

# Chapter 11

## Research Trends in Brand Development and Sustainable Consumption

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### **ABSTRACT**

*Many brands worldwide are increasingly focusing on sustainable development to reduce their environmental impact and contribute to social well-being. Initiatives such as using recycled materials, adopting renewable energy sources, and implementing fair labour practices are becoming more common among brands aiming to be environmentally and socially responsible. By incorporating sustainability into their core values and business practices, these brands attract environmentally conscious consumers and play a crucial role in developing a green planet for future generations. The purpose of the work is to study the structurally meaningful environment of the categories of brands and sustainable consumption and to analyse the patterns and trends of scientific publications devoted to the implementation of the principles of sustainable development by brands and the promotion of sustainable consumption. The chapter will conduct a bibliometric data analysis reflecting the number and subject of scientific publications on sustainable development's economic,*

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*social and environmental components. This analysis may shed light on important areas of focus, emerging topics, and potential future research directions in this field.*

## **1 INTRODUCTION**

Many brands worldwide are increasingly focusing on sustainable development to reduce their environmental impact and contribute to social well-being. Initiatives such as using recycled materials, adopting renewable energy sources, and implementing fair labour practices are becoming more common among brands aiming to be environmentally and socially responsible (Aguilera-Cora et al., 2024; Burket et al., 2023; Chi, 2021). By incorporating sustainability into their core values and business practices, these brands attract environmentally conscious consumers and play a crucial role in developing a green planet for future generations.

Environmental problems such as climate change, depletion of natural resources and environmental pollution create an urgent need for changes in consumption patterns. In this context, sustainable development is becoming a priority for states, businesses and society, necessitating studying sustainable consumption patterns (Lyulyov et al., 2024) At the same time, modern consumers are increasingly choosing products and services from brands that promote environmental responsibility, ethical production and social justice. This creates a new niche for marketing strategies that requires scientific analysis. In turn, brands play a key role in influencing consumer habits and shaping new standards of sustainable production. For example, brands that actively support environmental initiatives become an example for others and contribute to the mass dissemination of ideas of sustainable development.

The study of sustainable consumption covers various scientific spheres and disciplines - economics, marketing, sociology, ecology, engineering, etc.- creating space for scientific cooperation and generating new knowledge that unites these fields. Although many aspects of sustainable development have already been studied, the topic of sustainable consumption and the brands that support this direction remain new (Wu et al., 2024). The need for research arises from the insufficient understanding of the mechanisms of influence of such brands on consumer behaviour, markets and the environment. Brands focused on sustainable development are implementing new business models, such as the circular economy, eco-design and fashion, resource reuse, and plastic rejection. This requires an analysis of their effectiveness and impact on the economy.

Sustainable consumption and brands that support sustainable initiatives directly correspond to the UN Sustainable Development Goals, in particular Goals 12 “Responsible consumption and production” and 13 “Combating climate change”. Sustainable consumption requires a deeper understanding by consumers of the impact

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