate and participate in the design and use of products and services (Shah et al. 2019; Tapscott and Williams 2006; Seran and Izvercian 2014). By engaging in online discussions, reviewing products, and offering feedback, prosumers play an active role in shaping market trends and informing firms' strategic decisions.

More recent studies demonstrate that prosumption unfolds through broader and more diverse configurations. It can be socio-technical, when platforms structure or constrain productive activities (Bajde 2015; Zeng et al. 2022); emotional, when consumers' affects become productive inputs captured by firms (Bonsu and Darmody 2010); collective, when value emerges from peer interactions or co-presence in service settings (Bouncken and Tiberius 2021); or community-based, structured by shared norms, identities, or solidarities (Chan et al. 2022). In some contexts, prosumption also functions as identity work, cultural resistance, or political expression (Chen 2018). However, prosumption is not always voluntary or empowering: under conditions of economic precarity or ecological stress, the fusion of production and consumption may constitute a necessity rather than a choice, potentially reinforcing vulnerability instead of autonomy (Sundstrom 2013; Rocha et al. 2020; Steinfield et al. 2020).

Collectively, these perspectives portray prosumption as a multidimensional construct mobilizing skills, emotions, social relations, technological infrastructures, and political imaginaries. Although most consumption activities involve some productive dimension through appropriation or transformation, contemporary prosumption is distinguished by the explicit integration and institutionalization of these productive contributions within business models, particularly those supported by digital platforms that organize, make visible, and capture consumer-generated value.

Emergence of related concepts and distinction from prosumption

As the boundaries between production and consumption have blurred, prosumption has been reinterpreted across disciplines. In marketing, it has been reframed through value cocreation (Prahalad and Ramaswamy 2004) and co-production (Ostrom 1996); in sociology, through the "working consumer" (Cova and Dalli 2009); and in the digital economy, through the "prosumer 2.0," a connected user capable of creating and circulating content within online communities (Tapscott and Williams 2006). These reinterpretations have stimulated a constellation of related but distinct concepts such as user innovation (von Hippel 2005), collaborative consumption (Botsman and Rogers 2010), DIY and craft consumption (Campbell 2005), and Pro-Am practices (Leadbeater and Miller 2004), each describing a different modality of consumer participation (Table 1). While they share the underlying principle of blurring producer–consumer roles, these concepts differ in context (firm–consumer interaction, community dynamics, sharing mechanisms), purpose (value creation versus redistribution), and the degree of autonomy, expertise, or involvement required from consumers. *Coproduction* refers to structured collaboration between users and organizations in the design or delivery of products and services (Ostrom 1996). Unlike prosumption, it presupposes explicit coordination and complementary contributions among actors. *User innovation*, by contrast, refers to the process by which users develop, modify, or improve products and services to meet their own needs (von Hippel 2006). Often driven by lead users who anticipate emerging needs (Urban and von Hippel 1988; Wang and Huang 2025), these innovations are frequently shared within user communities and may evolve into collaborative

forms of innovation involving both users and producers (Henkel and von Hippel 2004; Baldwin and von Hippel 2011). While prosumption broadly describes the integration of production and consumption roles, user innovation represents a specific form of prosumption in which users create novel solutions to address unmet needs. *Do-It-Yourself* (DIY) and *craft consumption* (Campbell 2005) denote forms of self-production oriented toward personal use. These practices involve consumers fabricating goods or stylized ensembles by mobilizing their skills, judgment, and creativity. They constitute an individual and autonomous form of prosumption focused on self-expression and personalization, without necessarily involving broader social or collaborative dimensions. *Pro-Am practices* describe highly skilled amateurs capable of producing outputs approaching professional standards without necessarily combining production and consumption (Leadbeater and Miller 2004). Although such amateurs contribute significantly to the creation of goods, services, or content, their production does not necessarily involve the consumption component or production–consumption fusion characteristic of prosumption. *Collaborative consumption* emphasizes the redistribution and shared use of existing resources rather than the creation of new value (Hamari et al. 2016), although developments such as peer-to-peer energy exchange increasingly illustrate networked forms of prosumption. Similarly, *value co-creation* is often associated with prosumption in marketing, but the two concepts are not interchangeable. Prosumption distinguishes itself through the depth of effort and expertise involved (Wolf and McQuitty 2011; Alhashem, Moraes and Szmigin 2021), as well as through elevated levels of involvement, engagement, and creativity (Seran and Izvercian 2014). Whereas co-creation presupposes explicit collaboration with an organization, prosumption may unfold autonomously, without institutional mediation. Although prosumption may serve as an antecedent to value co-creation (Prahalad and Ramaswamy 2004; Chandler and Chen 2015), value exchange is not central to prosumption, making it conceptually distinct.

Taken together, these concepts share a common foundation, namely the active contribution of consumers to value creation processes, but differ in the degree of participation required, the level of autonomy afforded to consumers, and the nature of the value generated. Participation may range from minimal involvement to highly creative engagement, autonomy may vary from structured collaboration to individual self-production, and value may be oriented toward creation, exchange, or redistribution.

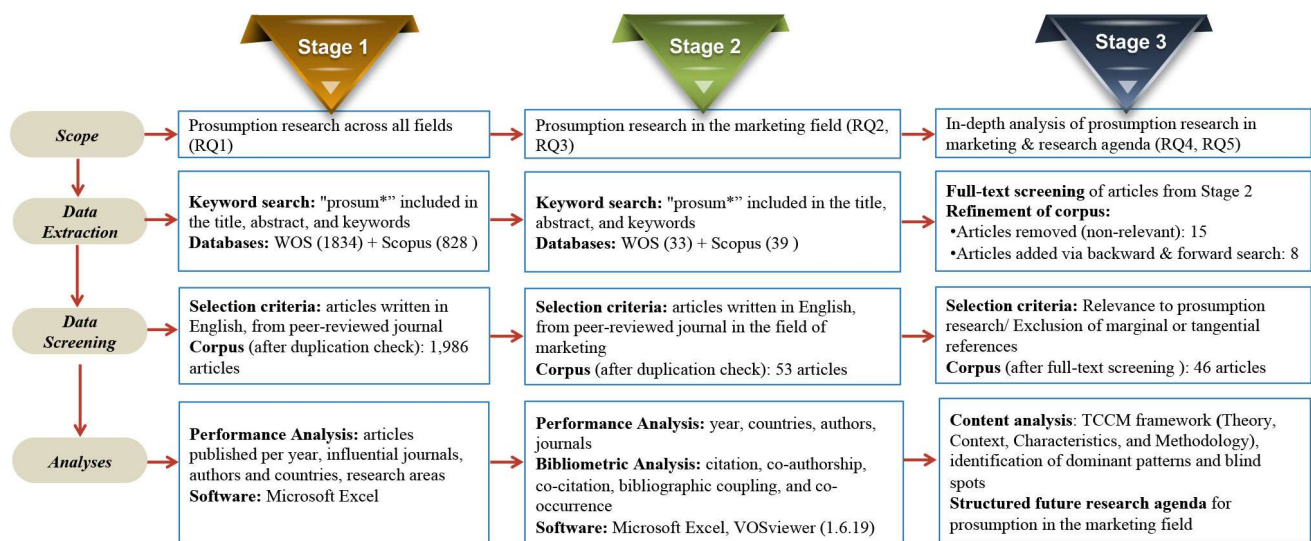
Table 1
Prosumption-related concepts

Concept	Disciplinary field	Definition	Dimensions of prosumption mobilized	Concept specificities
Co-production	Public administration, service marketing	A process in which users, clients, or citizens actively participate alongside an institutional or organizational producer in the design, production, or improvement of a good or service.	Active participation; contribution of resources, skills, and actions by users.	Requires explicit collaboration with an organization; implies structured interdependence between producer and user; does not involve autonomous self-production.
Value co-creation	Marketing, innovation management	A collaborative process in which firms and consumers interact to jointly generate value.	Active engagement; creativity; contribution to value creation.	Necessarily requires interaction with a firm; centered on value exchange; production and consumption are not fused in the same individual.
User innovation	Innovation, engineering, management	A process in which users design, modify, or improve products or services to meet their own needs, often led by <i>lead users</i> .	Creative and expert involvement; user-driven production.	Focuses primarily on production and innovation, not on the fusion of production and consumption; the user does not necessarily consume what they create.
Do-It-Yourself (DIY) & Craft consumption	Sociology of consumption, cultural studies	Self-production of goods or stylized ensembles for personal use, relying on personal skills, judgment, and creativity.	Individual production used by the consumer; autonomy and creativity.	A closed, individual form of prosumption; lacks broader social or collaborative dimensions; does not require interaction or value circulation.
Pro-Am	Sociology, innovation studies	Activities of highly skilled amateurs who produce at near-professional standards through sustained engagement and expertise.	Non-professional production; strong consumer competence.	Does not necessarily combine production and consumption; oriented toward expert production rather than hybrid producer–consumer activity.
Collaborative consumption	Sharing economy, digital economy	Practices of sharing, exchanging, lending, or pooling existing goods or services between peers, often facilitated by online platforms.	Active participation; peer interaction; transformation of access and use.	Does not create new value; based on redistribution of existing resources; prioritizes access over ownership or self-production.
Self-consumption	Energy economics, sustainability	Individuals produce goods or energy exclusively for their own use.	Combines production and consumption within one activity; personal autonomy.	Very narrow form of prosumption; strictly individual and functional; lacks any social, communal, or collaborative dimension.

MATERIALS AND METHODS

This study combines bibliometric analysis with qualitative content analysis to systematically map prosumption research. The search strategy followed three stages, summarized in Figure 1.

Figure 1
Search Strategy



Data collection for the bibliometric analysis was conducted using Web of Science (WOS) and Scopus, selected for their complementary coverage and established indexing standards. The integration of both databases ensured broader and more reliable literature retrieval across disciplines (Kumpulainen and Seppänen 2022). **Stage 1** involved a broad search using the keyword *prosum** across all disciplines, covering publications from 1980 to January 2023, yielding 1,834 articles from WOS and 828 from Scopus. This stage provided a macro-level mapping of the literature. **Stage 2** restricted the corpus to marketing journals using the same search logic, covering 1986 to March 2023. Inclusion criteria required peer-reviewed, English-language articles containing *prosum** in the title, abstract, or keywords. After duplicate removal and abstract screening for relevance, 53 articles were retained. These were analyzed using WOS analytics and VOSviewer (v.1.6.19; Van Eck and Waltman 2010, 2017) to extract performance indicators and examine co-authorship patterns, citation structures, and keyword co-occurrence networks. **Stage 3** applied the Theory–Context–Characteristics–Methodology (TCCM) framework (Paul and Rosado-Serrano 2019; Paul et al. 2021) through full-text screening of the 53 articles, excluding 15 due to limited relevance to prosumption as a central construct. Backward and forward citation searches added 8 studies published after the initial window, yielding a final corpus of 46 articles spanning up to November 2025. Each article was systematically coded across the four TCCM dimensions to synthesize theoretical foundations, empirical contexts, key variables, and methodological approaches, providing the basis for identifying research patterns and gaps.

FINDINGS AND DISCUSSION

Performance Analysis of Prosumption Research Across all Fields (RQ1)

The first stage analysis yielded a corpus of 1,986 articles after deduplication across both databases, revealing a strong and sustained growth of prosumption research across disciplines.

As shown in Figure 2a, academic output remained marginal until the mid-1990s before accelerating sharply, exceeding 480 publications in 2022 alone. This evolution signals the consolidation of prosumption as an established

interdisciplinary research stream shaped by technological and socio-economic transformations. Geographically, research is concentrated in advanced industrial economies, with the United States and China leading (15% and 12%, respectively), followed by Germany, the United Kingdom, Spain, and Italy (Figure 2b). Authorship patterns reflect the field's disciplinary skew (Figure 2c): the most prolific contributors, including Liu N, Vale Z, and Catalao JPS, are affiliated with energy and power systems, whereas foundational social science contributors such as Ritzer appear less prominently despite their conceptual influence. This disciplinary skew is equally reflected at the journal level (Figure 2d): energy-related sources represent over 60% of top outlets, with business and marketing journals nearly absent, the European Journal of Marketing being the sole exception.

Figure 2

Trend analysis of prosumption research across all fields

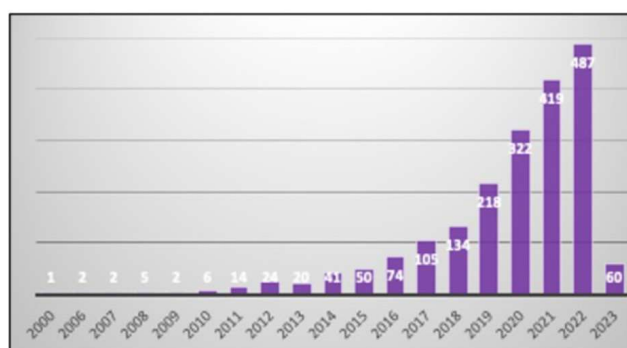


Figure 2 a: Publications by year

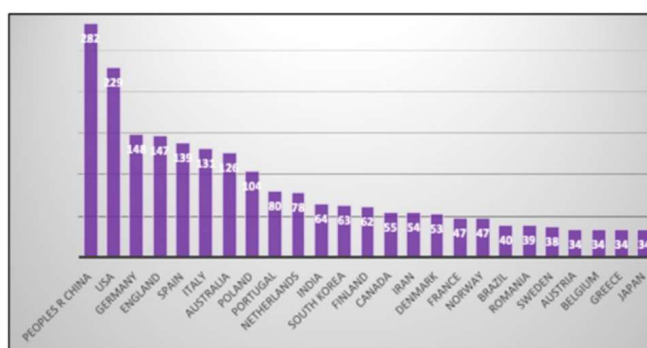


Figure 2 b: Publications by Country

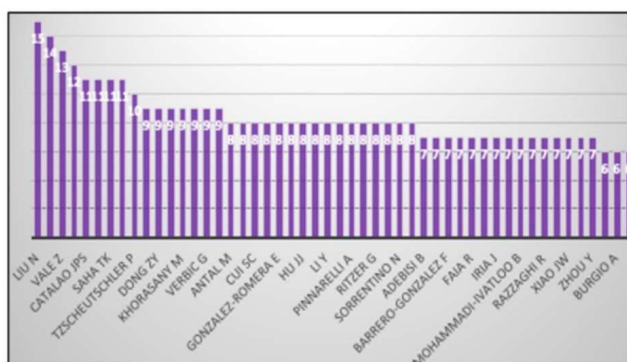


Figure 2 c: Publications by Author

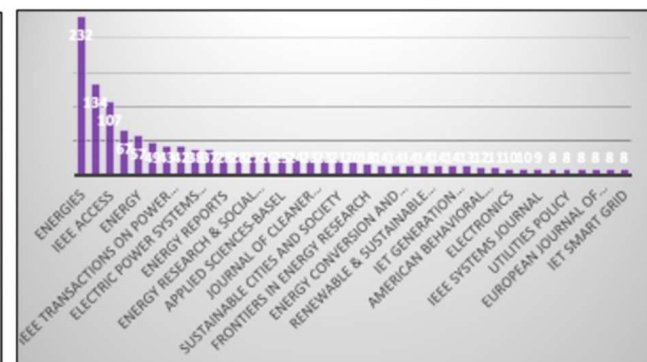


Figure 2 d: Publications by Journal

Classification by research area reinforces this orientation (Table 2), as nearly one-third of prosumption studies fall within energy, ecology, and environmental research, followed by engineering (25%) and computer science (8%), while management, economics, and social sciences collectively account for only ~12%. These findings align with prior reviews (e.g., Shah et al. 2020).

Table 2
Research Areas

Research Area	Number of Publications
Energy, Ecology and Environment	998
Engineering	794
Computer Science	267
Social Sciences	190
Science Technology Other Topics	189
Business Economics	181
Telecommunications	151
Thermodynamics	76
Automation Control Systems	50
Chemistry	49
Physics	43
Materials Science	39
Construction Building Technology	37
Others	112

The keyword analysis (Figure 3) confirms the thematic dominance of energy-related constructs such as distributed systems, renewable energy, and smart grids. The higher frequency of “prosumer(s)” relative to “prosumption” further indicates a predominance of actor-level analyses over process-level theorization, suggesting that existing research emphasizes individual behaviors rather than systemic market dynamics.

Figure 3

Citation Report

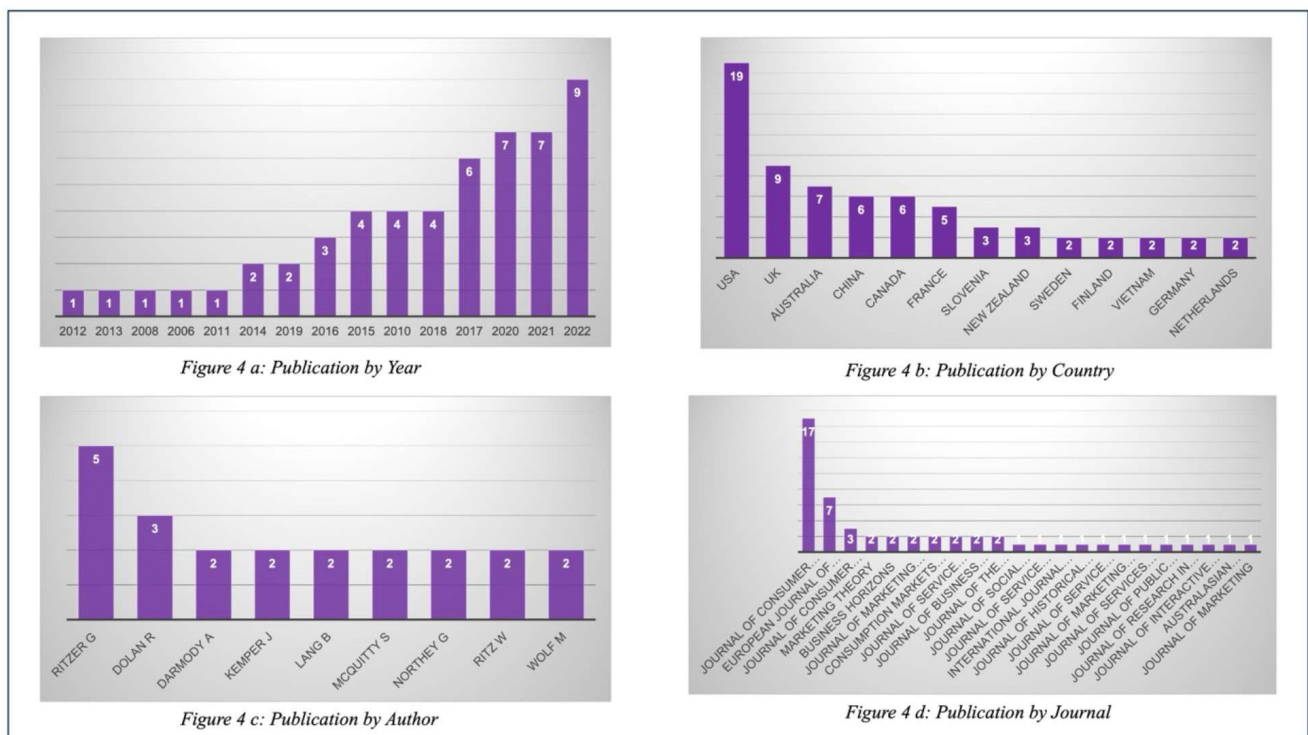


Collectively, RQ1 findings reveal that prosumption has historically been framed as a technological and infrastructural phenomenon, exposing a significant gap between its crossdisciplinary diffusion and its limited theorization within marketing, motivating a closer examination of prosumption research within the field.

Bibliometric Analysis of Prosumption Research in the Marketing Field (RQ2, RQ3)

The marketing-focused bibliometric analysis combines citation analysis, co-authorship analysis, co-citation analysis, and bibliographic coupling to address RQ2, with keyword cooccurrence analysis used to identify dominant thematic patterns (RQ3). Overall, the performance analysis reveals that marketing-oriented prosumption research grew fourfold between 2017 and 2022, from 12 to 48 articles (Figure 4a), reflecting a delayed but accelerating engagement. The literature is geographically concentrated, led by the United States (19 publications), England (9), and Australia and Canada (7 each), confirming the dominance of Anglo-Saxon research traditions (Figure 4b). Ritzer leads in productivity with 5 publications, followed by Dolan with 3; a second tier of seven two-publication authors suggests gradual diffusion beyond founding contributors (Figure 4c). The Journal of Consumer Culture dominates publication venues (17 articles), followed by the European Journal of Marketing (7), positioning prosumption primarily as a socio-cultural phenomenon, with partial integration into traditional marketing scholarship (Figure 4d).

Figure 4
Trend analysis of prosumption research in the marketing field



Citation Analysis

The citation structure of the field reveals a strongly centralized intellectual core (Table 3). A single foundational work (Ritzer and Jurgenson 2010) dominates the literature with 1,101 citations (78.6/year), far exceeding all other contributions and establishing a key conceptual anchor for understanding prosumption in digital capitalism. A second tier of influential works appears at a considerable distance. Xie, Bagozzi and Troye (2008) accumulate 345 citations (21.6/year) as the field's most influential consumer psychology model, while Eckhardt et al. (2019) show a notably high annual rate (51.6/year), reflecting the rapid rise of platform and sharing-economy research. Beyond these, citation counts drop sharply, revealing a long tail of specialized contributions across consumer culture, marketing theory, and digital consumption.

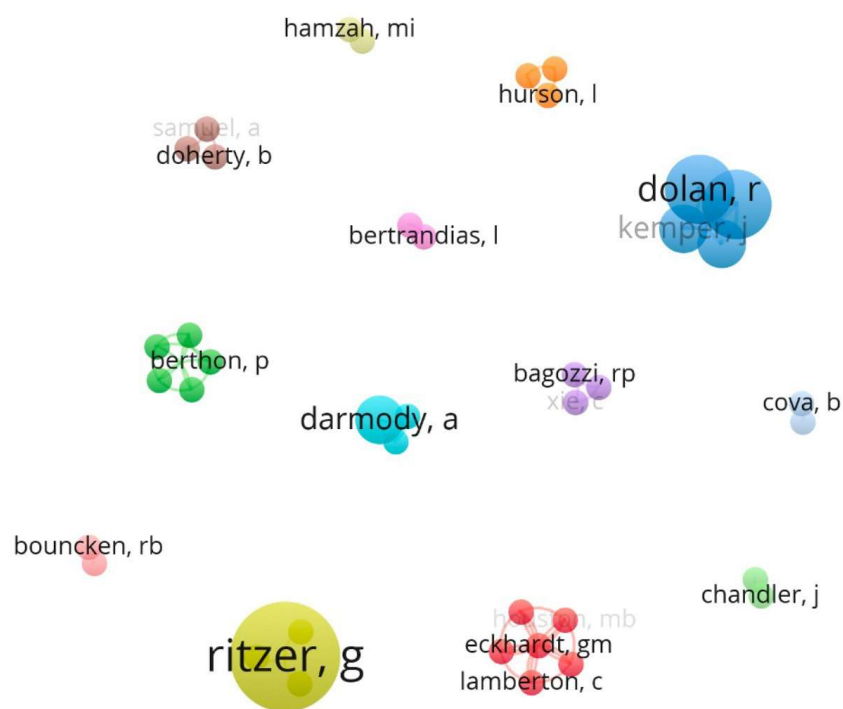
Table 3
Citation Report

Authors	Title	Source Title	Total Citations	Average per Year
<i>Ritzer and Jurgenson (2010)</i>	Production, Consumption, Prosumption The nature of capitalism in the age of the digital 'prosumer'	Journal of consumer culture	1101	78,64
<i>Xie, Bagozzi and Troye (2008)</i>	Trying to prosume: toward a theory of consumers as co-creators of value	Journal of the Academy of Marketing Science	345	21,56
<i>Eckhardt et al., (2019)</i>	Marketing in the Sharing Economy	Journal of Marketing	258	51,6
<i>Ritzer (2014)</i>	Prosumption: Evolution, revolution, or eternal return of the same?	Journal of consumer culture	145	14,5
<i>Pitt et al. (2006)</i>	The Penguin's window: Corporate brands from an open-source perspective	Journal of the Academy of Marketing Science	123	6,83
<i>Cova B and Cova V (2012)</i>	On the road to prosumption: marketing discourse and the development of consumer competencies	Consumption Markets and Culture	91	7,58
<i>Zukin, Lindeman, and Hurson (2017)</i>	The omnivore's neighborhood? Online restaurant reviews, race, and gentrification	Journal of consumer culture	74	10,57
<i>Dujarier (2016)</i>	The three sociological types of consumer work	Journal of consumer culture	43	5,38
<i>Morreale (2014)</i>	From homemade to store bought: Annoying Orange and the professionalization of YouTube	Journal of consumer culture	42	4,2
<i>Chandler and Chen (2015)</i>	Prosumer motivations in service experiences	Journal of service theory and practice	40	4,44
<i>Andrews and Ritzer (2018)</i>	Sport and prosumption	Journal of consumer culture	35	5,83
<i>Zhang (2017)</i>	Fashioning the feminine self in prosumer capitalism: Women's work and the transnational reselling of Western luxury online	Journal of consumer culture	35	5
<i>Cochoy (2015)</i>	Consumers at work, or curiosity at play? Revisiting the prosumption/value cocreation debate with smartphones and two-dimensional bar codes	Marketing Theory	34	3,78
<i>Zajc (2015)</i>	Social media, prosumption, and dispositives: New mechanisms of the construction of subjectivity	Journal of consumer culture	34	3,78
<i>Eden (2017)</i>	Blurring the boundaries: Prosumption, circularity and online sustainable consumption through Freecycle	Journal of consumer culture	33	4,71
<i>Busca and Bertrandias (2020)</i>	A Framework for Digital Marketing Research: Investigating the Four Cultural Eras of Digital Marketing	Journal of Interactive Marketing	30	7,5

Co-Authorship Analysis:

The co-authorship network (Figure 5) examines scientific collaboration patterns among researchers in the field (Reyes-Gonzalez, Gonzalez-Brambila and Veloso 2016). Of the 41 authors meeting the inclusion thresholds (a minimum of 20 citations and a Total Link Strength (TLS) greater than zero), the network reveals a fragmented collaboration structure characterized by weak interconnections between research groups. Ritzer (yellow cluster) constitutes a single dominant node with the highest co-authorship links and citations, yet without dense ties to other clusters. Emerging groups around Eckhardt et al. (red cluster) and Dolan et al. (blue cluster) show internal cohesion but limited cross-cluster connectivity, and the absence of brokerage actors constrains cumulative knowledge development and interdisciplinary exchange. This pattern indicates that prosumption research in marketing is intellectually influential but organizationally dispersed.

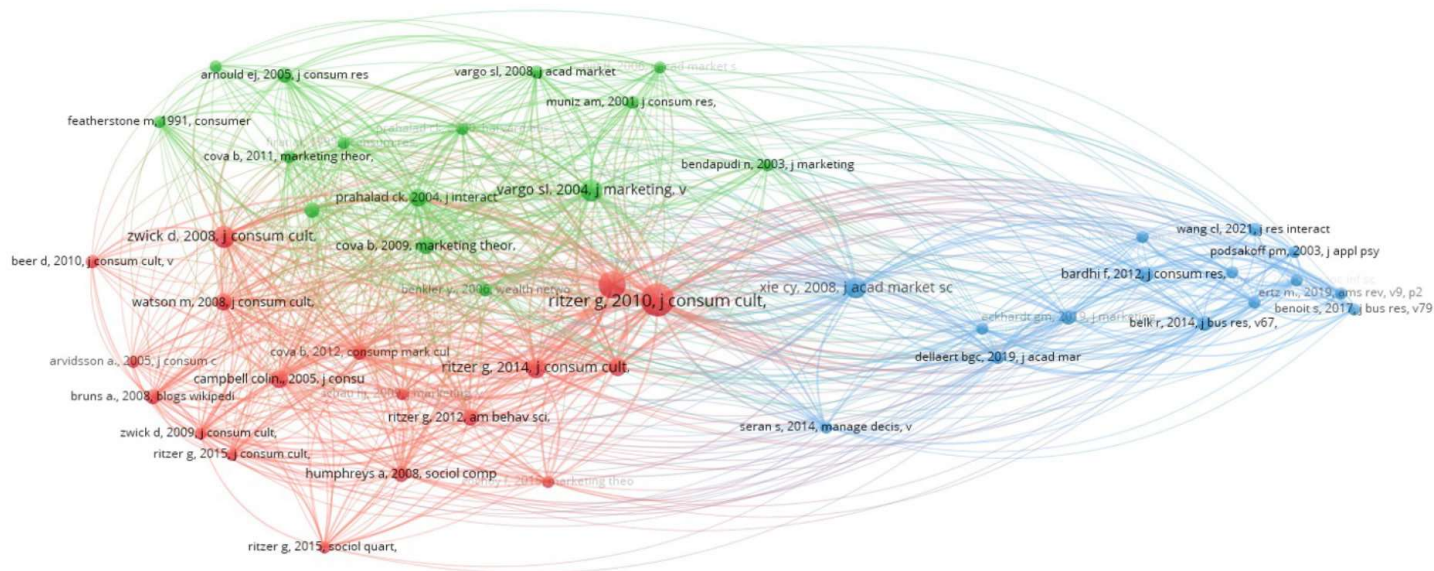
Figure 5
Co-authorship analysis

*Co-Citation Analysis:*

Co-citation is based on the notion that when two articles are cited together by another article, a mutual relationship is created among them (Small 1973; Leung, Sun and Bai 2017).

The co-citation map (Figure 6) reveals three partially overlapping clusters: a foundational sociological cluster (shown in red) theorizing prosumption at a macro level; a marketing-oriented cluster (marked in green) drawing on consumer culture theory and servicedominant logic; and a more recent cluster (shown in blue) centered on the sharing economy and digital platforms. The substantial overlap across clusters indicates that marketing prosumption research continues to draw on interdisciplinary foundations rather than a fully autonomous theoretical core.

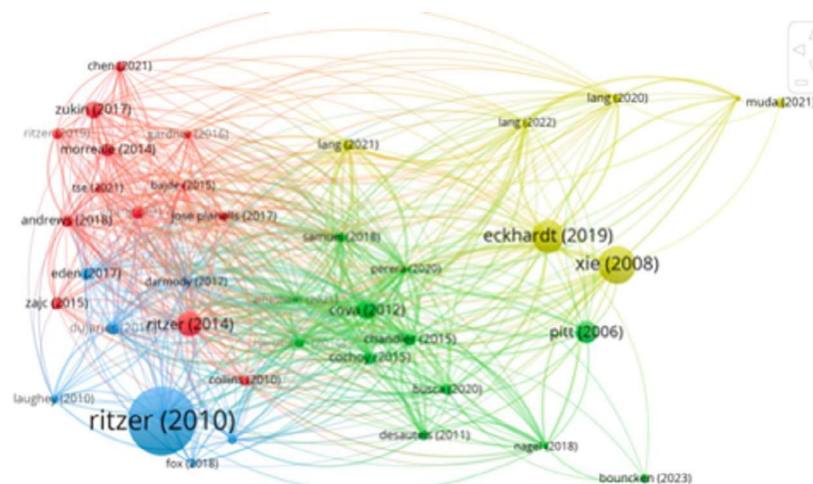
Co-citation analysis



Bibliographic Coupling:

This indicator identifies publications that share common reference bases (Kessler 1963). Four distinct but interconnected thematic clusters emerge from the bibliographic coupling network (Figure 7). The blue cluster, anchored by Ritzer (2010), reflects classical sociological perspectives on consumer–producer hybridity. The red cluster groups more recent empirical contributions and focuses on platform capitalism and digital labor. The green cluster converges around sustainability, value co-creation, and institutional arrangements. The yellow cluster, centered on Eckhardt et al. (2019) and Xie, Bagozzi and Troye (2008), and Pitt et al. (2006), captures a managerial and strategic perspective emphasizing service systems, consumer participation, and innovation outcomes. Limited inter-cluster coupling confirms that prosumption research in marketing remains intellectually segmented, with a small number of seminal works providing common grounding across otherwise divergent theoretical traditions.

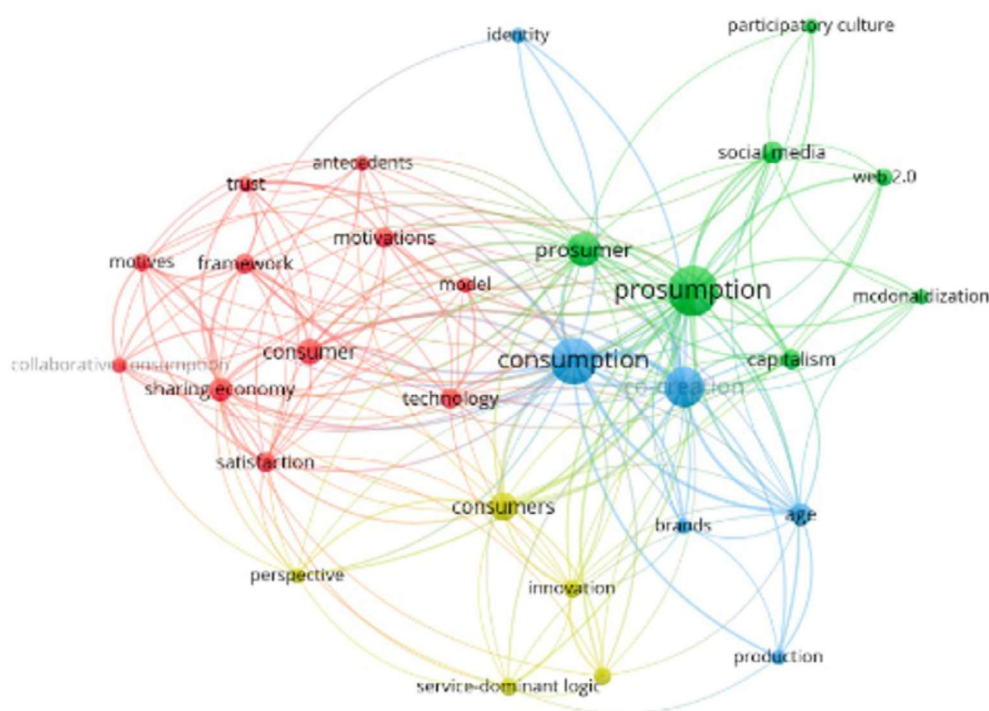
Bibliographic coupling of documents



Co-Occurrence Analysis (RQ3):

Keyword co-occurrence analysis identifies research hotspots within a domain (Zupic and Cater 2015). Using a minimum threshold of three occurrences, the network reveals four interrelated thematic clusters (Figure 8), with prosumption emerging as the dominant keyword, followed by closely associated terms such as consumption, co-creation, prosumer, and sharing economy. The first and largest cluster (marked in red) captures behavioral and managerial perspectives on prosumption, focusing on antecedents, motivations, and outcomes, often situated in sharing economy and collaborative consumption contexts. This stream reflects a predominantly micro-level orientation concerned with individual engagement, participation, and value outcomes in platform-mediated environments. The green cluster links consumption, production, co-creation, and branding, capturing prosumption as embedded in consumer–firm interactions. In contrast, the blue cluster adopts a critical macro-social lens drawing on themes such as digital capitalism, participatory culture, McDonaldization, and unpaid labor. Rooted largely in sociological traditions, this stream situates prosumption within broader systemic transformations associated with platformization and digital economy structures. The yellow cluster reflects a service and innovation-oriented perspective, linking prosumption to servicedominant logic. Within this view, prosumers are conceptualized as active contributors to value creation within service ecosystems (Vargo and Lusch 2004).

Figure 8
Co-Occurrence Analysis



Overall, marketing prosumption research is structured around two dominant orientations: a micro-level focus on motivations and engagement, and a meso-level emphasis on platforms, brands, and service systems. Critical macro-theoretical approaches remain peripheral. Notably, sustainability, responsibility, and pro-environmental keywords are underrepresented, suggesting that responsible prosumption has yet to be fully integrated into the field's core conceptual agenda.

Framework-based content analysis (TCCM, RQ4)*Theories (T)*

The 46 reviewed articles mobilize over 25 theoretical frameworks and 60 distinct constructs, reflecting the field's strongly interdisciplinary nature and fragmented theoretical landscape (Table 4). **Prosumption Theory** is the most frequently used lens (~24% of studies), framing the blending of production and consumption in relation to free labor and digital capitalism (Ritzer and Jurgenson 2010; Ritzer 2014). **Service-Dominant Logic (SDL)** is the second dominant stream (~19%), repositioning prosumption as value co-creation within service ecosystems (Xie, Bagozzi and Troye 2008; Chandler and Chen 2015). In contrast to both critical and SDL perspectives, **Practice Theory** (5 studies) shifts focus from platforms to everyday, embodied practices such as gardening, freecycling, and guitar playing, conceptualizing prosumption as routinized rather than strategically orchestrated (Hartmann 2016; Eden 2017; Fox 2018). **McDonaldization Theory** (4 studies) applies Weberian rationalization principles to explain how consumers become standardized unpaid producers, while also acknowledging that prosumption can destabilize such systems depending on context (Andrews and Ritzer 2018; Ritzer and Miles 2019). Beyond these dominant frameworks, the prosumption literature displays considerable theoretical fragmentation. Self-Determination Theory (SDT), Consumer Culture Theory (CCT), Social Identity Theory, and Social Exchange Theory (SET) each appear in two studies, functioning as complementary lenses for specific motivational or relational dynamics rather than holistic explanations. Similarly, additional frameworks including Actor-Network Theory (ANT), Transaction Cost Analysis (TCA), and the Theory of Planned Behavior (TPB) are applied in isolated contexts, reflecting a lack of cumulative theoretical integration. Emerging frameworks include the Motivation– Opportunity–Ability (MOA) model for platform participation (Xiang et al. 2022) and Flow Theory in metaverse contexts (Noor et al. 2025).

Temporally, the theoretical landscape has evolved in three phases: SDL and foundational prosumption frameworks dominated early work (2008–2015); practice-based and critical orientations emerged in a second phase (2016–2020); and recent work (2021–2025) integrates advanced psychological theories alongside adaptations to digital and platform environments.

Table 4
Theories employed in prosumption literature.

Theories	No. of articles	Use/Application	Selected articles
Prosumption theory	11	Blends production and consumption. Discusses exploitation, free labor, and the emergence of a new capitalist model	Ritzer and Jurgenson (2010); Ritzer (2014, 2017); Darmody, Yuksel and Venkatraman (2017); Chan, Zeng and Yang (2022).
Service-Dominant Logic (SDL)	9	Frames prosumers as co-creators of value	@Xie, Bagozzi and Troye (2008); Chandler and Chen (2015); Nagel, Cronin and Utecht (2018).
Practice theory	5	Focuses on the routines and behaviors that constitute prosumption in daily life.	Hartmann (2016); Eden (2017); Fox (2018); Busca and Bertrandias (2020).
McDonaldization	4	Analyzes the rationalization and standardization of prosumer activities	Sundstrom (2013); Ritzer (2017); Ritzer and Miles (2019).
Social Exchange Theory	2	Explores the reciprocal relationships in sharing economy platforms	Xiang et al. (2022); Casidy et al. (2022).
Social Identity Theory	2	To understand prosumer motivations and segmentations in collaborative consumption	Malecka, Mitrega and Pfajfar (2022); Muda and Hamzah (2021).
Self-Determination Theory (SDT)	2	Explores intrinsic and extrinsic motivations for role-switching	Lang et al. (2020); Ertz et al. (2022).
Consumer Culture Theory (CCT)	2	Symbolic meaning and cultural embeddedness of prosumption practices within everyday life	Hartmann (2016); Fox (2018).
Emerging theories: Actor-Network Theory (ANT), Transaction Cost Analysis (TCA), Intersectionality Theory, Flow Theory, Motivation–Opportunity–Ability (MOA) Model, Persuasion Knowledge Model			

Context (C)

Prosumption is examined across a heterogeneous set of contexts (Table 5), with approximately 60% of studies situated in digitally mediated environments, where participation is enabled and structured by platforms, algorithms, and governance mechanisms. The **sharing economy** and collaborative consumption constitute the most prominent context (11 studies, ~24%), framing prosumption as role fluidity between consumer and provider across platforms such as Airbnb, Uber, and P2P markets (Lang et al. 2020; Casidy et al. 2022; Xiang et al. 2022). **Social media and UGC ecosystems** form a closely related stream (8 studies, ~17%), where prosumption is conceptualized as content creation on platforms such as YouTube, Facebook, and review communities, tightly coupled with algorithmic design and platformization dynamics (Muda and Hamzah 2021; Chan, Zeng and Yang 2022). Together, these studies reflect the increasing platformization of prosumption research and the central role of digital infrastructures in shaping participation and value creation. Counterbalancing platform-centric views, **offline and everyday prosumption** (8 studies, ~17%) situates value creation in identity work, skill development, and material practices, notably homebrewing, fiber crafts, and food preparation, rooted in social relations rather than market logics (Wolf, Ritz and McQuitty 2020; Maciel 2025). While largely grounded in offline practices, this stream increasingly acknowledges the pressures of platformization, as prosumers adapt craft identities to algorithmic visibility on marketplaces such as Etsy (Scaraboto and Fischer 2024). **Sustainability-oriented prosumption** (5 studies) addresses green prosumers, circular economy practices, and the structural vulnerability of nature-dependent prosumers to climate disruptions, while also aligning food prosumption with degrowth principles (Perera, Hewege and Mai 2020; Vicdan et al. 2024; Steinfield et al. 2021). Community-based initiatives such as Fairtrade Town are further conceptualized as collective spaces of value and brand co-creation, where prosumption becomes a vehicle for civic engagement and ethical market participation (Samuel et al. 2018). More recently, an **emerging technology context** (3 studies) explores how AI and the metaverse reshape presumptive practices, raising questions about creativity, access, and digital domestication (Noor et al. 2025). Additional specialized contexts extend the lens to crises, health communication, and live sports fandom (Sundstrom 2013; Lang et al. 2021; Davis and Gibbons 2023).

Geographically, the literature is heavily Western-centric, with the United States dominating (10 studies), suggesting that existing knowledge is shaped by a relatively narrow set of institutional, cultural, and economic conditions, highlighting important opportunities for future research in underrepresented contexts. Temporally, the field progresses from traditional DIY and community settings (2008–2015), through digital platforms and the sharing economy (2016–2020), toward the metaverse, AI, and sustainability (2021–2025), reflecting broader societal transformations.

Table 5
Research contexts in prosumption literature.

Context	Count (approx.)	Representative papers
<i>Sharing economy and collaborative consumption</i>	11	Darmody, Yuksel and Venkatraman 2017; Lang et al. (2020, 2022); Casidy et al. (2022); Klein et al. (2022); Xiang et al. (2022); Zeng et al. (2022); Chatterjee, Mariani and Wamba (2023); Culiberg et al. (2024)
<i>Digital platforms and online communities</i>	8	Ritzer and Jurgenson (2010); Alhashem, Moraes and Szmigin (2021); Muda and Hamzah (2021); Chen (2021); Malodia et al. (2024)
<i>DIY, craft and food prosumption</i>	8	Xie, Bagozzi and Troye (2008); Hartmann (2016); Wolf, Ritz and McQuitty (2020, 2023); Chatterjee, Mariani and Wamba (2023); Vicdan et al. (2024); Maciel (2025)
<i>Sustainability and Green prosumers</i>	5	Eden (2017); Perera, Hewege and Mai (2020); Steinfield et al. (2021); Vicdan et al. (2024)
<i>Technology and AI</i>	3	Fox (2018); Noor et al. (2025); Vicdan et al. (2024)
<i>Emerging contexts</i>	<i>Sport/fandom (Davis and Gibbons 2023); Platform markets (Scaraboto and Fischer 2024); Prosumption in emerging markets</i>	

Characteristics (C)

Characteristics refer to the key constructs and variables studied in prosumption studies.

Only 15 of the 46 reviewed articles adopt a formal variable-based modeling approach (Table 6), confirming that theory testing through structured causal models remains selective relative to conceptual and qualitative work.

Antecedents of prosumption: Independent variables cluster around four categories. *Psychological motivations* constitute the most prominent cluster, encompassing self-efficacy, attitudes toward prosumption, trust, social identity, flow consciousness, and intrinsic motivation, typically positioned as direct antecedents of prosumption intention or as mediators translating platform stimuli into behavioral outcomes (Xie, Bagozzi and Troye 2008; Lang et al. 2022; Malecka et al. 2022; Noor et al. 2025). *Consumer traits* capture stable individual attributes such as innovativeness, DIY orientation, domain affinity, prior experience, and prosumer vulnerability that function primarily as moderators conditioning the intensity of prosumer role enactment (Casidy et al. 2022; Wolf, Ritz and McQuitty 2023; Chatterjee, Mariani and Wamba 2023; Culiberg et al. 2024; Noor et al. 2025). *Platform and service attributes* have become increasingly prominent in recent work, treating design choices, transparency, reward structures, and service flexibility as primary causal forces rather than contextual background (Zeng et al. 2022; Xiang et al. 2022; Sarkar et al. 2022). Their growing prominence reflects an increasing platform-centric perspective in which prosumption is shaped not only by individual motivations but also by technological design and governance mechanisms. *Economic and transaction-related factors*, such as perceived benefits, risks, ownership burdens, and opportunistic concerns, frame prosumption as a cost–benefit decision, typically combined with psychological variables rather than used in isolation (Nagel, Cronin and Utecht 2018; Klein et al. 2022; Xiang et al. 2022).

Table 6
Frequently Studied Characteristics

Variable	Key Variables and Representative Studies
Antecedents (15 studies)	
<i>Motivational and psychological drivers</i>	Self-efficacy, attitudes toward prosumption, attitudes toward trying and succeeding, and perceived behavioral control (Xie, Bagozzi and Troye 2008), trust and gratitude toward platforms (Lang et al. 2022), social identity factors (Malecka et al. 2022), flow consciousness and social presence (Noor et al. 2025), enjoyment/intrinsic motivation (Nagel, Cronin and Utecht 2018).
<i>Consumer traits and role-related characteristics</i>	Customer innovativeness (Casidy et al. 2022), affinity (Noor et al. 2025; Wolf, Ritz and McQuitty 2023), self-efficacy (Xie, Bagozzi and Troye 2008). DIY orientation and self-identification (Nagel, Cronin and Utecht 2018; Chatterjee, Mariani and Wamba 2023), prior platform experience (Malecka et al. 2022), and prosumer vulnerability (Culiberg et al. 2024).
<i>Platform interaction and service attributes</i>	Platform transparency and number of participants (Zeng et al. 2022), advergame format and reward type (Sarkar et al. 2022), service flexibility and service knowledge (Xiang et al. 2022), digital media usage intensity (Chatterjee, Mariani and Wamba 2023).
<i>Economic drivers</i>	Perceived economic benefit, perceived risk (Nagel, Cronin and Utecht 2018), asset price, and burdens of ownership (Klein et al. 2022), economic motivation of service providers (Xiang et al. 2022), perceived risks related to privacy, security, and health (Culiberg et al. 2024).
Outcomes (15 studies)	
<i>Role intention and switching</i>	Intention to prosume, become provider (Xie, Bagozzi and Troye 2008; Nagel, Cronin and Utecht 2018; Lang et al. 2022; Ertz et al. 2022)
<i>Engagement and participation</i>	Co-production, engagement behaviors (Casidy et al. 2022; Chatterjee, Mariani and Wamba 2023)

Market outcomes	Purchase intention, satisfaction, eWOM (Muda and Hamzah 2021; Klein et al. 2022; Casidy et al. 2022)
Creative/value outcomes	Creative performance, brand sacredness (Zeng et al. 2022; Sarkar et al. 2022).
Experiential values	Fun, control, self-improvement (Wolf, Ritz and McQuitty 2023)
Mediators (10 studies)	
Psychological Processes	Attitude (Muda and Hamzah 2021), arousal and constraint on idea expression (Zeng et al. 2022).
Behavioral Mechanisms	Co-production (Casidy et al., 2022), intention to prosume (Sarkar et al. 2022).
Relational Mechanisms	Brand Relationship Quality (Sarkar et al. 2022), affinity (Wolf, Ritz and McQuitty 2023).
Moderators (9 studies)	
Individual Differences	Customer innovativeness (Casidy et al. 2022), user type (consumer vs. provider) (Lang et al. 2020), affinity for technology, e-trust, (Noor et al. 2025).
Role/ Contextual Factors	Asset price (Klein et al. 2022), shared property management (Xiang et al. 2022); perceived difficulty (Lang et al. 2020; Xiang et al. 2022).
Design Factors	Platform transparency, reward type (Sarkar et al. 2020; Zeng et al. 2022)
Control Variables (5 studies)	
Demographic Controls	Age, gender, income, and education (Nagel, Cronin and Utecht 2018; Xiang et al. 2022; Chatterjee, Mariani and Wamba 2023; Culiberg et al. 2024).
Experience Controls	Prior experience with the platform/ service (Culiberg et al. 2024); past experience with collaborative consumption (Malecka et al. 2022); pre-existing identity (Nagel, Cronin and Utecht 2018).
Context-Specific Controls	Project type (landscaping vs. tile) (Nagel, Cronin and Utecht 2018); service seniority (Xiang et al. 2022).

Prosumption Outcomes: Turning to the consequences of prosumption, dependent variables predominantly capture behavioral and attitudinal consequences: intention to prosume or role-switch, engagement, participation, and value creation (Xie, Bagozzi and Troye 2008; Lang et al. 2020; Malecka et al. 2022). A secondary category encompasses creative and expressive outputs such as creative performance and brand sacredness (Zeng et al. 2022; Sarkar et al. 2022), while experiential outcomes like enjoyment, self-improvement, and quality of life, appear in hobbyist and craft contexts (Wolf, Ritz and McQuitty 2023).

Mediators, Moderators, and Control Variables: Mediators and moderators play a pivotal role in advancing explanatory depth in prosumption research, shifting the field away from simple direct-effect models toward more nuanced, process-oriented explanations (Table 6). Mediation is tested in 10 of the 15 quantitative studies, positioning psychological mechanisms (e.g., self-efficacy, flow consciousness), relational processes (e.g., coproduction), and experiential constructs (e.g., affinity) as the primary conduits through which motivations and structural features convert into presumptive value (Xie, Bagozzi and Troye 2008; Casidy et al. 2022; Noor et al. 2025). Moderators appear in 9 studies and fall into three categories: individual differences (innovativeness, e-trust, affinity for technology interaction), role and context factors (user type, task difficulty), and design features (platform transparency, reward type) — collectively demonstrating that prosumption is fundamentally contingent on prosumer identity, role, and system architecture (Lang et al. 2020; Zeng et al.

2022; Noor et al. 2025). Control variables are used more selectively and mainly include demographic characteristics, prior experience, and task-related factors. While they contribute to methodological rigor, they remain only weakly integrated into broader theoretical explanations.

Overall, quantitative prosumption research has matured toward multi-variable, processoriented models that integrate psychological, economic, and sociological perspectives. The dominance of intention-based outcomes signals a focus on predicting engagement over capturing realized behavior. A key limitation remains the reliance on self-reported measures; notable exceptions using platform booking data (Xiang et al. 2022) or experimental designs (Klein et al. 2022) point to a critical avenue for future research.

Methods (M)

The methodological landscape reflects prosumption research's exploratory character, with a strong presence of qualitative and conceptual approaches indicating that theorizing has preceded systematic causal testing (Table 7). **Qualitative studies** constitute a substantial share of the corpus, employing interviews, ethnography, netnography, and discourse analysis to examine prosumption as embedded in everyday life and socio-cultural contexts. Practiceoriented work investigates gardening, freecycling, and DIY consumption as routinized, materially grounded activities (Hartmann 2016; Eden 2017; Fox 2018), while critical qualitative studies interrogate power relations and unpaid labor through interviews and document analysis (Andrews and Ritzer 2018; Ritzer and Miles 2019). Digital and physical ethnographies capture prosumption in naturalistic online and offline settings (Alhashem, Moraes and Szmigin 2021; Maciel 2025), and case study or grounded theory designs support longitudinal and inductive theory-building (Samuel et al. 2018; Bouncken and Tiberius 2023).

Table 7
Distribution of paper types

Paper type	Number	Approx. share	Example References
Qualitative	17	~36%	Sundstrom (2013); Chandler and Chen (2015); Eden (2017); Alhashem, Moraes and Szmigin (2021).
Quantitative	13	~28%	Xie, Bagozzi and Troye (2008); Casidy et al. (2022); Zeng et al. (2022); Culiberg et al. (2024).
Mixed methods	3	~6%	Hartmann (2016); Nagel, Cronin and Utecht (2018); Klein et al. (2022).
Conceptual / Literature-based	13	~16%	Pitt et al. (2006); Ritzer (2014); Eckhardt et al. (2019); Kelleci (2025).

Quantitative studies rely primarily on survey-based designs with SEM or regression analysis, drawing on online panels (Chatterjee, Mariani and Wamba 2023; Culiberg et al. 2024), platform-linked surveys (Muda and Hamzah 2021; Lang et al. 2022), or household surveys with samples of 300–500 respondents (Xie, Bagozzi and Troye 2008). Early contributions operationalized prosumption intentions and value outcomes to test causal relationships (Xie, Bagozzi and Troye 2008); more recent work models complex mediated and moderated structures in platform and sharing-economy contexts (Casidy et al. 2022; Lang et al. 2022; Ertz et al. 2022).

Experimental designs represent a smaller but increasingly visible stream, reflecting a growing interest in isolating causal mechanisms and design effects. These studies are often scenario-based or rely on multi-experiment designs, particularly in research on platforms, creativity, and brand-related outcomes (Zeng et al. 2022; Ertz et al. 2022; Sarkar et al. 2022). Although they strengthen internal validity, they generally offer less contextual realism than qualitative approaches.

Mixed-method approaches occupy an intermediary position, combining the exploratory strengths of qualitative inquiry with the generalizability of quantitative analysis. Such designs are typically adopted when studying under-theorized

phenomena such as DIY value co-creation or ownership burdens in sharing platforms (Nagel, Cronin and Utecht 2018; Klein et al. 2022).

Conceptual and literature-based contributions play a structuring role by synthesizing fragmented findings, revisiting foundational theories, and proposing integrative frameworks that shape subsequent empirical research (Cova and Cova 2012; Eckhardt et al. 2019; Kelleci 2025).

As summarized in Table 8, early reliance on qualitative and conceptual approaches laid the groundwork for understanding prosumption as a social and cultural phenomenon. Over time, the growing use of survey-based, experimental, and mixed-method designs signals a shift toward theory testing, mechanism identification, and boundary specification. Nonetheless, the relative separation between rich qualitative insights and statistically rigorous quantitative models points to ongoing opportunities for more integrative methodological designs that better connect everyday prosumption practices with causal explanation.

Table 8
Dominant methodological techniques in prosumption research

Method Category	Number of Studies (n)	Representative Studies (Author(s), Year)
Survey	13	Xie, Bagozzi and Troye (2008); Lang et al. (2020); Muda and Hamzah (2021); Casidy et al. (2022); Malecka et al. (2022); Chatterjee, Mariani and Wamba (2023); Culiberg et al. (2024); Noor et al. (2025).
Interview	12	Hartmann (2016); Eden (2017); Darmody, Yuksel and Venkatraman (2017); Samuel et al. (2018); Perera, Hewege and Mai (2020); Busca and Bertrandias (2020); Scaraboto and Fischer (2024).
Ethnography / Netnography	7	Hartmann (2016); Eden (2017); Kviat (2022); Davis and Gibbons (2023); Maciel (2025).
Experiment	5	Klein et al. (2022); Zeng et al. (2022); Sarkar et al. (2022); Xiang et al. (2022).
Literature Review / Conceptual	4	Cova and Cova (2012); Fox (2018); Eckhardt et al. (2019); Lang et al. (2021).
Case Study	3	Samuel et al. (2018); Busca and Bertrandias (2020); Kviat (2022).
Focus Group	2	Nagel, Cronin and Utecht (2018); Klein et al. (2022).

Across its four dimensions, the TCCM analysis reveals a field in transition, one that is progressively diversifying its theoretical foundations, expanding its empirical contexts, refining its variable-based models, and moving from exploratory toward causal methodological designs, setting the stage for the research agenda developed in the following section.

Research gaps and future research directions (RQ5)

Marketing research on prosumption reveals a rich but fragmented body of knowledge, which has prevented the field from developing a coherent and cumulative theoretical core. Four major limitations warrant particular attention. First, the multiplicity of frameworks mobilized confirms the interdisciplinary nature of the concept but simultaneously weakens its coherence, as prosumption is frequently used as an umbrella term referring to heterogeneous realities such as coproduction, participation, digital labor, creativity, and moral engagement, rather than as a rigorously delimited construct. Second, although the literature establishes a distinction between prosumption and value co-creation (e.g., Chandler 2015; Alhashem et al. 2020), this distinction remains unevenly stabilized. While existing studies generally differentiate the two concepts, the nature of their relationship and their respective boundaries remain insufficiently theorized.

Third, marketing research overwhelmingly focuses on digital and platform-based environments, privileging technologically mediated forms of prosumption at the expense of non-digital, embodied, or community-based manifestations. Yet these latter forms remain central to the conceptual development of prosumption. Fourth, empirical studies remain limited, with few explicitly operationalizing prosumption through measurable variables, and a tendency to overemphasize motivational antecedents while neglecting their interaction with contextual conditions and role identities. These four limitations collectively point to a critical gap: marketing research still lacks a sufficiently unified and theoretically robust model capable of conceptualizing prosumption as a distinct construct, one that can traverse contexts, explicate its underlying mechanisms, and clearly differentiate it from adjacent forms of consumer participation. On this basis, several research avenues appear particularly promising. These avenues can be organized around three overarching challenges: (1) the conceptual clarification and integration of prosumption, (2) the analysis of its forms, contexts and trajectories, and (3) the exploration of its critical, social, and political dimensions.

Challenge 1 – Clarifying and conceptually integrating prosumption

Developing an integrated theoretical model of prosumption: The bibliometric analysis highlights a high degree of theoretical dispersion characterized by the juxtaposition of partial and weakly articulated frameworks. Future research should prioritize developing an integrative model capable of articulating prosumption's individual, relational, sociotechnical, and systemic dimensions within a unified framework, more clearly delineating its conceptual boundaries vis-à-vis neighboring notions and situating its various forms (e.g., autonomous, collaborative, sociotechnical, emotional) within a coherent conceptual structure.

Conceptually clarifying prosumption beyond co-creation: A second avenue consists of clarifying the conceptual relationship between prosumption and co-creation, two notions frequently mobilized interchangeably despite their distinct theoretical foundations. Future research would benefit from developing frameworks capable of distinguishing situations in which prosumption is embedded in co-creation logics from those in which it diverges, drawing on criteria such as governance mechanisms, recognition of prosumers' labor, value-sharing arrangements, and organizational control. Such clarification would help reduce the current conceptual and terminological confusion and better capture the diversity of presumptive arrangements.

Strengthening interpretive approaches and empirical validation: The conceptual stability of prosumption also depends on the ways in which the construct is empirically operationalized and tested. Existing research is dominated by qualitative and conceptual approaches, more recently complemented by quantitative surveys and mixed-method designs. While this diversity has enabled rich analyses of presumptive practices, it has also contributed to fragmentation. A promising avenue lies in integrative research designs that combine the interpretive depth of qualitative approaches with the rigor of quantitative testing, strengthening the operationalization of prosumption's core dimensions and supporting more cumulative theory development.

Challenge 2 – Analyzing the forms, contexts, and trajectories of prosumption

Moving beyond the techno-centric bias: The bibliometric analysis reveals a marked dominance of digital and platform-based contexts, which strongly shape contemporary conceptualizations of prosumption. Future research should examine prosumption in nondigital, analog, or hybrid contexts to assess the transferability of existing frameworks. Comparative studies could help distinguish the general constitutive mechanisms of prosumption, such as the fusion of productive and consumptive roles, from mechanisms specific to platform architectures, including algorithmic control and data extraction.

Examining sustainable prosumption and the empowerment of consumers: A fourth avenue situates prosumption within debates on sustainability, circularity, and degrowth. While many studies portray prosumption as a lever for sustainability through repair, DIY, reuse, or sharing, few critically examine associated trade-offs. Future research could investigate how prosumption may reduce environmental footprints without shifting risks or moral burdens onto consumers, with particular attention to green prosumers' motivations, moral fatigue, and the risks of organizational greenwashing.

Studying profiles, trajectories, and temporal dynamics of prosumption: Although the literature conceptually distinguishes different forms and figures of prosumers (Xiang et al. 2020; Ertz et al. 2022; Scaraboto and Fischer 2024), the results of the analysis reveal the absence of robust and validated empirical typologies, as well as the dominance of static approaches in the study of prosumption. Future research could develop prosumption profiles through processual and longitudinal designs, capturing the diversity and evolution of presumptive practices over time, from initial engagement through intensification to disengagement or burnout. Such a dynamic typology would illuminate the cumulative effects of prosumption on identity, skill development, and platform attachment, while enabling examination of variations across sociodemographic, cultural, and technological contexts.

Challenge 3 – Interrogating the critical, social, and political dimensions of prosumption

Exploring ambivalence, vulnerability, and psychosocial effects: While a substantial body of literature emphasizes prosumption's benefits, including empowerment, creativity, and engagement (e.g., Xie, Bagozzi and Troye 2008; Alhashem et al. 2020; Chatterjee, Mariani and Wamba 2023; Wolf, Ritz and McQuitty 2023), a critical stream highlights that it may also be imposed through economic, social, or technological constraints, particularly in contexts of platformization and algorithmic dependence (e.g., Ritzer and Jurgenson 2010; Culiberg et al. 2024; Scaraboto and Fischer 2024). Future research would benefit from examining conditions under which prosumption shifts from a voluntary and empowering practice to a constrained or precarious activity, jointly modeling benefits and costs to move beyond celebratory narratives and offer a more nuanced understanding of prosumption's effects. While existing studies emphasize positive outcomes such as engagement, creativity, and value creation, issues related to stress, overload, emotional fatigue, and loss of control remain underexplored. Exploring how empowerment and autonomy coexist with vulnerability and precarity would provide a more balanced understanding of prosumption.

Conceptualizing prosumer-consumer exploitation: A related but underexplored avenue concerns the explicit conceptualization of exploitation in presumptive contexts. While prosumption entails increasing transfers of labor, data, skills, and affect to consumers, the literature rarely analyzes these dynamics through the lens of exploitation, favoring instead more neutral notions such as participation, engagement, or risk. Future research could identify the conditions under which prosumption shifts from value sharing and empowerment toward consumer exploitation by firms.

Studying intercultural and societal differences: These critical dimensions are further compounded by significant cross-cultural variations that remain largely unexplored. Future research would benefit from comparative approaches analyzing variations in prosumption across collectivist and individualist cultures, stable and precarious economies, and social groups differentiated by socioeconomic position, resource access, and digital capital, distinguishing in particular between forms of prosumption that are chosen and empowering and those that are imposed or associated with precarious situations.

CONCLUSIONS

This study provides a multi-layered synthesis of prosumption research by combining a cross-disciplinary bibliometric performance analysis with a focused bibliometric and TCCM-based review of the marketing literature. The three-stage design maps prosumption's overall diffusion, clarifies its uneven development within marketing, and structures the intellectual foundations upon which future research can build.

The cross-disciplinary analysis confirms prosumption as a well-established and rapidly expanding research theme, driven by digitalization, decentralized production, and sustainability transitions. Yet it also reveals a pronounced disciplinary imbalance: energy, engineering, and technology-oriented domains have overwhelmingly shaped the field, leaving marketing and business scholarship at the margins despite prosumption's profound implications for consumer roles, value creation, and market structures. The bibliometric mapping of marketing publications exposes a fragmented and still-emerging field, while the TCCM analysis reveals theoretical pluralism and methodological diversity alongside persistent weaknesses such as limited theoretical integration, a strong reliance on intention-based measures, and a scarcity of behavioral and longitudinal data.

Methodologically, the study demonstrates the value of sequencing bibliometric performance analysis with theory-driven content analysis. Bibliometric techniques effectively map intellectual structures and research trajectories but remain constrained by citation-based temporal effects. TCCM-based content analysis compensates by enabling deeper interpretation of theoretical foundations, contexts, and methodological choices, supporting cumulative knowledge development.

From a managerial perspective, the findings suggest that prosumption can no longer be treated as a simple engagement tool or a cost-free resource. It requires differentiated governance: formalizing decision rights and value-sharing arrangements, designing platforms that balance transparency and oversight while preserving voluntary participation, and acknowledging prosumption's ambivalent nature, which may foster empowerment and creativity while potentially transferring labor, data, or responsibility in ways that generate vulnerability or inequality. Segmenting prosumer profiles and managing participation temporality are critical to preventing fatigue and disengagement. When embedded in sustainability strategies, prosumption must be aligned with measurable organizational commitments rather than used as a mechanism for delegating environmental responsibility to consumers.

Notwithstanding its contributions, this study is subject to several limitations. The analytical focus on marketing journals, while ensuring theoretical coherence, may have overlooked relevant contributions from adjacent disciplines. The

prosum* keyword criterion enhances replicability but may exclude studies addressing similar phenomena under labels such as co-creation or user innovation. Restriction to English-language peer-reviewed articles further limits coverage. Finally, despite citation searches extending to November 2025, the rapid evolution of digital participation practices calls for periodic updates of this mapping effort.

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