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## EMBRACING THE PARADIGM SHIFT OF SUSTAINABLE CONSUMPTION AND PRODUCTION PRACTICES: AN ASIAN PERSPECTIVE FOR A RESILIENT FUTURE

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**Abstract:** *IN THE CONTEMPORARY LANDSCAPE OF GLOBAL CHALLENGES, THE DISCOURSE ON SUSTAINABLE DEVELOPMENT HAS RISEN TO THE FOREFRONT, COMPELLING SOCIETIES TO REEVALUATE THEIR CONSUMPTION AND PRODUCTION PATTERNS. THE SIGNIFICANCE OF SUSTAINABILITY HAS SURFACED AS A PIVOTAL THEME THAT TRANSCENDS NATIONAL BOUNDARIES AND CULTURAL BOUNDARIES. SUSTAINABLE PATTERNS OF CONSUMPTION AND PRODUCTION (SCP) ARE RECEIVING AN UNPRECEDENTED AMOUNT OF ATTENTION, AS WELL AS GLOBAL RECOGNITION AND SIGNIFICANCE. THE IDEA OF "SUSTAINABLE CONSUMPTION AND PRODUCTION" (SCP), WHICH AIMS TO BALANCE ENVIRONMENTAL RESPONSIBILITY AND ECONOMIC GROWTH, IS AT THE CENTER OF THIS SHIFT. THIS REVIEW AIMS TO PRESENT AN EXTENSIVE AND COMPREHENSIVE SUMMARY OF RESEARCH ON SUSTAINABLE PRODUCTION AND CONSUMPTION PRACTICES ADOPTED ACROSS THE ASIAN LANDSCAPE. IN DOING SO, THIS REVIEW ADVANCES SCHOLARLY UNDERSTANDING WHILE ALSO PROVIDING STAKEHOLDERS WITH USEFUL INFORMATION TO HELP THEM CREATE STRATEGIES, INITIATIVES, AND POLICIES THAT WILL HELP THEM ACHIEVE SDG 12 AND PROMOTE SUSTAINABLE DEVELOPMENT GLOBALLY. PREVIOUSLY PUBLISHED LITERATURE IN THE PAST DECADE IS*

*EXPLORED, THROUGH A THOROUGH SEARCH STRATEGY IN SCOPUS AND WEB OF SCIENCE WITH KEYWORDS LIKE "SUSTAINABLE CONSUMPTION," "RESPONSIBLE PRODUCTION," AND "SDG 12." AFTER DATA SCREENING, IT WILL SYNTHESIZED AND PRESENTED IN THIS RESEARCH PAPER. TO LAY THE GROUNDWORK FOR WISE POLICY CHOICES AND SUSTAINABLE DEVELOPMENT PROJECTS, THIS RESEARCH PAPER SEEKS TO PROVIDE IMPORTANT INSIGHTS ON THE CONDITION OF RESPONSIBLE CONSUMPTION AND PRODUCTION PRACTICES IN THE POWERFUL ASIAN ECONOMIES OF TODAY.*

**Keywords:** SUSTAINABLE CONSUMPTION AND PRODUCTION (SCP), SUSTAINABLE DEVELOPMENT, ASIA, EMERGING ECONOMY, RESPONSIBLE CONSUMPTION, ENVIRONMENTAL, THEORY OF PLANNED BEHAVIOUR (TPB), ECOLOGICAL MODERNIZATION THEORY (EMT)

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## 1. Introduction

Sustainable development (SD) has held a major place on the global agenda for almost three decades now. It was first mentioned in the Brundtland Report ((Brundtland Commission, n.d.)and it became much more well-known when the United Nations approved Agenda 21 in 1992. As the 2011 United Nations Environment Programme report highlights, the world community has made significant progress in the decades that have followed, including the successful elimination of ozone-depleting chemicals, the growing use of renewable energy sources, and the decoupling of emissions from economic development. These achievements show how resource and material production, use, and recycling are becoming more efficient worldwide.

According to (Krausmann et al., 2009) there is a concurrent decline in emissions, energy, and material use per unit of production when resource and material use rises. While rising per capita wealth, technological breakthroughs and continued development initiatives have also helped to reduce energy and material intensity(Sorrell, 2015). Access to clean drinking water has also increased; according to UNEP (2011), almost 90% of people on the planet who live in poor nations now have access to better sources of water. Despite these encouraging developments,(Hutt.R., 2016) at the World Economic Forum pointed out that there are still sustainability-related obstacles to overcome. These issues are covered in a Special Volume (SV) section, which focuses on resource security and offers information on recent theoretical and practical research. To change patterns of production and consumption, sustainable solutions are emphasized in the Special Volume (SV) section on sustainable consumption and production (SCP). Experts in consumer behavior, design for sustainability, business development, and system innovation work together in this sector to generate these solutions. The engagement of these specialists is vital as numerous sustainability issues seem to surpass the ability of participants in the production-consumption value chain to address(Lorek& Fuchs, 2013). Concern over patterns of sustainable consumption and production (SCP) has increased to an unparalleled degree and attracted international attention as a result of the emphasis on sustainable solutions. There have been several



worldwide conferences on the ongoing SCP challenges and climate change. The Johannesburg Plan of Implementation, which was published in 2002, asked all governments to encourage SCP trends, with affluent nations setting the example and guaranteeing advantages for all nations. Ten years later, the 10-Year Framework of Programmes devoted to SCP patterns was presented at the United Nations Conference on Sustainable Development (Rio+20), which reaffirmed the fundamental role that SCP plays in sustainable development (SD).

In the Asian Region, the Asia Pacific Roundtable on Sustainable Consumption and Production (APRSCP) has served as the primary forum for debates on this subject in the Asia-Pacific area since 1997 (Lewis Akenji, 2011). As seen by its former name, the Asia Pacific Roundtable for Cleaner Production, the APRSCP was once primarily focused on the idea of cleaner production. This focus stemmed from increased concerns about environmental contamination, especially from small and medium-sized businesses in developing Asian nations. However, it soon became clear that attaining sustainable production required a simultaneous focus on sustainable consumption. Sustainable consumption and production, or SCP, is an essential part of the worldwide effort to create a future that is resilient and environmentally conscientious. As the largest and most populous continent in the world, Asia plays a crucial role in determining the course of sustainable development. Asia's significant ecological footprint makes it important that SCP be prioritized. Hence, it is of paramount importance to explore the trajectory of research in the domain of SCP in the Asian context, with specific reference to the developments in the last decade. The objective of this research endeavor is to document insights on SCP from an Asian perspective over the past decade.

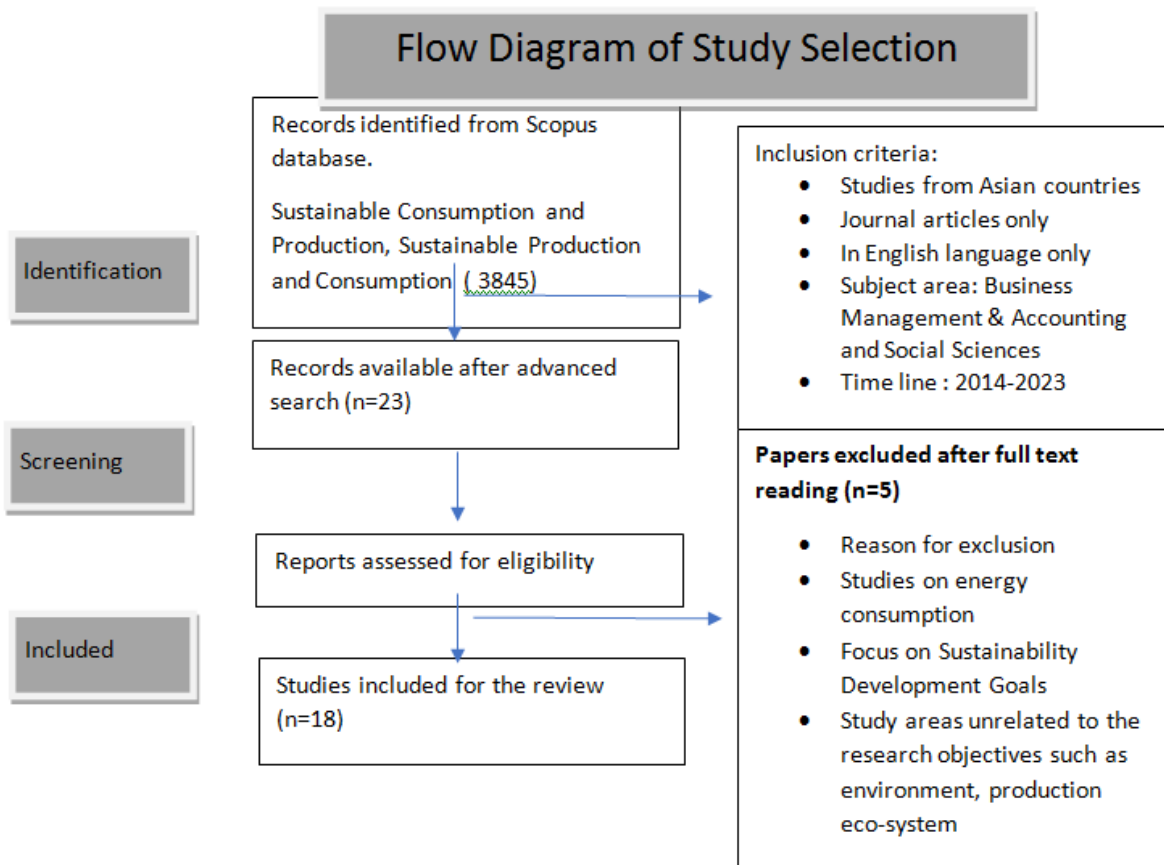
## 2. Research Design

The main goal of the literature analysis is to provide reliable and high-quality information about the selected subject. As a result, this analysis's purview is limited to peer-reviewed journal articles that are indexed in the Scopus database and have been published in English. A thorough search of the Scopus databases was done in December 2023. Scopus databases are widely used to find pertinent study articles methodically. The following keywords were used in the search “sustainable” OR “sustainability” AND “consumption and production” OR “production and consumption” OR “sustainable production and consumption” OR “sustainable consumption and production”. The search terms used in this investigation have been adapted from earlier review articles with similar objectives. We also manually went through the references of a few chosen research papers to find more pertinent studies. Peer-reviewed articles published in the last 10 years, with an Asian perspective, were included in this synthesis. To maintain a uniform level of quality for the papers, only those published in journals that were indexed in Scopus were considered. The selection procedure did not include editorial notes, book sections, prefaces, special issue introductions, or calls for papers.

## 3. Study Selection

The preliminary search of the Scopus database yielded 3465 research papers. After applying the inclusion criteria, (Studies from Asian countries, journal articles only, research papers published in English language only, with Subject area: Business Management & Accounting and Social Sciences, Timeline: 2014-2023) 23 studies were filtered. Three authors independently assessed the 23 study titles and abstracts. The work was forwarded to the fourth author for confirmation in areas of disagreement. The Kappa inter-rater reliability value was computed to evaluate inter-reviewer bias. Regarding the inclusion of publications, the author's high level of agreement is indicated by the resulting kappa coefficient of 0.61. The full-text papers were then evaluated by the authors in tandem with the eligibility requirements. Additionally, 5 person studies on energy consumption, with a focus on Sustainability Development Goals and papers unrelated to the research objectives such as environment,

and production eco-system were also deleted. In conclusion, 18 research publications that met the eligibility conditions were included in this synthesis process. The study selection process is presented in Figure 1. Figure 2 presents the number of publications annually across the period of study. Table 1 presents the spread of journals in which the selected articles were published. It is interesting to note that many papers were published in the Journal of Cleaner Production(4) and Sustainability (Switzerland)(7). The remaining publications were distributed among various other journals, namely, Business Strategy and the Environment, International Journal of Logistics Systems and Management, Journal of Retailing and Consumer Services, Journal of Retailing and Consumer Services, Journal of Sustainable Tourism, and Sustainability Science.



**Figure 1 Study Selection**

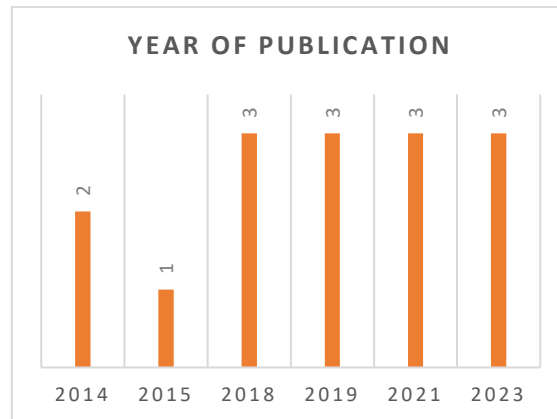


Figure 2: Number of Publications annually across the period of study

Table 1: Number of Papers across Journals included in the Study

Number of Papers across Journals included in the Study	Count of Source title
Business Strategy and the Environment	2
International Journal of Logistics Systems and Management	1
Journal of Cleaner Production	4
Journal of Retailing and Consumer Services	1
Journal of Sustainable Tourism	2
Sustainability (Switzerland)	7
Sustainability Science	1
Total	18

#### 4. Data Extraction

To compile the literature, a thorough content analysis was carried out on all the 18 research articles selected. A well-curated data extraction sheet was prepared and data from all the 18 selected studies has been entered in the pre-coded data extraction table. A summary of the synthesised articles on presented in Table 2.

#### 5. Discussion and Research Findings

##### 5.1 Theoretical Underpinnings

An in-depth analysis of all papers has been carried out and insights have been documented in the subsequent section. The theoretical underpinnings of studies on sustainable production and consumption have been anchored on two prominent theories, the Theory of Planned Behaviour (TPB) and the Ecological Modernization Theory (EMT). TPB explains sustainable behaviour at an individual level and EMT explains the institutional inclination towards SCP.

TPB is widely used to justify the actions of customers (Ajzen, 1988). It seems that "pro-environmental and pro-social behaviors" are frequently explained by the TPB (Bamberg & Schmidt, 2003). Both volitional and non-volitional control components are taken into consideration by the TPB theory in order to explain an individual's behavior. Focusing on an individual's intentions is a fundamental component of the TPB, as it yields the most accurate predictions about that individual's specific behaviors (Ajzen, 1988; Fishbein, 1977). According to Jung and Oh (2019), this theory also explains





why "environmental knowledge and perceived consumer effectiveness" are important factors that drive sustainable consumption.

EMT is an appreciated social science school of thinking that contends that to reap the greatest rewards, the economy must continuously move toward environmentalism (Pal et al., 2023). EMT was born out of the systematic eco-innovation concept of the 1980s (Mol, 1999) which aimed to use innovation and technological breakthroughs to safeguard the environment and promote organizational development and prosperity (Buttel, 2000; Pal et al., 2023). This idea states that businesses can integrate ecological considerations into their operations and policies in order to embrace ecologically responsible production and consumption behaviors (Blowers, 1997). Various strategies illustrate how the concept of ecological modernization greatly impacts sustainable consumption. Sustainable consumption has become increasingly enticing and accessible to customers, especially with the development of eco-friendly products and services. According to (Zhu et al., 2011), companies that implement eco-friendly modernization strategies have better environmental outcomes, which incentivizes customers to shop more sustainably. Administrative authorities are encouraged by this idea to create rules on environmentally friendly product incentives, labeling requirements, and sustainable consumption guidelines. Organizations that implement eco-friendly modernization processes have superior environmental performance, which can promote more environmentally responsible consumption behavior (Zhu et al., 2011). The theory motivates governments of various countries to establish sustainable consumption regulations and guidelines, such as labeling requirements and incentives for eco-friendly products (Gouldsoan & Murphy, 1996).

## 5.2 Policy Implications

Policies and strategic interventions for SCP vary across countries and are dependent on the economic situation, demographic landscape, and socio-cultural factors (Spaargaren, 2011). Systems SCP combines "bottom-up" company initiatives with "top-down" legislative efforts. The government engages in "top-down" initiatives that involve economic interventions, and "bottom-up" initiatives that incorporate enterprises' SCP pledges into their business operations. Notably, it is discovered that the emphasis on SCP practices depends on the state of the economy. In developing economies, where sustainability has traditionally been subordinated to economic development, efforts have mostly focused on "bottom-up" initiatives, with governing authorities frequently giving "top-down" initiatives less attention. On the other hand, developed countries actively participate in both "bottom-up" and "top-down" initiatives, putting in place a wide range of interventions on the supply and demand sides (Wang et al., 2019a). It is opined that Sustainable Consumption and Production (SCP) plays in current policy initiatives, especially those that deal with energy, biodiversity conservation, and climate change. Moreover, it is argued that a sufficient integration of SCP into the Sustainable Development Goals (SDGs) could heighten the focus on tackling the underlying causes of these worldwide issues (Goyal et al., 2020; Lewis Akenji, 2011). Hence the focus of policymakers is dualfold, both at the individual level and institutional level. Lewis (2011) has documented that, to facilitate policy shape SCP in the Asian landscape is it mandatory to maintain the well-being of society as a whole, encouraging a transition to a sustainable lifestyle through consensus on changes for infrastructure and business. However, there could be the emergence of some issues that are discussed here. The main goal of policy design must be to provide concrete images of societies that have accomplished their long- and mid-term goals. By using a scenario-based methodology, policymakers can identify possible future paths. Secondly, governments need to encourage investment, create favorable conditions by modifying laws and incentives, and identify and share best practices. Support from policies is also required to enable learning from successful initiatives, enterprises, and situations, which will help to realize both long- and mid-term goals. Thirdly Evidence-Based Policy Making (EBPM). The term "multiple sources of



information, including statistics, data, and the best available research evidence and evaluations" is frequently used to describe EBPM-based policy decision-making. It also argues that value co-creation between consumers and sharing businesses provides new opportunities for SCP (Ma et al., 2019) In summary, it is observed that as Asian economies are on the developing road map, it is essential to make policy based on scenarios and ensure all policies are backed by sufficient evidence.

### 5.3 Data Synthesis from Review Papers

Data synthesis of the - review papers and – sentiment analysis papers is presented. The main finding of this assessment emphasizes a notable discrepancy between the current state of scientific understanding regarding sustainable consumption and production (SCP) and how it is portrayed in the 2030 Agenda for Sustainable Development and the SDGs (Bengtsson et al., 2018). Although the Agenda's overarching goals recognize the need for significant changes in consumption and production patterns, SDG 12 for SCP's specific targets and indicators only provide a narrow and inadequate conceptualization of these revolutionary shifts (Hatipoglu & Inelmen, 2021; Yagi & Kokubu, 2020). It is opined that it is imperative that the organizations in charge of putting the 2030 Agenda into practice, whether they be governmental or non-governmental, base their decisions on the most accurate information to successfully meet the promises made. Taking a systemic approach becomes crucial when discussing consumption and production, which represent complex patterns of socioeconomic organization. It is recommended that all organizations adopt Environment Management Systems and an initiative towards achieving SDG through SCP (Salim et al., 2010) However, research evidence suggests that India and China are identified as being the most active in terms of SCP (Wang et al., 2019b) in the Asian context. It is also documented that continuous assessments of their sustainable performance are necessary to achieve the Sustainable Development Goals, especially those about sustainable production and consumption (Kumar & Choubey, 2023). Research evidence in the past decade touches on both sustainable production and sustainable consumption. On the sustainable consumption front, it is opined that "green knowledge" and its correlation with preferences, behavior, economic activity, and environmental performance, has an impact on sustainability (Zhang & Chabay, 2020). With the aid of a thorough economic model, it demonstrates how different degrees of green knowledge among consumers, producers, and industry regulators result in different economic and environmental results. It is envisaged that green knowledge will impact government policies and consumer habits, leading to a shift in the economy toward long-term sustainability (Shao, 2019). Initiatives for product labeling have become well-known instruments for promoting sustainable production and consumption. But with so many different labeling schemes competing for social order and institutionalization, there are worries that the environment is becoming more confusing rather than helpful. As a result, stakeholders are beginning to advocate for the implementation of a "Sustainability Meta Labelling Scheme" (SML), which combines current product labels and communication strategies into a cohesive sustainability message (Dendler, 2014). This highlights the need to restructure the economic and social eco-systems to facilitate the adoption of SCP (Akenji & Bengtsson, 2014) Achieving "win-win-win-win" outcomes—addressing goals across economic, environmental, social, and temporal dimensions simultaneously—is essential to moving toward more sustainable futures. (Blok et al., 2015).

### 5.4 Data synthesis form Empirical evidences

Empirical studies have been undertaken on the theme of SCP in the Asian context and seven studies that fulfilled the inclusion criteria have been incorporated in this synthesis. Three studies were from China, 1 from Turkey, Pakistan, and India, and each was recorded. Positive perceptions of pro-environmentalism and social responsibility are fuelled by environmental knowledge and perceived



consumer efficacy, which in turn fuels a strong intention to purchase and participate in pro-environmental behavior (Huang et al., 2023; Jung & Oh, 2019). This is especially important because environmentally savvy consumers typically have favorable attitudes toward eco-friendly products because they feel good about themselves after making environmentally friendly purchases. Conspicuous value did not appear to have a substantial influence on ideas about sustainable consumption, although environmental knowledge and perceived consumer effectiveness do. Nonetheless, it was discovered that noticeable value stimulated a desire for pro-social or pro-environmental actions, particularly when eco-friendly products were thought to be pricey (Jung & Oh, 2019). Additionally, gamification is not a successful tactic in promoting sustainable consumerism and pro-environmental behavior, especially among Gen Z (Huang et al., 2023). This study also shows that intents and perceived enjoyment are the final ways in which gamification affects sustainable consumption patterns. Although there was no direct correlation identified between environmental concern and purchase intention, research shows a favorable and significant association between consumers' attitudes toward sustainable consumption, subjective standards, and perceived behavioral control. On the other hand, attitudes, subjective norms, and perceived behavioral control have a big influence on consumers' intentions to make purchases related to sustainable consumption (Yang et al., 2018). Furthermore, compared to the female group, the male group's perceived behavioral control on purchase intention is statistically substantially stronger (Yang et al., 2018). Online User ratings (Serrano et al., 2021), Sustainable merchants, sustainable product packaging, availability, and perceptions of cheaper cost were found to be contributors to sustainable behavioral intentions in a different study by Ghaffar et al. (2023).

## 6. Conclusion and Limitation

The Sustainable Development Goal #12 (SDG #12) of the UN emphasizes the importance of sustainable consumption and production in achieving sustainable development. There is a lot of interest in this idea among the Asian economies. Conversations about Sustainable Consumption and Production (SCP) patterns might differ amongst economies due to variables such as political processes, economic growth stage, and cultural variety that exists in the Asian landscape. These fundamental variances among the Asian economies demand in-depth research to identify various antecedents to SCP, both from a micro and macro perspective. This research endeavors an attempt to synthesize research evidence on SCP-related deliberations among countries in the Asian landscape. Future advancements in the strategically important field of Sustainable Consumption and Production (SCP) throughout Asia can be guided by the documented synthesis of the literature. The inclusion of just peer-reviewed journal articles in the literature review and primary distinctions on the definition of sustainable consumption and production (SCP) is one of the study's limitations. The results of this approach may not accurately represent the practices of nations that do not publish their research in peer-reviewed publications, even while it provides clarity on which economies are adopting SCP practices in Asia. This study also excluded other published literature and non-English publications that could have contributed to the body of knowledge.



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