

New Consumer And Marketing Patterns In The Post-Pandemic Scenario Are Paving The Way For The Sdgs Implementation

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ABSTRACT

In the post-pandemic era, this essay examines how sustainable marketing and consumption models might help advance the implementation of the Sustainable Development Goals (SDGs). The study is motivated by the need for innovative solutions to decrease the negative consequences of the COVID-19 situation on global sustainability programs. The report synthesizes current research on sustainability marketing, the circular economy, and sustainable business strategies using a systematic literature review approach. The results show that sustainable marketing techniques can significantly impact consumer behavior and promote more environmentally friendly production and consumption patterns. The circular economy concept, which emphasizes resource efficiency and waste minimization, can also aid in sustainable development by fostering new economic opportunities and halting environmental damage. In order to encourage more sustainable practices in the post-pandemic era, the paper offers ideas for businesses and policymakers on how to incorporate sustainable marketing and circular economy principles into their plans. The study adds to the growing body of knowledge on the circular economy and sustainability marketing by pointing out possible avenues for encouraging sustainable consumption and production, which are crucial for reaching the SDGs.

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1. Introduction

In order to build a sustainable future for all people, the United Nations (UN) has developed 17 Sustainable Development Goals (SDGs), which include eradicating poverty, decreasing inequality, and limiting climate change. Businesses and consumers must be crucial in supporting sustainable development and implementing the SDGs to accomplish these goals. The COVID-19 epidemic has, however, significantly altered the landscape of consumption and marketing, posing new opportunities and difficulties for companies and consumers to support sustainable development. Therefore, this research article aims to examine the new marketing and consumption trends in the post-pandemic environment and how they relate to achieving the SDGs.

The necessity for sustainable growth in the current set of global problems is what makes this study significant. Human activities can majorly impact the environment and society, as the COVID-19 epidemic has demonstrated. In order to promote sustainable development and realize the SDGs, it is essential to embrace sustainable practices in marketing and consumption. Understanding the new consumption and marketing models in the post-pandemic context and their relevance to the achievement of the SDGs, however, is an area that needs more investigation. By examining the new consumption and marketing models and their function in fostering sustainable development, this study seeks to fill this knowledge vacuum.

The literature has extensively covered sustainable development, highlighting the necessity to balance economic, social, and environmental goals to build a sustainable future [4]. Promoting sustainable production and consumption, reducing waste, and resource conservation have emerged as essential drivers of sustainable development [2]. These practices are more important than ever in the post-pandemic environment as firms and consumers adjust to new possibilities and challenges

By keeping the value of commodities and resources as high as possible in the economy, the circular economy is a sustainable consumption and marketing strategy that strives to reduce waste and maximize resource utilization [3]. By lowering waste and preserving resources like water and energy, the circular economy can significantly contribute to the SDGs. Consequently, the following is the study's first hypothesis:

H1: In the post-pandemic environment, the circular economy favorably impacts the implementation of the SDGs.

Another sustainable marketing strategy is cause-related marketing, which involves connecting a product or service to a social or environmental concern to boost sales and brand recognition while advancing social or environmental objectives [13]. Cause-related marketing can support the SDGs by highlighting social and environmental challenges like poverty eradication and climate change mitigation. The second premise of this research is thus:

H2: In the post-pandemic environment, cause-related marketing favorably influences the implementation of the SDGs.

A broader concept is that "sustainable marketing seeks to include sustainability in all marketing facets, including product design, communication, and distribution [4]. By encouraging sustainable production and consumption, lowering waste, and preserving resources, sustainability marketing can help achieve the SDGs. In light of this, the third hypothesis of this research is:

H3: Sustainability marketing helps the SDGs be implemented in the post-pandemic environment.

2. Method

The new consumption and marketing patterns in the post-pandemic context and their impact on the realization of the SDGs were examined in this study using a systematic review methodology. The systematic review covered the following stages and adhered to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) standards [9]

Research question: "What are the new consumption and marketing models in the post-pandemic context, and how do they contribute to implementing the SDGs?"

Search strategy: Using terms relating to consumption, marketing, sustainability, the SDGs, and COVID-19, a search was carried out in electronic databases, including Scopus, Web of Science, and Google Scholar. Only English-language articles released between January 2019 and March 2021 were included in the search.

Screening procedure: The articles were screened using the inclusion and exclusion criteria. Articles focusing on the new consumption and marketing models in the post-pandemic context and their role in advancing the SDGs met the inclusion requirements. Articles that failed to meet the inclusion criteria or were duplicates were excluded.

Data extraction: From the chosen papers, pertinent data, such as the authors, year of publication, research design, sample size, data collection techniques, and conclusions, were taken.

Data synthesis: Thematic analysis was used to find common themes and patterns among the chosen articles, resulting in the data being synthesized.

Businesses and consumers comprise the study's population in the post-pandemic environment. The sample for this study consists of scholarly publications that concentrate on the new marketing and consumer paradigms in the post-pandemic era and how they support the realization of the SDGs. The number of articles included in the sample for this study is 13, which were chosen using the inclusion and exclusion criteria

3. Results and Discussion

Based on the three assumptions stated in the literature review, the results of this study are provided.

H1: In the post-pandemic environment, the circular economy favorably impacts the implementation of the SDGs.

According to numerous studies, the circular economy may significantly support the SDGs by lowering waste and protecting resources. For instance, [10] discovered that by lowering waste and increasing sustainable production and consumption, the circular economy could support SDG 12 (responsible consumption and production). The study also discovered that the circular economy could support by lowering greenhouse gas emissions, SDG 13 (climate action) can be achieved through resource efficiency .

Similarly, [7] discovered that the circular economy can support SDG 9 (industry, innovation, and infrastructure) by encouraging resource efficiency and innovation. The study also discovered that the circular economy could support SDG 15 (Life on Land) by limiting land usage and protecting biodiversity.

H2: In the post-pandemic environment, cause-related marketing favorably influences the implementation of the SDGs.

Studies have demonstrated that cause-related marketing can support the SDGs by highlighting social and environmental challenges. For instance, [14] discovered that cause-related marketing could promote activities to reduce poverty, which will help achieve SDG 1 (no poverty). The study also discovered that by encouraging ocean conservation, cause-related marketing could support SDG 14 (Life Below Water).

Similarly, [12] discovered that by promoting health-related concerns like vaccination programs, cause-related marketing could support SDG 3 (good health and well-being). The study also discovered that cause-related marketing could support SDG 12 (responsible consumption and production) by encouraging sustainable consumption and lowering waste.

H3: In the post-pandemic environment, sustainability marketing positively influences the implementation of the SDGs.

According to numerous studies, sustainability marketing can help achieve the SDGs by promoting waste reduction, resource conservation, and sustainable production and consumption. For instance, [5] discovered that sustainability marketing could support SDG 7 (affordable and clean energy) by promoting renewable energy options. The study also discovered that by encouraging sustainable urban planning, sustainability marketing could support SDG 11 (sustainable cities and communities).

Similarly, [1] discovered that sustainability marketing could support SDG 12 (Responsible Consumption and Production) by encouraging sustainable consumption and lowering waste. The study also discovered that sustainable marketing could support SDG 13 (climate action) by promoting climate-friendly goods and procedures.

The results of this study lend credence to the theories put forth in the literature review, which contend that implementing the SDGs in the post-pandemic environment can benefit from new forms of consumption and marketing. The circular economy, cause-related marketing, and sustainability marketing have all been successful methods for promoting resource conservation, waste reduction, and sustainable production and consumption. These methods can also advance social and environmental issues and support efforts to combat climate change, reduce poverty, and improve health.

The COVID-19 pandemic has highlighted the significance of sustainable production and consumption methods and given businesses new chances to adopt sustainable business strategies. As an illustration, the pandemic has raised consumer awareness of environmental and public health issues, which has increased the demand for healthy and sustainable products [8]. Similar to how businesses were compelled to adopt new digital technology and remote working methods during the pandemic, this resulted in lower carbon emissions and better resource efficiency [6].

However, some obstacles, including consumer attitudes and behaviors, regulatory frameworks, and financial limitations, stand in the way of implementing new consumption and marketing models. Businesses may encounter regulatory obstacles and financial limitations when implementing sustainable business strategies, and consumers may only sometimes choose sustainable products over less expensive or more convenient alternatives. Therefore, cooperation among governments, corporations, and consumers must foster a climate allowing SDG implementation.

4. Conclusion

The purpose of this study was to investigate how new models of consumption and marketing could help with the implementation of the SDGs in the post-pandemic environment. The results of this study imply that by encouraging sustainable production and consumption, lowering waste, and the circular economy, cause-related marketing, sustainable marketing, and resource conservation can all help to advance the SDGs. These methods can also advance social and environmental issues and support efforts to combat climate change, reduce poverty, and improve health. However, there are some obstacles to overcome in order to apply these strategies, including customer attitudes and habits, regulatory frameworks, and budgetary limitations. Therefore, cooperation among governments, corporations, and consumers must foster a climate allowing SDG implementation.

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