

Deviant Consumption: A Bibliometric Analysis of Leisure-Driven Shopping Pathologies

Sapkın Tüketim: Eğlence Odaklı Alışveriş Patolojilerinin Bibliyometrik Analizi

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Abstract

This study investigates the phenomenon of deviant consumption within the context of leisure culture, with a specific focus on compulsive and non-normative shopping behaviors. Drawing on a bibliometric methodology, data were collected from the Web of Science Core Collection using targeted keywords across relevant disciplinary categories. A total of 540 peer-reviewed publications were analyzed using VOSviewer software to uncover thematic structures, citation patterns, and keyword clusters. The findings reveal a growing academic interest in the intersection of leisure, consumption, and deviance, particularly since the early 2000s. Geographical analysis indicates that research output is heavily concentrated in countries with robust academic infrastructure, while thematic mapping highlights the interdisciplinary nature of the field, spanning psychology, sociology, behavioral science, and marketing. Despite increasing scholarly engagement, the literature remains fragmented, with limited representation from non-Western contexts and a lack of qualitative or culturally situated studies. This study contributes to the literature by offering a comprehensive overview of existing research trajectories and by identifying key gaps that future interdisciplinary and cross-cultural investigations should address.

Keywords: Deviant Consumption, Leisure Behavior, Bibliometric Analysis.

Özet

Bu çalışma, boş zaman kültürü bağlamında Sapkın tüketim olgusunu incelemekte ve özellikle kompulsif (dürtüsel) ve norm dışı alışveriş davranışlarına odaklanmaktadır. Bibliyometrik bir yöntem kullanılarak, Web of Science Core Collection veri tabanından ilgili disiplin kategorilerinde belirlenen anahtar kelimeler aracılığıyla veriler toplanmıştır. Toplam 540 hakemli yayın, VOSviewer yazılımı kullanılarak tematik yapılar, atıf örüntüleri ve anahtar kelime kümeleri açısından analiz edilmiştir. Bulgular, özellikle 2000'li yılların başlarından itibaren, boş zaman, tüketim ve sapma kesişiminde artan bir akademik ilgiyi ortaya koymaktadır. Coğrafi analiz, araştırma çıktılarının büyük ölçüde güçlü akademik altyapıya sahip ülkelerde yoğunlaştığını göstermektedir. Tematik haritalama ise alanın psikoloji, sosyoloji, davranış bilimi ve pazarlama gibi disiplinleri kapsayan disiplinler arası bir yapıya sahip olduğunu göstermektedir. Artan akademik ilgilene rağmen, mevcut literatür parçalı bir yapı sergilemekte; Batı dışı bağlamların sınırlı temsil edildiği ve niteliksel ya da kültürel olarak konumlandırılmış çalışmaların yetersiz olduğu görülmektedir. Bu çalışma, mevcut araştırma eğilimlerine kapsamlı bir genel bakış sunarak literatüre katkıda bulunmakta ve gelecekteki disiplinler arası ve kültürler arası araştırmaların ele alması gereken temel boşlukları belirlemektedir.

Anahtar kelimeler: Sapkın Tüketim, Boş Zaman Davranışı, Bibliyometrik Analiz.

<https://www.ijoss.org/Archive/issue2-volume3/ijoss-Volume2-issue3-09.pdf>

Introduction

In modern societies, leisure has evolved beyond its traditional role as a mere respite from labor or a passive recovery period. It now constitutes a dynamic sphere of cultural expression and socio-economic significance. Rather than serving solely as unstructured free time, leisure has become a site where identities are negotiated and lifestyle distinctions are produced. As Rojek (2005) points out, leisure activities in late modernity are deeply embedded within consumerist paradigms, influencing not only how individuals organize their time but also how they position themselves socially. This shift is especially pronounced in urban and digital environments, where the lines between consumption and leisure are increasingly blurred. According to Stebbins (2021), the commodification of leisure reflects the integration of free time into market-driven frameworks, encouraging individuals to seek stimulation, pleasure, and novelty through consumer practices. This transformation has repositioned leisure not merely as a fundamental right or psychological necessity, but as a commodified domain subject to design, marketing, and commercial circulation. As a result, contemporary leisure practices are increasingly influenced by branding strategies, social media dynamics, and algorithm-driven personalization, wherein consumer behavior becomes integral to the leisure experience itself.

The development of consumer culture has significantly reshaped personal aspirations, collective norms, and routine behaviors, leading to a fundamental transformation in how consumption is understood and enacted within contemporary society. No longer confined to the satisfaction of material needs, consumption has increasingly become a symbolic act a way through which individuals construct identities, seek emotional gratification, and position themselves within the social order (Weber & Maffezzoli, 2021; Williams & Coleman, 2013). The rise of neoliberal ideologies and the spread of global market mechanisms have intensified the emphasis on individualism, freedom of choice, and the pursuit of pleasure, all of which are mediated through consumer behavior. As Campbell (2013) notes in his theory of the "romantic ethic and the spirit of modern consumerism," modern individuals are not merely consumers of goods but of fantasies, expectations, and experiences, often shaped by market stimuli and affective narratives. This transition has been accelerated by the pervasive influence of advertising, algorithmic media, and digital platforms, which not only anticipate consumer desires but also construct and amplify them. Particularly in the context of digital capitalism, individuals are exposed to constant streams of visual and affective stimuli that encourage impulsive engagement and immediate gratification. The normalization of excess whether in shopping, eating, gaming, or leisure travel has turned compulsive behaviors into culturally endorsed modes of self-expression and social integration (Izberk-Bilgin, 2010). Simultaneously, the boundaries between private and public, need and desire, rationality and impulse, have eroded. Consumption no longer functions as a means to an end, but as an end in itself, imbued with emotional, aesthetic, and existential significance (Venkatesh & Meamber, 2008). Within this framework, individuals are subtly but persistently drawn toward overconsumption and the pursuit of short-term affective highs, often at the expense of long-term well-being or social responsibility. As such, consumption practices are not merely economic activities but deeply embedded in socio-cultural systems of meaning and behavior.

Within the broader dynamics of consumer culture, certain consumption behaviors begin to deviate from what is socially or psychologically considered "normative" and enter the realm of what scholars refer to as deviant or problematic consumption (Smith & Raymen, 2015). These practices, although often normalized or glamorized in media

representations, are characterized by their compulsive, excessive, or harmful nature, both for the individual and for their immediate social environment. Deviant consumption encompasses a wide spectrum of behaviors, ranging from compulsive shopping and online gambling to binge eating, brand addiction, and materialistic overinvestment (Dittmar, 2004; Ridgway et al., 2008). Among these, compulsive buying disorder (CBD) has emerged as a salient phenomenon, marked by persistent and uncontrollable urges to purchase, typically followed by feelings of guilt, anxiety, or regret. While such behaviors are frequently rationalized as lifestyle choices in consumer societies, they often reflect deeper psychological vulnerabilities and unmet emotional needs (Black, 2007). This tension between socially encouraged consumption and personal dysregulation places deviant consumer behaviors at the intersection of psychological pathology and cultural normativity. Marketing-driven cultures often capitalize on stimulation, rapid gratification, and the pursuit of novelty factors that may contribute to compulsive or addictive behaviors, particularly among vulnerable individuals. Simultaneously, psychological research has increasingly framed such behaviors not merely as habits, but as symptomatic of deeper emotional struggles, including anxiety, diminished self-worth, and dysregulated affect (Mueller et al., 2010). However, the societal response to these consumption patterns is frequently shaped by stigma; behaviors such as compulsive buying are commonly dismissed or moralized rather than recognized as valid psychosocial issues (Kellett & Bolton, 2009). Within this framework, deviant consumption cannot be reduced to a purely economic irregularity or clinical category. Instead, it should be understood as a socially constructed label one contingent on contextual factors such as frequency, perceived harm, and deviation from normative expectations.

In light of these complexities, it becomes essential to interrogate not only the behaviors themselves but also the discursive frameworks that define and govern them. What is considered “deviant” is not a fixed or universal standard but is deeply informed by cultural expectations, gender norms, and moral economies (Henson et al., 2000). For instance, while excessive shopping may be tolerated or even celebrated in affluent consumer segments, it is pathologized or criminalized in marginalized communities where such behaviors intersect with debt, unemployment, or social exclusion. Therefore, the study of deviant consumption demands a critical, interdisciplinary lens one that moves beyond binary distinctions between normal and pathological, voluntary and compulsive, or leisure and labor.

The intersection between deviant consumption and leisure becomes particularly salient when considering the concept of deviant leisure, a theoretical framework developed to understand leisure activities that fall outside socially accepted norms or that result in personal or collective harm (Blackshaw & Long, 2005; Hayward, 2004). Deviant leisure is not simply defined by its illegality or pathology, but rather by its ambiguous moral positioning, often shaped by cultural values, legal frameworks, and social perceptions. Practices such as gambling, substance use, excessive shopping, or risk-laden digital behaviors when carried out in leisure time occupy a liminal space between pleasure and harm, choice and compulsion, autonomy and social regulation. In this sense, leisure is no longer an ideologically neutral domain but becomes a site of cultural contestation, where dominant moral codes and consumer ideologies interact to define what is deemed acceptable, desirable, or deviant (Spracklen, 2013). The commodification of leisure in capitalist societies has blurred the lines between recreation and regulation, especially in domains where leisure consumption may mask underlying psychosocial distress (Kelly, 1991; Naulin & Jourdain, 2019; Raymen & Smith, 2019). For instance, binge shopping during weekends or prolonged engagement in online

marketplaces may appear as harmless recreational habits but can, in certain contexts, reveal patterns of avoidance coping, emotional regulation failure, or identity crisis (Reith, 2005). These behaviors, while socially tolerated in moderation, become pathologized once they transgress invisible boundaries of “normal use” a boundary often determined by class, gender, or cultural background. The appeal of such leisure practices lies precisely in their duality: they offer momentary escape, social recognition, and identity reinforcement, even as they risk entrenching the individual in cycles of dependency or marginalization (Williams, 2009). Moreover, deviant leisure challenges conventional assumptions about the functional role of free time. Contrary to the romanticized view of leisure as inherently restorative or socially integrative, these practices reveal the dark underside of recreation, where the pursuit of pleasure collides with self-destruction, social alienation, or ethical ambiguity (Stebbins, 1997). In contexts where consumerism saturates the meanings and practices of leisure, the potential for deviance becomes embedded within the very fabric of everyday life. Thus, understanding how deviant consumption unfolds within leisure settings demands not only psychological or behavioral insights but also a critical engagement with the structural and symbolic dimensions of late modern leisure itself.

Despite the growing academic attention to both deviant consumption and leisure studies, the literature remains highly fragmented, characterized by disciplinary silos, varying terminologies, and a lack of comprehensive synthesis. While psychological studies tend to focus on the clinical aspects of compulsive behaviors such as diagnosis, treatment, or neurobiological underpinnings sociological and cultural analyses emphasize the symbolic meanings of consumption, the moral framing of deviance, and the structural determinants of leisure inequality (Benet-Martínez et al., 2001; Sherman, 2018). While existing studies contribute meaningful insights, the lack of comprehensive, interdisciplinary reviews has limited the formation of a cohesive theoretical framework in the field. Much of the current scholarship is fragmented, relying on isolated case studies, narrowly focused theoretical accounts, or small-scale empirical research, which hinders both generalizability and the identification of overarching patterns. This fragmentation is exacerbated by terminological ambiguity; terms such as “problematic consumption,” “consumer deviance”, “impulsive shopping” and “materialistic pathology” are frequently used interchangeably, despite their distinct conceptual implications and sociocultural resonances. Additionally, much of the literature tends to examine particular forms of deviant behavior such as gambling, compulsive buying, or substance abuse in isolation, without adequately situating them within the broader landscape of leisure-related practices and experiences (Smith & Raymen, 2018; Wearing et al., 2013). This results in a piecemeal understanding of how deviant consumption operates as a leisure phenomenon and how it is distributed across social contexts and academic discourses. Even in global citation indices such as the Web of Science (WoS), relevant studies are scattered across multiple categories ranging from psychology and behavioral sciences to economics, criminology, and tourism further reflecting the thematic and disciplinary diffusion of the topic. In this regard, there is a pressing need for a systematic synthesis that not only identifies the key conceptual clusters and disciplinary anchors but also reveals the invisible patterns, trends, and gaps in the existing scholarship. Such an endeavor would allow researchers to better situate their inquiries, avoid redundant efforts, and foster interdisciplinary dialogue. Such an endeavor would also offer a valuable roadmap for future research, particularly in examining how deviant consumption intersects with emerging technologies, digital platforms, and transnational leisure cultures. In response to this identified gap, the present study seeks to generate a systematic, data-driven synthesis of the field by analyzing Web of Science-indexed

publications through a multidimensional lens considering temporal trends, geographical distribution, and thematic orientations.

Against this background, the present study sets out to deliver a comprehensive and methodologically rigorous review of scholarly literature concerning deviant consumption within the realm of leisure culture. Drawing on established frameworks for conducting structured literature reviews in the social sciences (Snyder, 2019; Boell & Cecez-Kecmanovic, 2015), the research employs a systematic, data-oriented approach to charting the interdisciplinary evolution of this field. By analyzing peer-reviewed articles indexed in the Web of Science Core Collection, the study aims to trace how key constructs such as compulsive buying, consumer deviance, and pathological leisure have been conceptualized and explored across various academic domains, temporal phases, and national settings. Eschewing a singular theoretical lens or disciplinary boundary, this review adopts an integrative perspective to map the diverse and fragmented conceptual landscape that defines contemporary scholarship on deviant consumption. The goal is not only to consolidate scattered knowledge but also to identify underlying patterns, research clusters, and epistemological gaps that remain unexplored or insufficiently addressed. In doing so, the study contributes to both theory and practice. Theoretically, it enhances the conceptual clarity of deviant consumption by situating it within the broader debates on leisure, consumer culture, and psychological regulation. Previous reviews have tended to focus narrowly on either psychological pathology or market behavior, whereas this study seeks to bridge these domains by leveraging bibliometric synthesis as a cross-disciplinary analytical tool (Tranfield, Denyer, & Smart, 2003). It also offers a meta-perspective on how academic disciplines have variously framed and problematized such behaviors, thereby inviting future scholarship to engage in more cross-disciplinary dialogue. Practically, the study highlights emerging trends and research trajectories that can inform mental health interventions, consumer education programs, and leisure policy development. By visualizing citation networks, keyword clusters, and thematic concentrations using tools such as VOSviewer, the study introduces a methodological innovation that strengthens the objectivity, reproducibility, and analytical depth of literature reviews.

Ultimately, this research aspires to fill a significant void in the academic landscape by offering a coherent synthesis of a thematically rich yet dispersed body of knowledge. In doing so, it responds to the growing need for critical reflection on the unintended consequences of consumer culture, especially in an era where the boundaries between leisure and labor, freedom and compulsion, self-care and self-destruction are becoming increasingly difficult to navigate. By illuminating how deviant consumption functions within the symbolic and behavioral economy of modern leisure, the study opens new avenues for both empirical investigation and theoretical development.

Materials and Methods

Research Design

This research employs a qualitative review methodology to investigate how deviant shopping behaviors are conceptualized within the broader framework of leisure culture. The study specifically examines how these behaviors are defined in scholarly discourse, the theoretical lenses applied to analyze them, and the ways in which they are approached across diverse academic disciplines. By adopting this perspective, the review aims to establish a coherent conceptual basis for understanding the interplay between leisure and deviant consumption. Review-based research plays a critical role in

organizing fragmented knowledge and integrating theoretical and empirical insights across fields (Snyder, 2019). In alignment with this aim, the present study systematically analyzes academic publications that engage with themes of leisure-related consumption, deviant consumer behavior, and the symbolic or pathological dimensions of shopping practices occurring during non-compulsory time.

Data Source and Search Strategy

The literature review was conducted using the Web of Science (WoS) Core Collection, selected for its stringent indexing standards, comprehensive disciplinary classifications, and access to high-quality, peer-reviewed scholarship. The search strategy was carefully designed to reflect the interdisciplinary and behavioral nature of the research focus. To this end, the following keywords were employed: "Deviance Leisure" or "Deviant Leisure" and "Consumption" or "Consumer Behaviour" and "Shopping". These terms were chosen to capture the conceptual intersection of leisure studies, consumer behavior, and deviance. While a broader range of keywords such as "impulse buying", "consumer addiction" or "compulsive consumption" might have widened the scope, the selected terms allowed for a more targeted and thematically coherent dataset in alignment with the study's primary objectives. The initial query returned 7,932 results. To enhance conceptual relevance and ensure methodological consistency, the dataset was refined by limiting the results to five WoS subject categories: psychology, interdisciplinary social sciences, multidisciplinary psychology, behavioral sciences, and sport sciences. These categories were deemed most relevant due to their alignment with the psychological, sociological, and behavioral dimensions of consumption within leisure contexts. Following this refinement process, a final corpus of 540 publications was established as the basis for analysis.

Analysis Process

The final dataset of 540 publications constituted the analytical foundation of the study. Each article was systematically examined with respect to its thematic focus, underlying theoretical perspectives, and definitional treatment of deviant consumption. A content-driven categorization approach was applied, allowing for the emergence of key thematic clusters such as psychological compulsion, symbolic expression, transgression of social norms, and identity performance within leisure contexts. To further uncover the conceptual architecture and relational patterns embedded in the literature, VOSviewer software was utilized. Widely recognized for its capacity to generate bibliometric visualizations (Van Eck & Waltman, 2010), VOSviewer facilitated the mapping of citation linkages, keyword co-occurrence networks, and patterns of author collaboration. This analytical tool enabled the identification of thematic density and interdisciplinary connectivity, offering a visual representation of the field's intellectual structure.

FINDINGS

The findings of this study are based on a total of 540 publications retrieved from the Web of Science Core Collection. These publications were analyzed in terms of their publication year, country of origin, index distribution, disciplinary categories, and keyword relationships to better understand the academic scope of deviant consumption

within the context of leisure studies. The analysis revealed that more than half of the publications (55%) were indexed in the Social Sciences Citation Index (SSCI), indicating the predominance of social science-oriented perspectives in the field (Table 1).

Table 1. Index Distribution of the Analyzed Publications

Index Name	Number of Publications	Percentage (%)	Description
<i>SSCI (Social Sciences Citation Index)</i>	297	55%	Focuses on social sciences, human behavior, and cultural analyses
<i>SCI-EXPANDED (Science Citation Index Expanded)</i>	130	24%	Includes publications from psychology, neuroscience, and behavioral sciences
<i>CPCI-SSH (Conference Proceedings Citation Index – SSH)</i>	54	10%	Proceedings from conferences in the social sciences and humanities
<i>ESCI (Emerging Sources Citation Index)</i>	43	8%	Emerging peer-reviewed sources, often newly indexed journals
<i>Other (e.g., BKCI-SSH)</i>	16	3%	Book chapters and miscellaneous indexed sources
<i>Total</i>	540	100%	

The distribution of publication indices shown in Table 1 offers critical insights into the disciplinary orientation and academic depth of the existing literature on deviant consumption in leisure contexts. More than half of the publications (55%) are indexed in the Social Sciences Citation Index (SSCI), which suggests a strong research emphasis on sociological, cultural, and behavioral dimensions of leisure-related consumption. This dominance is further reinforced by the presence of 24% of publications in the Science Citation Index Expanded (SCI-EXPANDED), reflecting the growing interest in neuroscientific, psychological, and cognitive aspects of compulsive and deviant consumption behavior. Additionally, conference proceedings and emerging sources (including CPCI-SSH and ESCI) make up approximately 21% of the total dataset. This indicates that the field remains dynamic and exploratory, with many studies being disseminated through conference presentations and newly indexed journals. The presence of publications in book chapters and other indices (3%) underscores the interdisciplinary scope of the topic, extending into academic formats beyond peer-reviewed journals. Overall, the index-based distribution demonstrates that while the core of the literature is anchored in well-established, high-impact social science journals, the topic also resonates across psychology, public health, business, and leisure studies. This interdisciplinary visibility positions deviant consumption as a complex and evolving field of inquiry. The following sections will explore how this scholarly attention has evolved over time, starting with the annual distribution of publications and citations.

Figure 1. Distribution of Publications and Citations by Year

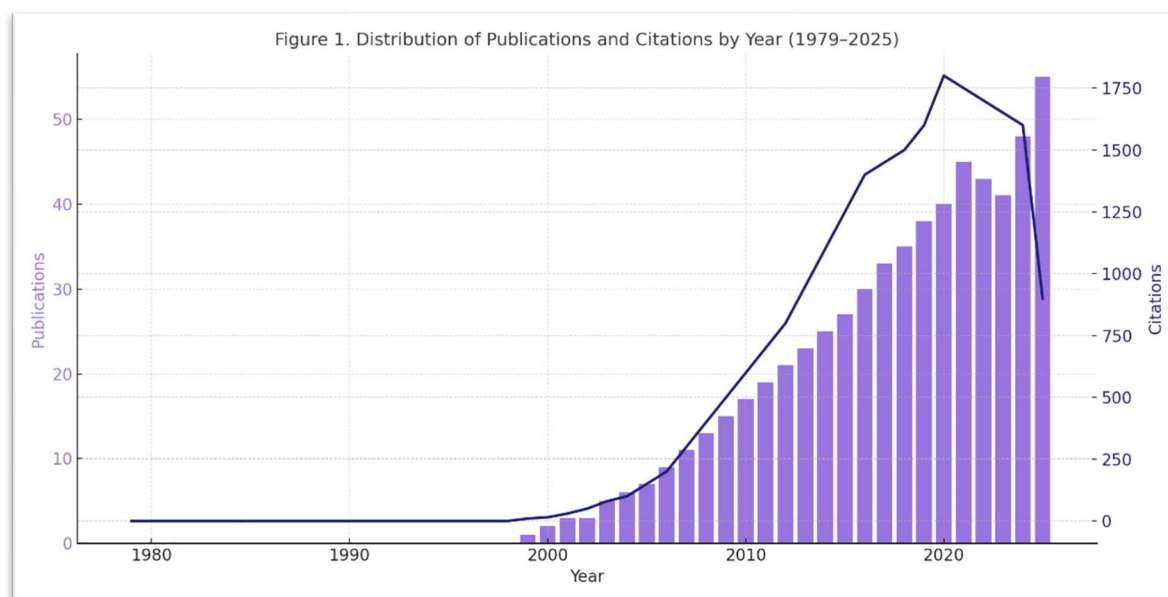


Figure 1 displays the annual distribution of publications (represented by purple bars) and total yearly citation counts (represented by the dark blue line) from 1979 to 2025. The results indicate that academic engagement with the topic remained minimal until the early 2000s, with publication counts fluctuating between 0 and 3 annually between 1979 and 1999. A steady increase in publication activity began in 2004 and continued progressively until 2015. Between 2016 and 2020, both publication output and citation frequency rose sharply. In 2018, the number of publications reached 45, while citation counts exceeded 1,400. The year 2023 marked the highest number of publications, totaling 55. Citation activity peaked in 2021, reaching nearly 1,800 references. The decline in citation numbers observed for 2024 and 2025 is likely attributable to the recentness of those publications, which have not yet had sufficient time to accumulate citations.

Figure 2. Country-Level Density Map of Publication Activity

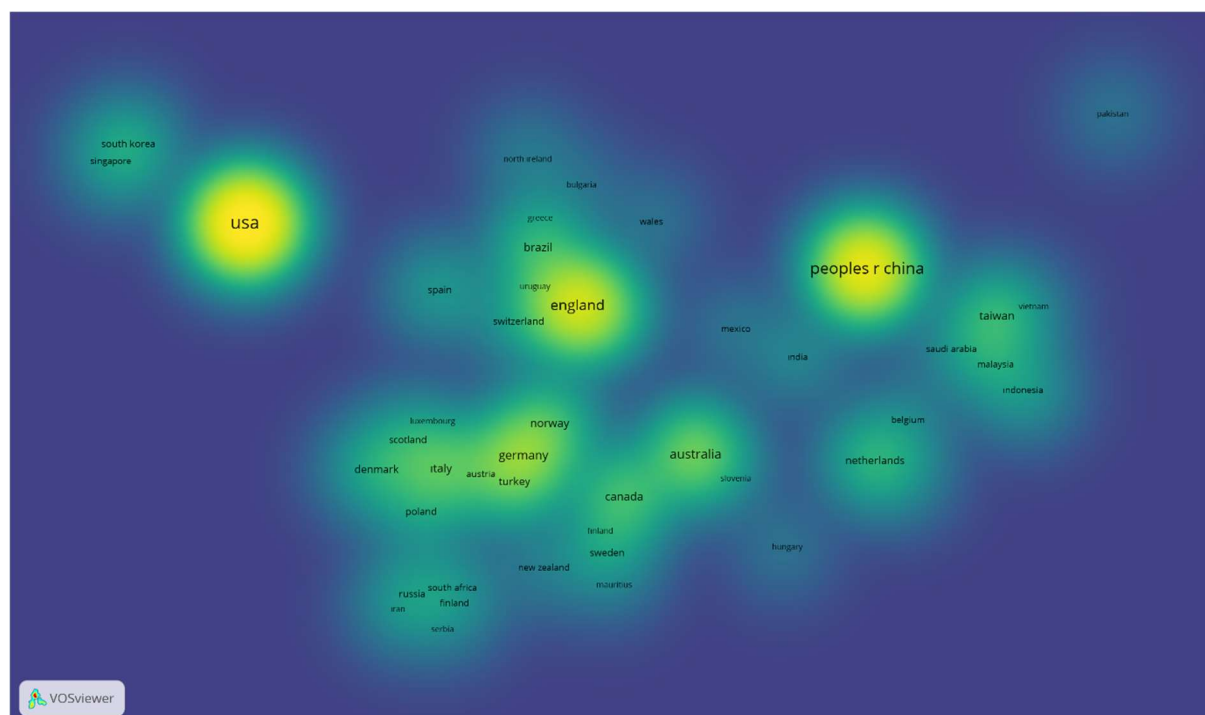


Figure 2 presents a density map visualizing the geographical distribution of academic publications on deviant leisure and consumption, based on author affiliations. The map was generated using VOSviewer software and displays national contributions according to both publication volume and citation frequency. Areas with higher density are represented by yellow and green tones, while lower-density regions appear in blue. According to the analysis, the United States demonstrates the highest level of publication activity with 132 publications and a total of 6,697 citations, positioning it as the most prominent contributor in this research domain. China follows with 93 publications and 471 citations, while England stands out with 65 publications and 2,575 citations. Australia (36 publications, 893 citations) and Germany (33 publications, 634 citations) also emerge as leading contributors with consistent scholarly engagement. These countries not only exhibit high publication volumes but also serve as hubs for international collaboration in the field. Additionally, nations such as Canada, the Netherlands, Italy, and South Korea make moderate contributions to the literature. Turkey ranks 14th on the list, with 12 publications and 133 citations, indicating a growing academic interest, albeit still emerging in comparison to the top-tier contributors. This geographical distribution highlights a concentration of research in economically developed and academically networked regions, particularly in North America, Western Europe, and East Asia. The relative scarcity of contributions from regions such as Africa, the Middle East (except for isolated entries), and parts of Eastern Europe suggests potential gaps in global academic engagement with the topic.

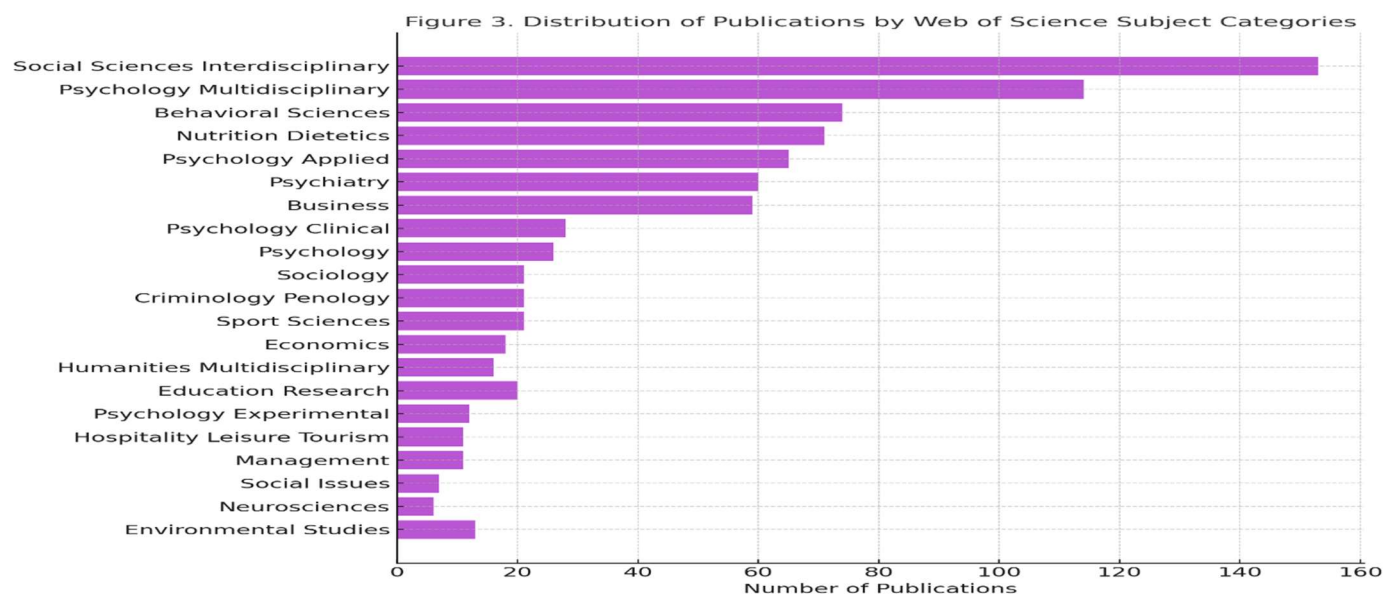


Figure 3. Treemap Representation of Web of Science Subject Categories

Figure 3 presents a treemap visualization illustrating the distribution of publications across various Web of Science (WoS) subject categories. This graphic provides insight into the interdisciplinary character of the research landscape on deviant leisure and consumption by quantitatively highlighting the academic domains in which the literature is most concentrated. The highest concentration of publications is found within the “Social Sciences Interdisciplinary” category, which accounts for 153 articles. This is followed by “Psychology Multidisciplinary” with 114 publications, “Behavioral Sciences” with 74, and “Nutrition Dietetics” with 71. Together, these four categories reflect the integration of psychological, behavioral, and health-related perspectives in the examination of leisure-related consumption behaviors. Further significant

representation is observed in categories such as “Psychology Applied” (65), “Psychiatry” (60), and “Psychology Clinical” (28), which suggest that individual pathology, addiction, and behavioral disorders constitute important dimensions of the discourse. The presence of “Substance Abuse” (41) and “Criminology Penology” (21) indicates scholarly attention to the intersections of leisure with deviant and socially risky behaviors. In addition, the literature shows meaningful engagement in fields like “Business” (59), “Economics” (18), and “Management” (11), pointing to the relevance of deviant consumption not only in psychological and sociological terms but also within the contexts of marketing, strategic behavior, and consumer decision-making. Similarly, categories directly tied to leisure studies, such as “Sport Sciences” (21) and “Hospitality, Leisure, Sport & Tourism” (11), underscore the domain-specific exploration of deviant leisure practices. Overall, the treemap visualization highlights the extensive disciplinary reach of the topic and supports the assertion that deviant consumption within leisure is a multifaceted phenomenon studied across psychological, social, economic, and health-related domains.

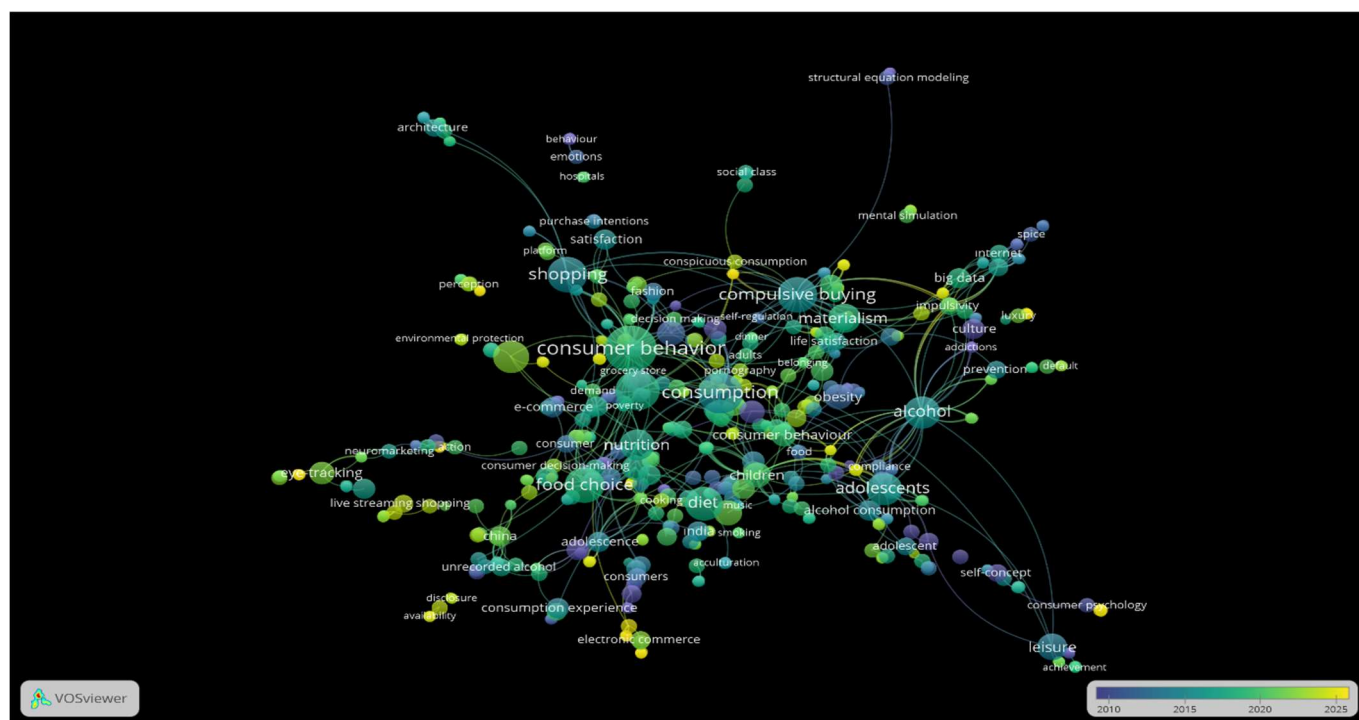


Figure 4. Keyword Co-Occurrence Network Map

Figure 4 illustrates the co-occurrence relationships among keywords used in the publications analyzed in this study. The map was created using VOSviewer and provides a visual representation of how frequently certain keywords appear together and how they are conceptually related. The color scale reflects the average publication year associated with each keyword, where lighter tones represent more recent research activity. Among the most frequently used keywords are consumer behavior ($n=21$), consumption ($n=16$), online shopping ($n=15$), food choice ($n=12$), shopping ($n=12$), and compulsive buying ($n=12$). Keywords such as materialism ($n=8$), gender ($n=6$), sustainable shopping ($n=6$), adolescents ($n=6$), behavioral addiction ($n=4$), alcohol use ($n=4$), and emotion ($n=4$) also appear with notable frequency. The clustering of these keywords suggests a strong focus in the literature on the psychological and behavioral dimensions of consumption,

especially in relation to digital environments and lifestyle choices. At the same time, the presence of terms related to social identity, mental health, and demographic factors indicates that deviant consumption is being examined from a wide range of perspectives. This map not only highlights dominant themes in the field but also reflects the evolving nature of research interests over time. The inclusion of newer concepts such as behavioral addiction and sustainable shopping points to a shift toward more nuanced understandings of consumer behavior in leisure contexts.

Discussion and Conclusion

The findings of this study demonstrate a notable and consistent increase in scholarly interest regarding deviant consumption behaviors within leisure contexts, particularly over the past two decades. The bibliometric analysis revealed that while publications were relatively scarce and sporadic prior to the early 2000s, there has been a steady escalation in both publication output and citation frequency since 2004, culminating in a peak during the 2021–2023 period. This pattern aligns with broader trends in the literature indicating a shift in academic focus toward understanding the darker aspects of consumer behavior under late capitalism (Zwick & Dholakia, 2006). The sharp increase in citations, especially in 2021, suggests that recent global phenomena such as the COVID-19 pandemic, digital platformization, and intensified individualization may have accelerated the relevance of studies addressing compulsive and non-normative consumption patterns. The dominance of countries such as the United States, China, and the United Kingdom in scholarly output on deviant consumption reflects broader structural asymmetries in global research ecosystems. These disparities rooted in institutional capacity, funding accessibility, and publication infrastructure limit the epistemic visibility of underrepresented regions, thereby narrowing the cultural lens through which consumption behaviors are theorized (Koskinen & Rolin, 2021). This imbalance underscores the imperative for more inclusive, cross-regional research agendas that address the socio-cultural heterogeneity of deviant consumer practices. However, the relatively low publication output from countries such as Turkey despite notable engagement with consumer culture highlights persistent asymmetries in global academic visibility and the underrepresentation of non-Western perspectives in the discourse on deviant leisure. The distribution of research across various WoS categories further underlines the interdisciplinary nature of the field. The preeminence of categories such as Social Sciences Interdisciplinary, Psychology Multidisciplinary, and Behavioral Sciences confirms that deviant consumption is predominantly approached through psychological and sociocultural lenses. This trend echoes Stebbins' (1997) emphasis on the affective and motivational dimensions of leisure behavior and supports Ćwiek et al.'s (2024) argument that compulsive buying is not merely a financial disorder but a complex psychosocial phenomenon. Interestingly, the significant presence of classifications related to Nutrition, Criminology and Business suggests a growing interest in the intersections of deviance, health, ethics and market structures.

Recent scholarship on deviant consumption highlights the lack of terminological consensus and theoretical coherence across disciplines. While psychological studies often frame compulsive shopping as a maladaptive coping strategy or impulse-control disorder (Elphinstone & Lawrence, 2020; Müller et al., 2025), sociological and cultural perspectives emphasize its symbolic, identity-driven, or status-oriented dimensions (Kozak et al., 2018; Sestino & Amatulli, 2023). This fragmentation complicates efforts to

build a unified understanding of deviant consumer behavior within leisure contexts. In this regard, the present study offers a consolidated bibliometric mapping of how various conceptualizations of deviance, consumption, and leisure intersect across academic domains. By doing so, it addresses a pressing gap in the literature namely, the need to synthesize diverse disciplinary approaches into a more integrated framework. The findings demonstrate that while compulsive consumption is often pathologized in individual-level research, there is a growing body of interdisciplinary work linking such behaviors to structural dynamics such as consumerism, digitalization, and leisure commodification (Podoshen & Andrzejewski, 2012; Chiu et al., 2020). Thus, the current study not only maps the state of the field but also contributes to clarifying its conceptual contours by highlighting overlapping, yet previously siloed, strands of inquiry.

Despite increasing scholarly engagement, the literature on deviant consumption within leisure studies remains fragmented and marked by several notable gaps. First, there is a conspicuous underrepresentation of non-Western contexts, as most empirical research has been conducted in North America, Western Europe, and East Asia (Jiang et al., 2021; Koskenniemi, 2021). This geographical concentration limits the generalizability of findings and obscures culturally specific meanings of consumption-related deviance. Second, while bibliometric analyses such as the present study help map the intellectual structure of the field, there is a scarcity of mixed-methods or qualitative studies that capture the subjective, lived experiences of consumers engaging in compulsive or non-normative purchasing behaviors. Moreover, few studies have directly addressed how structural variables such as socioeconomic precarity, algorithmic personalization, or platform labor influence compulsive consumption in digital leisure spaces. Future research should prioritize comparative studies that include underexplored cultural settings and account for intersectional variables such as age, gender, class, and ethnicity. Additionally, interdisciplinary collaborations between consumer psychology, leisure studies, and digital sociology are essential to develop more holistic and socially grounded frameworks. It is also imperative that researchers move beyond individual pathology models and engage critically with the broader systems of meaning, marketing, and ideology that normalize deviant consumption practices under the guise of leisure.

One of the key methodological strengths of this study lies in its use of bibliometric analysis supported by the Web of Science Core Collection and VOSviewer software. This approach enabled the identification of thematic patterns, disciplinary intersections, and evolving scholarly interest in deviant consumption within leisure contexts. Unlike traditional narrative reviews, the visual mapping of keyword co-occurrences, citation clusters, and disciplinary taxonomies provides a transparent and reproducible framework for understanding how the field has been shaped over time. Furthermore, the study's focus on WoS-indexed literature ensures high-quality peer-reviewed data, enhancing the reliability of the findings. However, this methodological rigor also entails certain limitations. By restricting the data to WoS-indexed and English-language publications, relevant contributions from non-indexed journals, grey literature, or local-language sources may have been overlooked. Likewise, bibliometric techniques, while robust in revealing structural trends, cannot capture the nuanced, context-specific insights that qualitative or ethnographic studies might offer.

Despite these limitations, the present study delivers a critical and timely synthesis of how deviant consumption is conceptualized, researched, and situated within broader leisure discourses. It not only uncovers the dominant epistemological pathways in the field but also exposes significant thematic gaps and disciplinary silos that merit further inquiry. By illuminating the intellectual contours of this emerging research area, the

study contributes to a more coherent and interdisciplinary understanding of how consumption, deviance, and leisure interact in the contemporary socio-cultural landscape. In doing so, it offers valuable direction for future empirical work and provides a theoretical foundation upon which more inclusive, context-sensitive, and ethically grounded explorations of deviant consumer behavior can be built.

Beyanlar / Declarations

Etik Onay ve Katılım Onayı / Ethics approval and consent to participate

Bu çalışma, etik araştırma standartlarına uygun olarak yürütülmüş olup Atatürk Üniversitesi Spor Bilimleri Fakültesi Etik Kurulu tarafından onaylanmıştır (Onay No: E-70400699-050.02.04-2500102699; Tarih: 26 Mart 2025). Araştırma, yalnızca herkese açık kaynaklardan elde edilen bibliyometrik verilere dayandığından, insan katılımcı, kişisel veri veya deneysel işlem içermemektedir. Bu nedenle bilgilendirilmiş onam gerekmemiştir.

This study was conducted in accordance with ethical research standards and was approved by the Ethics Committee of Atatürk University, Faculty of Sport Sciences (Approval No: E-70400699-050.02.04-2500102699; Date: March 26, 2025). As the research is based solely on bibliometric data obtained from publicly accessible sources, no human participants, personal data, or experimental procedures were involved. Therefore, no informed consent was required.

Veri Ve Materyal Erişilebilirliği / Availability of data and material

Bu çalışmanın bulgularını destekleyen veriler, makul talepler üzerine sorumlu yazardan temin edilebilir. Veri seti yalnızca akademik amaçlar için erişilebilir olacak ve verilerin herhangi bir kullanımı, orijinal çalışmayı referans gösterecek ve katılımcıların gizliliğini koruyacaktır.

The data that support the findings of this study are available from the corresponding author upon reasonable request. The dataset will be accessible only for academic purposes, and any use of the data will recognize the original study and maintain the confidentiality of the participants.

Çıkar Çatışması / Competing interests

Yazarlar, bu makalede sunulan çalışmayı etkileyebilecek herhangi bir çıkar çatışması veya kişisel ilişkiye sahip olmadıklarını beyan etmektedirler.

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Yazar Katkıları / Authors' Contribution Statement

Bu çalışmada yazarların katkı oranı eşittir.
All authors contributed equally to this work

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