

Empowering Mindful Consumption for a Greener Future: Strategic Marketing Pathways to Pro-Social and Pro-Ecological Behavior

^[1] Krishna Joshi

^[1] Faculty of Management Studies, Parul University, Gujarat, India

* Corresponding Author's Email: ^[1] krishnaj181000@gmail.com

Abstract— *The escalating climate emergency and prevailing patterns of unsustainable consumption necessitate a fundamental shift toward mindful consumption—defined by ethical awareness, deliberate decision-making, and sustained commitment to ecological and social well-being. This conceptual study explores how marketing can evolve from a traditional persuasive function into a strategic tool for fostering pro-social and pro-ecological behavior. By integrating insights from sustainability marketing, consumer behavior research, and behavioral science, the study proposes a structured framework for guiding mindful consumption through targeted marketing interventions. The proposed model identifies key marketing levers—such as eco-conscious branding, values-based consumer education, behaviorally informed digital engagement, and strategic messaging—designed to influence psychological mediators, including environmental awareness, perceived behavioral control, and the alignment of consumer identity with sustainability values. These mediators are theorized to lead to tangible behavioral outcomes, such as reduced waste, increased adoption of sustainable products, and long-term shifts in consumption patterns aligned with responsible lifestyle choices. This framework is aligned with the objectives of the United Nations Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production), and contributes to the ongoing discourse on sustainability-driven marketing practices. It underscores the role of marketers in designing systems and campaigns that not only shape consumer preferences but also strengthen intrinsic motivation toward sustainable behavior. Furthermore, it accounts for the influence of digital platforms in reinforcing social norms, enabling peer-based validation, and promoting consistent, value-driven actions. This study offers actionable guidance for marketing practitioners and policymakers seeking to support consumer transitions toward sustainability. By positioning marketing as a strategic tool for ethical influence and societal value creation, this work highlights its transformative potential in reshaping consumption patterns to align with long-term environmental and social goals.*

Keywords: *Mindful Consumption, Sustainable Marketing, Pro-Social and Pro-Ecological Behavior, SDG 12 (Responsible Consumption and Production), Digital Engagement for Sustainability.*

I. INTRODUCTION

The escalating environmental crisis, driven by unsustainable consumption patterns, poses a significant threat to global ecosystems and resource availability. Overconsumption has been identified as a major contributor to environmental degradation, with significant impacts on ecological balance [39]. This crisis underscores the urgent need to transition from materialistic consumption, characterized by excessive resource use, to mindful consumption, which emphasizes intentional and ethically driven purchasing decisions [39]. Mindful consumption prioritizes ecological and social well-being, offering a pathway to mitigate the adverse effects of overconsumption.

Marketing, traditionally focused on persuasion to drive sales, is undergoing a transformative shift toward education and value alignment. Reference [4] highlights that marketing must evolve to foster sustainable behaviors by aligning with consumers' ethical and environmental values. This evolution positions marketing as a critical tool for promoting responsible consumption, addressing the shortcomings of past efforts that have struggled to shift consumer behavior toward sustainability [39]. By leveraging educational

strategies and value-driven messaging, marketing can guide consumers toward pro-social and pro-ecological choices, fostering long-term sustainability.

This study aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 12: Responsible Consumption and Production, which emphasizes sustainable consumption patterns to reduce environmental impact. The focus on mindful consumption directly supports SDG 12 by addressing the need for responsible consumer behavior in the face of global environmental challenges. The research question guiding this study is: How can marketing strategically promote mindful, pro-social, and pro-ecological consumer behavior? This question seeks to explore innovative marketing strategies that can drive sustainable consumption, contributing to a greener future.

This shift to mindful consumption, led by innovative marketing, is essential to address today's environmental crises. The following sections review the theoretical foundations and propose a conceptual framework to achieve these objectives.

II. LITERATURE REVIEW

a. Concept of Mindful Consumption

Mindful consumption has emerged as a critical strategy for addressing the environmental and social challenges driven by unsustainable consumption patterns. It is defined as consideration of self, society, and the environment in the consumption process, requiring a response rather than a reaction to consumption stimuli, manifesting as awareness, caring, and temperance [1]. This definition emphasizes the holistic integration of personal, social, and environmental considerations. Sheth, Sethia, and Srinivas further describe it as a customer-centric approach to sustainability, highlighting its role in promoting sustainable practices through consumer behavior [20]. Similarly, mindful consumption is characterized by intentionality and ethical concern, where consumers prioritize ecological and social well-being in their purchasing decisions [14].

The concept is closely related to sustainable lifestyles such as voluntary simplicity and slow living. Voluntary simplicity involves reducing material consumption to focus on non-material satisfaction, aligning with the intentional and ethical dimensions of mindful consumption [1]. Slow living promotes a deliberate pace of life that minimizes waste and enhances sustainability, reinforcing mindful consumption's principles [1]. These related concepts situate mindful consumption within a broader movement toward sustainable living.

Key traits of mindful consumption include heightened awareness of the environmental and social impacts of purchases, driving ethical decision-making [7]. It is also rooted in ethical principles, such as just livelihood, which supports sustainable interactions with the environment [8]. Furthermore, mindfulness in consumption reduces unsustainable behaviors while enhancing life satisfaction, linking it to both ecological and personal benefits [11]. Education plays a role in fostering mindful consumption, supporting SDG 12 by promoting sustainable consumption norms [12].

Cross-cultural and universal perspectives enrich the understanding of mindful consumption. While behaviors may vary across cultures, the core principles of intentionality and ethical concern remain consistent [17]. Consumer mindfulness is a universal trait that marketers can leverage to promote sustainable practices globally [18]. Individual responsibility for mindful consumption is emphasized as a driver of significant environmental and social change [19], with mindfulness shaping sustainable consumption behaviors at the micro-level [42].

In summary, mindful consumption is defined by intentionality and ethical concern [14], [20], and is related to voluntary simplicity and slow living [1]. Its traits include awareness [7], ethical engagement [8], and contributions to well-being [11], with applications in education [12], cross-cultural contexts [17], universal marketing strategies

[18], individual responsibility [19], and sustainable behavior [42]. Understanding this concept reveals how marketing can encourage its adoption, as explored in subsequent sections.

b. Marketing's Role in Driving Mindful Consumption

Marketing is instrumental in fostering mindful consumption by employing strategies that align with consumers' values and encourage sustainable behaviors. Green brand identity involves incorporating environmental responsibility and sustainable practices into a brand's core, appealing to environmentally conscious consumers [2], [37]. By emphasizing ecological responsibility, such as through reduced waste and resource conservation, brands build trust and credibility with consumers prioritizing ethical consumption [2]. Value-driven branding aligns a brand's purpose with social and ethical values, resonating with consumers seeking to make a positive impact through their purchases [2], [37]. This approach fosters long-term consumer loyalty by appealing to shared sustainability values [14]. Narrative-driven marketing supports sustainability communication by crafting stories that highlight a brand's commitment to environmental and social responsibility [32]. For instance, Patagonia's "Don't Buy This Jacket" marketing campaign communicates determination to decreasing overconsumption, encouraging accountable buying habits [38]. Transparent communication avoids greenwashing, positioning brands as ethical leaders and fostering deeper consumer connections [38]. Mindfulness in marketing further drives engagement by aligning narratives with sustainable values, inspiring consumers to reflect on their consumption patterns [9]. Behavior-change tools, such as nudging, gamification, and social influence, are crucial for promoting mindful consumption. Nudging guides consumers toward sustainable options by setting eco-friendly defaults or highlighting benefits, as seen in financial contexts and applicable to sustainability [6], [46]. Gamification uses game-like elements, such as points or badges, to make sustainable behaviors engaging and rewarding [46]. Social influence leverages peer pressure and community norms, such as sharing sustainable living stories, to encourage responsible consumption [46]. Empowering consumers with clear information and access to green products further supports behavior change [2]. These strategies show marketing's power to shape consumer choices, paving the way for understanding how consumer behavior theories can support these efforts.

c. Pro-Social & Pro-Ecological Behavior in Consumer Decision-Making

Pro-social and pro-ecological behaviors in consumer decision-making are critical for advancing sustainable consumption, particularly in global e-commerce. These behaviors, which prioritize societal and environmental well-being, are shaped by psychological theories and amplified by digital influences, providing a foundation for

strategic marketing interventions. Pro-social and pro-ecological behaviors significantly influence consumer decision-making by prioritizing ethical and environmental considerations. Research suggests that consumers are more likely to engage in green purchasing when driven by environmental concerns, awareness of consequences, and positive environmental attitudes [49], [50]. Similarly, subjective norms and peer influence directly impact green purchase behavior, as consumers often align their choices with socially desirable actions [49], [50]. These findings indicate that consumers' decisions in e-commerce are shaped by both intrinsic motivations (e.g., environmental values) and extrinsic factors (e.g., social expectations).

Pro-social behaviors, such as supporting fair trade or community-driven initiatives, are also evident in e-commerce. Consumers may choose brands that donate to social causes or prioritize ethical labor practices, reflecting a desire to contribute to societal well-being [50]. However, the effectiveness of these behaviors varies across demographics, with younger generations like Generation Z showing stronger sustainability orientations due to greater environmental awareness [49].

The Theory of Planned Behavior (TPB) posits that consumer intentions to engage in sustainable behaviors are driven by attitudes, subjective norms, and perceived behavioral control [48]. Attitudes reflect beliefs about the environmental benefits of actions like choosing eco-friendly products, while norms capture social pressures to act sustainably. Perceived behavioral control, a key mediator, determines whether intentions translate into actions, such as reducing waste or supporting green brands [48]. This framework highlights the importance of aligning marketing messages with consumers' beliefs and social contexts to foster pro-ecological behavior.

Empirical evidence further illuminates these dynamics. Pro-social messaging, when aligned with consumer values and actionable, effectively influences sustainable behavior [30]. For instance, campaigns emphasizing the societal benefits of fair trade or waste reduction can motivate ethical purchasing decisions [30]. Additionally, pro-environmental behaviors, such as energy conservation or sustainable product choices, are associated with higher life satisfaction, suggesting personal benefits that reinforce sustainable actions [15]. These findings underscore the dual impact of pro-social and pro-ecological behaviors on environmental and individual well-being.

Role of Digital Platforms

Digital platforms, particularly social media, play a significant role in shaping these behaviors. Mindful consumers, attuned to ethical and environmental implications, respond positively to sustainability-focused social media promotions, enhancing their engagement with green brands [16]. A systematic review of sustainable consumption theories confirms that digital platforms shape

consumer norms by promoting pro-ecological values and behaviors, such as through influencer campaigns or community-driven content [40]. The integration of theories like TPB with digital strategies highlights the complex interplay of values, attitudes, and situational factors in driving sustainable consumption [40].

III. RESEARCH OBJECTIVE

The primary aim of this study is to construct a sustainable marketing framework that promotes mindful consumption and advances pro-social and pro-ecological outcomes. Achieving this requires marketers to take responsibility for promoting consumer and societal welfare by guiding individuals toward more sustainable behavior [2]. Businesses are expected to balance their growth ambitions with sustainability goals, which necessitates a fundamental reassessment of conventional marketing principles rather than incremental adjustments [2]. Effective sustainable marketing must also ensure ecological, social, and economic balance across time and space. However, one of the key challenges is to develop sustainable value propositions that consumers are willing to support financially [2]. This can be addressed by transparently incorporating associated costs into the marketing mix and addressing consumer concerns, thereby avoiding the risks of greenwashing [2]. This framework seeks to address the shortcomings of traditional marketing by encouraging sustainable consumption patterns that benefit both society and the environment. Drawing from the literature, it targets challenges such as consumer mistrust and the complexity of sustainable purchasing decisions, which hinder responsible consumption [2].

The research will focus on crafting marketing strategies that emphasize transparency and value alignment to overcome consumer skepticism and simplify sustainable choices. Additionally, it will incorporate educational components, as education is vital for equipping consumers with the knowledge to make informed, sustainable decisions, thereby supporting SDG 12 [12]. The framework will also leverage the modern consumer's preference for convenience, utilizing digital platforms to make sustainable options more accessible and appealing [23].

This objective is supported by a practical conceptual model that integrates transparency, education, and convenience into a cohesive strategy, guiding marketers to drive mindful consumption effectively in the digital age.

IV. METHODOLOGY - CONCEPTUAL FRAMEWORK

Following a theory-building methodology, this framework integrates sustainability into marketing practices, with organizational values as a necessary condition, aligning with prior research. To address the research objective of promoting mindful consumption and pro-social/pro-ecological behavior, we propose a multi-layered conceptual framework

grounded in strategic marketing theory, sustainability communication, and consumer psychology. The framework integrates both structural inputs (organizational intent and marketing levers) and psychological processes (mediators) to ultimately influence responsible consumer behavior. The two visual models—Figure 1 (a) and Figure 2 (b)—illustrate the stages and components of this strategy.

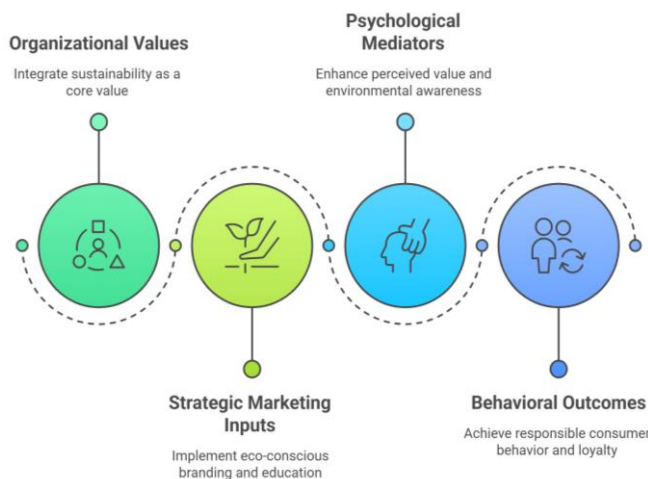


Figure 1 (a) Four-Stage Conceptual Framework for Sustainable Marketing- Illustrates the core flow from organizational values to behavioral outcomes via strategic inputs and psychological mediators.

Organizational Values are presented as the foundational layer, representing the necessary condition for sustainable marketing. These include core principles such as integrating sustainability into company mission and fostering a culture of environmental and social responsibility. As shown in Figure 1(a), the Organizational Values layer is rooted in corporate-philosophy principles: “sustainability should be an integral part of the company’s mission and help guide the marketing mix” [2]. These values feed into four Strategic Marketing Inputs. First, Eco-Conscious Branding—the ‘Brand’ P supplies extra value and trust; it must reflect the firm’s environmental purpose and ethical stance” [4]—sets a green identity. Second, Values-Based Consumer Education employs “effective content marketing... sending interesting stories that show the firm cares about its customers” [4]. Third, Behaviorally-Informed Digital Engagement leverages “chatbots, voice assistants, and AI-driven prompts to answer routine questions, personalize interactions, and guide consumers toward sustainable choices” [4]. Fourth, Strategic Messaging involves choosing “words that fit the prospect’s talking style, and crafting narratives that resonate emotionally, positioning the brand as an ethical leader” [4]. These inputs activate three Psychological Mediators—Perceived Value (“creating value is the central concept of marketing” [4]), Environmental Awareness (“heightened messaging on the planet’s overheating crisis” [4]), and Emotional Resonance (“advocacy emerges when customers become emotionally engaged by authentic brand

stories” [4])—which together drive the Behavioral Outcomes of Responsible Consumer Behavior (“responsible marketing... ultimately leading to ethical consumer decisions” [2]), Reduced Waste & Overconsumption (“recovering, recycling, and reusing materials” [4]), and Long-Term Loyalty & Advocacy (“habitual customers... become outspoken advocates” [4]).



Figure 2 (b) Details the key components and actions within each stage of the sustainable marketing strategy.

This model visually expands the four core stages from Figure 1, showing a cyclical relationship between strategic actions and outcomes. It provides a breakdown of each component: Figure 2 (b) reframes those four stages as a continuous cycle. It begins with Integrate Sustainability, embedding “sustainability as a core corporate value” [2]. Next, Eco-Conscious Branding develops “a green brand identity” [2], and Values-Based Education “educates through CRM, influencer partnerships, and content marketing” [4]. Digital Engagement then “uses technology (chatbots, AI, social media) for personalized consumer interaction” [4], while Strategic Messaging “crafts purpose-driven narratives that align with ethical values” [4]. These activities collectively Raise Awareness (“increase understanding of environmental issues” [4]) and Enhance Perceived Value (“create value in consumers’ minds” [4]), which in turn Foster Emotional Resonance (“build trust and ethical identification” [4]). This emotional connection Encourages Responsible Behavior (“promote ethical and fair-trade choices” [2]), leading to Reduce Waste & Overconsumption (“minimize packaging and promote recycling” [4]) and Build Long-Term Loyalty (“foster habitual green purchasing and word-of-mouth advocacy” [2]). The loop then returns to Integrate Sustainability, underscoring the model’s iterative, adaptive nature.

V. DISCUSSION

The proposed strategic sustainable marketing framework for advancing ethical consumerism and green purchasing behavior in global e-commerce, as outlined in the methodology, offers significant implications for marketers, brands, and digital engagement strategies. This discussion synthesizes insights from the assigned references to explore how these elements can drive mindful consumption, address challenges, and align with global sustainability goals, particularly SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action). The discussion is structured to provide actionable insights while acknowledging hurdles that require strategic planning.

Implications for Marketers: Framing Mindful Consumption as Aspirational

Marketers play a pivotal role in shaping consumer perceptions of mindful consumption by framing it as an aspirational lifestyle rather than a restrictive obligation. The principles of sustainability marketing, specifically "Doing More Good," emphasize promoting sustainable lifestyles that resonate with consumers' desires to contribute positively to society and the environment [38]. This approach is supported by research on green food consumption among Generation X in China, which demonstrates that environmental values and self-identity significantly influence sustainable consumption intentions ($\beta = 0.334$, $p < 0.001$) [42]. Marketers can leverage these findings by designing campaigns that highlight the personal and societal benefits of green purchasing, positioning mindful consumption as a desirable and empowering choice. For instance, campaigns could emphasize how sustainable choices enhance personal well-being and align with global environmental goals, thereby appealing to consumers' intrinsic motivations.

Role of Brands: Shifting Toward Ethical Narratives and Authenticity

Brands are instrumental in fostering ethical consumerism by adopting authentic and transparent narratives that build consumer trust. The study on BNI's Go Green Movement illustrates that sustainable marketing strategies, particularly those emphasizing "Place" and "Business Sustainability," significantly enhance customer loyalty among SMEs (correlation coefficient = 0.768) [3]. This suggests that brands must integrate sustainability into their core operations to create meaningful connections with consumers. The principle of "Doing Different" further supports this by advocating for institutional changes that prioritize sustainable systems over profit-driven motives [38]. For example, brands can emulate initiatives like Patagonia's "Don't Buy This Jacket" campaign, which promotes sustainable consumption through authentic storytelling [38]. By ensuring that sustainability claims are supported by verifiable actions, brands can mitigate consumer skepticism and strengthen their role as ethical leaders in e-commerce.

Digital Engagement and Behavior Change

E-commerce platforms enhance these behaviors by offering tools like sustainability ratings, transparent supply chain information, and eco-friendly shipping options [52]. For example, features like carbon footprint calculators or minimal packaging options encourage consumers to make informed, environmentally conscious decisions [52]. Social media campaigns and influencer endorsements further amplify pro-ecological behaviors by promoting sustainable products and normalizing green practices [40]. A study on green purchase behavior found that environmental attitudes, shaped by digital messaging, indirectly influence purchasing decisions, underscoring the power of online platforms [52]. Digital platforms offer powerful tools for engaging consumers and driving behavior change toward sustainable consumption. Research on green food consumption highlights the effectiveness of social media platforms like WeChat and Weibo in promoting sustainable products among Chinese consumers, with 62.1% of Generation X preferring diverse purchase channels, including online platforms [42]. These platforms enable marketers to deliver educational content and foster community-driven engagement, encouraging consumers to adopt mindful consumption practices. The principle of "Convenience" in sustainability marketing underscores the importance of lowering barriers to accessing sustainable products, such as through user-friendly e-commerce interfaces [38]. However, marketers must ensure that digital strategies are inclusive, as digital divides in emerging markets may limit access to these platforms, potentially excluding significant consumer segments [42].

Challenges and Future Directions

Despite the potential of e-commerce to foster sustainable behaviors, challenges persist. The green attitude-behavior gap, where positive environmental attitudes do not always translate into purchases, remains a barrier [15]. Greenwashing, where companies exaggerate sustainability claims, can erode consumer trust [16]. Furthermore, varying levels of environmental awareness across regions complicate global adoption of pro-ecological behaviors [4]. Consumer skepticism and the risk of greenwashing are significant barriers, as noted in the principle of "Communication," which stresses the need for transparent, research-supported claims to maintain credibility [38]. The BNI study further reveals that "People" and "Planet" components of the sustainable marketing mix have limited direct impact on customer loyalty, indicating that marketers must refine their communication strategies to effectively convey sustainability benefits [3]. Additionally, digital divides in emerging markets pose a challenge, as unequal access to digital platforms can hinder the reach of sustainability campaigns [42]. Environmental awareness across regions complicate global adoption of pro-ecological behaviors [4]. Future research should focus on empirically validating digital strategies that bridge this gap, particularly through

cross-cultural studies that account for diverse consumer values. Educational content and transparent storytelling, as proposed in the manuscript's conceptual framework, could enhance consumer trust and drive long-term sustainable behavior [2]. Addressing these issues requires marketers to prioritize inclusivity and authenticity, ensuring that marketing efforts resonate with diverse audiences and avoid misleading claims.

Alignment with SDGs: Supporting Global Sustainability Goals

The strategic sustainable marketing framework aligns directly with SDG 12 and SDG 13 by promoting responsible consumption and climate action. The BNI study demonstrates how green banking products enable SMEs to adopt sustainable practices, contributing to SDG 12's goal of sustainable consumption and production [3]. Similarly, research on green food consumption shows that promoting sustainable purchasing behaviors can reduce environmental impact, supporting both SDG 12 and SDG 13 [42]. By integrating educational components into marketing strategies, as advocated by the principle of "Consumer Solution," marketers can enhance consumer awareness and drive long-term behavior shifts [38]. These efforts not only advance global sustainability goals but also position brands as leaders in ethical consumerism.

The integration of pro-social and pro-ecological behaviors in e-commerce directly supports SDG 12, which aims to ensure sustainable consumption and production patterns [3]. Specific targets include:

Target 12.2: Achieving sustainable management and efficient use of natural resources by 2030. E-commerce consumers contribute by selecting products with lower material footprints, such as those made from recycled materials [51].

Target 12.3: Halving per capita global food waste by 2030. Platforms can reduce waste by offering precise portion sizes or promoting awareness of food waste [51].

Target 12.5: Substantially reducing waste generation through prevention, recycling, and reuse. E-commerce supports this through minimal packaging and platforms for second-hand goods [51].

Target 12.6: Encouraging companies to adopt sustainable practices. Consumer demand for transparency drives businesses to integrate sustainability into their operations, with 73% of companies publishing sustainability reports in 2021-2022, a tripling since 2016 [51].

Target 12.8: Ensuring awareness for sustainable development. Digital platforms educate consumers through sustainability-focused content, aligning with this target [51].

E-commerce's role in SDG 12 is evident in its ability to scale sustainable practices globally. For instance, platforms like Amazon and Alibaba have introduced eco-friendly product lines and recycling initiatives, aligning with targets 12.5 and 12.6 [12]. However, challenges such as

greenwashing and inconsistent sustainability adoption across platforms can undermine progress, necessitating greater transparency and consumer education [16].

Opportunities and Strategic Planning

The opportunities presented by sustainable marketing are substantial, yet they come with hurdles that demand strategic planning. Framing mindful consumption as aspirational, leveraging authentic brand narratives, and utilizing digital platforms can significantly enhance ethical consumerism and green purchasing behavior in global e-commerce. However, challenges such as consumer skepticism, greenwashing risks, and digital divides require marketers to adopt transparent, inclusive, and innovative approaches. By aligning with SDG 12 and SDG 13, marketers can contribute to a greener future, fostering a societal shift toward responsible consumption and environmental stewardship. These efforts necessitate careful planning to ensure that sustainability initiatives are both effective and equitable across diverse markets. These findings highlight opportunities for a strategic marketing approach, as understanding the psychological and digital drivers of pro-social and pro-ecological behavior can inform effective campaigns in e-commerce.

VI. CONCLUSION

This study demonstrates that integrating sustainability into core marketing strategies—through eco-branding, values-based education, digital engagement, and strategic messaging—can effectively reshape consumer mindsets and behaviors toward pro-social and pro-ecological outcomes. By activating psychological mediators such as perceived value, environmental awareness, and emotional resonance, our framework has shown its potential to drive responsible consumption, waste reduction, and long-term brand advocacy. Current marketing practices have often failed to promote responsible consumption, contributing to consumer mistrust through unsubstantiated environmental claims [2]. This study's strategic content marketing framework addresses these shortcomings by repositioning marketing as an ethical and educational driver of sustainable behavior. Research suggests that marketing can foster consumer well-being and socio-ecological care by integrating sustainability into its core strategies, as evidenced by the need for a pro-social discipline that emphasizes non-financial quality of life standards [14]. Strategic marketing, grounded in resource-advantage theory, further supports this by promoting societal welfare through value-driven approaches that enhance triple bottom line performance [25]. Kotler's reflections on marketing's evolution highlight its potential to adopt values-driven, environmentally respectful practices, reinforcing its role in driving ethical consumerism [4]. Future research should focus on empirically testing this framework across diverse cultural and economic contexts to ensure its global applicability, employing rigorous statistical methods to validate its impact on consumer behavior [10]. Ultimately,

marketing must become a force for sustainability, where long-term ecological and social value drive brand success, contributing to global goals such as SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action), and paving the way for a greener future.

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In sentences, refer simply to the reference number, as in [3]. Do not use "Ref. [3]" or "reference [3]" except at the beginning of a sentence: "Reference [3] shows ...",

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