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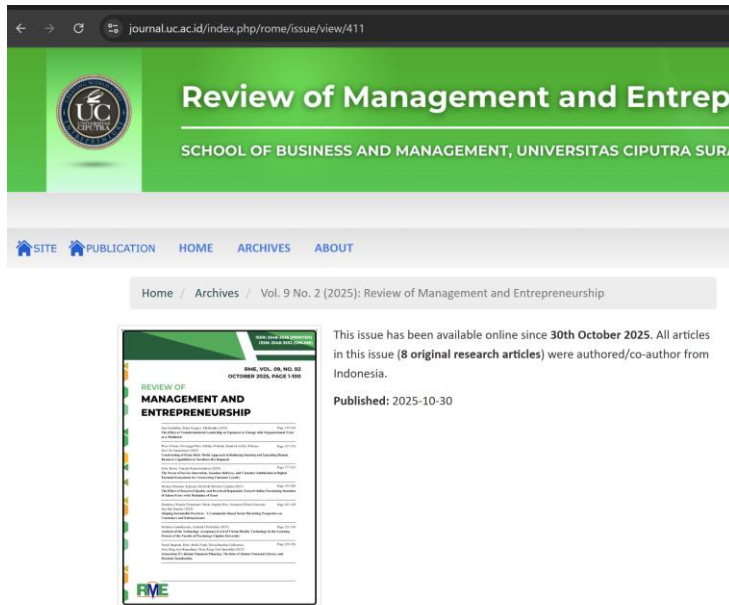
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Shaping Sustainable Practices: A Community-Based Social Marketing Perspective on Consumers and Entrepreneurs

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Abstract

Global issues regarding environmental sustainability concerns and irresponsible consumption are now increasingly echoed. Therefore, this research is very important to provide urgent solutions towards sustainable development. Both from the consumer and producer sides, they should gradually start to change their attitudes and consumption behaviors. The challenge is the lack of awareness or priority for environmentally friendly products to obstacles to the adoption of sustainable products. Therefore, better education and increased accessibility of environmentally friendly products are needed to encourage wider community participation, one of which is through the community. This study aims to explore the role of community-based social marketing so that it can shape lifestyles in accordance with sustainable practices. For this purpose, data was collected using a qualitative approach with interviews, observation, and documentation data collection techniques on 20 key informants through convenience sampling, namely those who are actively involved in the community campaigning for a sustainable lifestyle, including community managers, entrepreneurs, and consumers themselves. This study uses triangulation techniques. The data is analyzed using content analysis. The results of this study show that social interaction in the context of community-based social marketing with other traditional markets. Community commitment encourages consumers & entrepreneurs to behave sustainably. These community norms and community identities influence sustainable behavior. Sustainable practices for entrepreneurs are more inclined towards triple bottom line applications and for consumers, are more inclined to more meaningful consumption applications. Furthermore, collaboration is also needed to really form a wider ecosystem in the context of the massive synergy of sustainable lifestyles.

Keywords: community-based social marketing, consumers, entrepreneurs, mindful consumption, sustainable practices, triple bottom line.

INTRODUCTION

The current global consumption pattern has reached a critical point, where, according to Earth Overshoot Day estimates, humans use natural resources 1.7 times faster than our planet's biological capacity to regenerate. This worrying situation demands a fundamental shift towards sustainable and responsible consumption, especially in countries with high levels of consumerism (García-Rodríguez et al, 2025).

This concern requires interrelated solutions towards responsible sustainable development (SDG's). It is very urgent for all countries, both developing and developed, to act together in global partnerships (United Nations, 2024; Krsnik & Erjavec, 2026). Many industries are starting to realize that they need to adopt business activities with the concept of 'green' or environmentally friendly so that they are able to produce environmentally friendly products. This phenomenon is well captured by consumers by slowly changing their consumption patterns to more responsible consumption or sustainable consumption. Now, consumers are gradually starting to change their attitudes and consumption behaviors. According to figure 1, consumers are starting to be interested in buying sustainable products.

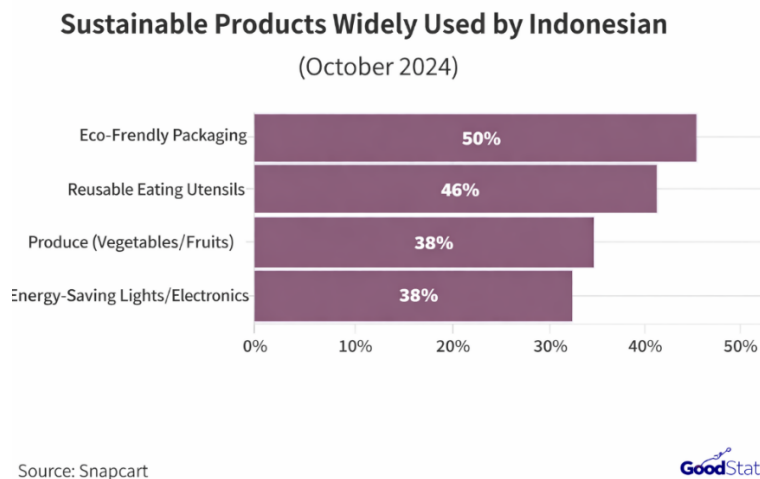


Figure 1. Sustainable Products Widely Used by Indonesian Consumers October 2024 (Goodstats, 2024).

The main motivation of consumers in buying eco-friendly products is the desire to preserve the Earth. When consumers, producers, and the community behave in caring for the environment, it means that they participate in efforts to achieve the SDGs (Pranatasari et al., 2025). The challenge behind the research is the lack of awareness or priority for environmentally friendly products and obstacles to the adoption of sustainable products. Therefore, better education and increased accessibility of environmentally friendly products are needed to encourage wider community participation, one of which is through the community (Mathew et al., 2024; Tao et al., 2024).

This role of the community is also reflected in the community-based market ecosystem, where MSMEs not only function as salespeople but also as transformation agents that encourage the adoption of environmentally friendly behaviors. This role is formed because MSMEs have close social relationships with consumers and the surrounding community, so that they are able to influence production patterns, consumption patterns, and the spread of sustainability values in local economic activities. The community has a strategic contribution in encouraging MSMEs to implement sustainable business practices. Community involvement can be realized through various activities, such as environmental awareness campaigns, participation in community-

based social marketing (CBSM), and strengthening more responsible consumption practices. These various community initiatives can cause social and economic encouragement that motivates MSMEs to pay more attention to environmental aspects. In addition, community activities also play a role in building a business ecosystem conducive to the implementation of sustainable practices through cooperation between business actors, the government, and the community (DiBella et al., 2023).

Community-Based Social Marketing (CBSM) is a social marketing approach that focuses on local communities to encourage changes in people's behavior towards a more sustainable lifestyle (Schuster et al., 2016; Biroscak et al., 2025). Social marketing is not just an advertising campaign, but also involves integrating marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good (Schuster et al., 2016; Christie & Villiers, 2023; Bhat et al., 2019; Veiga et al., 2025). However, to date, most programs that promote sustainable behavior feature information-intensive campaigns and lack the use of psychological knowledge (McKenzie-Mohr, 2000). Therefore, this study fills the research gap in the expansion of marketing theory in campaigning for sustainable living behaviors for consumers and entrepreneurs in the community by utilizing psychological knowledge, such as mindful consumption, in the full context of social marketing. This creates a research gap in understanding how externally designed social interventions interact with internal psychological processes. The present study addresses this gap by integrating social marketing and psychological perspectives. This study reveals the underlying mechanism of how sustainable behavior is internalized and constructed as meaningful, thereby extending the theoretical linkage between behavior change and well-being.

Methodological gap, the research will provide a different perspective in CBSM because it uses qualitative studies as a more exploratory paradigm. Research gap research was built by seeing that many studies have discussed the business side of entrepreneurs building business practices based on the triple bottom line (Pandin et al., 2023). There are also many studies that see consumers as individuals in their mission to achieve mindful consumption (Suttharattanagul, et al 2025). In this research, we have adopted the concept of CBSM as a complete mechanism that combines marketing aspects with psychological perception to achieve comprehensive and consistent behavior change towards intact sustainability practices. Effective CBSM transforms community behavior by engaging communities to educate and encourage the adoption of desired behaviors and focusing on mutual benefits and building long-term relationships (Schuster et al., 2016; Jamšek & Culiberg, 2025; Carmona et al., 2021; Cristofaro et al., 2023; Peng et al., 2021). This research uses a qualitative approach based on Community-Based Social Marketing (CBSM). CBSM theory, as a form of grounded theory, assists researchers in data collection and analysis. Theories related to CBSM and social capital theory (bonding, connecting, and relatedness) are analyzed to determine their interrelationships and field findings based on these concepts. Based on this background, this study aims to analyze how CBSM plays a role in driving changes in consumer and entrepreneurial behavior towards sustainable practices in a community-based market ecosystem.

LITERATURE REVIEW

Community-based social marketing (CBSM)

CBSM is a social marketing approach that effectively changes people's behavior by engaging communities to educate and encourage the adoption of desired behaviors, often through facilitators and change agents on the ground, focusing on mutual benefits and building long-term relationships rather than mere transactions, as applied in self-directed waste management (Cole & Fieselm, 2023). CBSM has been widely used in various

environmental programs, such as waste management and energy efficiency, and has proven to be more effective in promoting behavior change than conventional approaches that focus only on information delivery.

McKenzie-Mohr (2000) affirms that psychology has a central role in accelerating the transition to a sustainable future, since a key aspect of sustainability is widespread behavioral change. CBSM is an interesting alternative approach in which promoters identify the activities to be promoted and the barriers to those activities, then devise strategies to overcome those barriers, using psychological knowledge of behavior change. The strategy is piloted to test its effectiveness and then evaluated when implemented on a wider scale. Unlike many information-intensive campaigns, community-based social marketing has been shown to have a much greater likelihood of promoting sustainable behavior. Two case studies are presented to illustrate the approach and possible outcomes. It can be said that CBSM as a social mechanism that is able to lead its community members to behave according to the values lived by the community, in this context it is a sustainable lifestyle.

Sustainable Practices

Sustainability practices have a very important role. The application of sustainability principles allows companies to minimize risks, improve the optimal use of resources, and adapt to changes in policies and regulations. Optimizing the use of resources through waste reduction and efficiency in the use of energy, raw materials, and water is not only able to reduce operational costs, but also helps reduce negative impacts on the environment (Pero et al., 2017). Studies of responsible consumption patterns are now emerging from diverse and unrelated academic disciplines, including economics, marketing, sociology, and psychology (García-Rodríguez et al, 2025). This diversity of perspectives explains the richness of theoretical frameworks from the point of view of economic theory (hedonistic utility maximization; "warm-glow" theory of altruism), psychological theory (self-determination theory or expansion and development theory), or attitude model (SDP). The diversity of theoretical backgrounds requires research efforts to develop a multicausal model that is able to integrate individual, social, and cultural variables, one of which is using CBSM (Schuster et al, 2016; McKenzie-Mohr, 2000; Peng et al., 2021; Suttharattanagul, et al, 2025; Thang & Nguyen, 2024).

Sustainable Practices on Entrepreneurs Perspective

The implementation of these sustainability practices can be strengthened through the application of the Triple Bottom Line (TBL) concept as a framework for carrying out sustainable business practices. This concept integrates three main dimensions, namely economic (profit), social (people), and environmental (planetary) aspects. TBL's approach emphasizes that the success of an organization is not only measured by financial achievements, but also by the company's ability to create social value and preserve the environment. By applying the principles of TBL, organizations can carry out operational activities more responsibly, minimize environmental impacts, and increase positive contributions to society in a sustainable manner (Pandin et al., 2023). The TBL framework is a tool to support business strategies related to the acquisition of competitive advantages; decision-making; planning; stimulation of economic, social, and environmental performance (Nogueira et al, 2023).

Nogueira et al (2023) state that few studies have attempted to deepen our understanding of the interaction between TBL and economic development, even though it is important to demonstrate sustainability by adding business strategy concepts such as competitiveness, decision-making, planning, and performance in the context of

sustainable business. Therefore, an entrepreneur who focuses on business development based on the TBL dimension, namely people (social), planet (environment), and profit (economy) will contribute to the context of SDGs/sustainable practices. In this context, it can be said that entrepreneurs contribute to institutionalized sustainability thereby strengthening TBL's dominant expansion into sustainable economic development.

Sustainable Practices on Consumers Perspective

Sustainable consumption is a form of application of sustainable practices from the perspective of consumers. This pattern of sustainable consumption is emerging as an important trend in modern society (Thang & Nguyen, 2024). Sustainable consumption reflects rational consumer behavior that minimizes waste and strives to conserve resources for future generations. Sustainable consumption practices are influenced by the complex interactions between psychological, social, and financial factors (Duong, 2023; Thang & Nguyen, 2024). The psychological factors in question are about individual values, attitudes, and beliefs about environmental issues. When a consumer has a close social relationship with other consumers and the surrounding community, it is able to influence production patterns, consumption patterns, and the spread of sustainability values in local economic activities. Environmental identity and self-efficacy have been shown to significantly predict sustainable consumption choices (Peng et al., 2021). In one study finding, marketers should focus on the psychosocial well-being of customers to promote sustainable consumption (Thang & Nguyen, 2024). Social factors, both descriptive norms such as what others do and what injunctive norms are agreed upon by others, this is important to influence a person's eventual sustainable behavior (Thang & Nguyen, 2024). Financial factors act as both a driver and an obstacle at the same time in sustainable behavior (Olatunde et al., 2024). When a consumer intends to behave sustainably, they consciously conjure up that the initial cost of this eco-friendly product must be higher than that of other bulk products. Some of the reasons inhibiting the adoption of sustainable products are consumers' ignorance of the long-term financial benefits when they make choices to live a sustainable lifestyle.

Mindful Consumption is developing in the context of increasing environmental and social awareness. Mindful Consumption aligns actions with personal values, and reduces materialistic tendencies, factors that are particularly meaningful for individuals who shape their identities in the consumer environment (Suttharattagul, et al, 2025). CBSM can be a tool to bring together the identity of the same community to jointly take action to strengthen the impact of sustainable consumption by focusing on the role of peers, networks, and societal norms in promoting ethical and environmentally responsible consumer behavior (Schuster et al, 2016; McKenzie-Mohr, 2000; Peng et al., 2021; Suttharattagul, et al, 2025; Thang & Nguyen, 2024). Individuals who practice mindful consumption make purchasing decisions that align with their values and beliefs. Consumers who focus on sustainability tend to consume ethically. CBSM plays a role in providing self-efficacy about community identity that reflects social norms based on sustainable practices, collective benefit, and shared responsibility, so that a consumer will feel more mindful consumption collectively, which is internalized in the long term in their lives.

METHOD

The research is carried out with a qualitative approach with the aim of looking at the phenomenon in more depth so as to get a relevant context to answer the research question (Bungin, 2007: 29). In accordance with Schindler (2019: 76) in qualitative research, researchers use interpretive techniques in describing, deciding, interpreting, and

understanding the meaning of certain phenomena. Researchers rely on interpretive or critical social science principles (Neuman, 2014: 167) by emphasizing and examining in detail the specific cases that arise in the natural flow of social life. This technique is considered appropriate to explore the phenomena and problems that arise in the researcher's mind so that they can photograph a phenomenon that has not been widely understood through relevant informants (Kim et al., 2017). The phenomenon studied is about the behavior of community members, both consumer behavior and the behavior of MSME actors who behave in accordance with group norms in accordance with sustainability values. The community in this context is a community that actively conducts a Community-Based Social Marketing (CBSM) based sustainability value campaign.

The selection of these key sources was carried out by convenience sampling, which is a non-probability sample where the selection of elements is based on ease of access (Schindler, 2019: 127). We conducted interviews with several communities with sustainability values that accommodate MSME actors who have similar values in Yogyakarta (communities that actively campaign for sustainable living). The selected sample was a total of 20 informants who were actively involved in the community campaigning for a sustainable lifestyle, including community managers, entrepreneurs, and consumers themselves. We have coded these communities to maintain the confidentiality of the community's identity and to maintain the objectivity of this research and article.

Table 1. Characteristics Key Informant

Characteristics Key Informant		Amount	Explanation
Community-Based Social Marketing	Category	Source person	
PMU	Community manager	1	Community campaigns for sustainable living, based on Yogyakarta since 2016
	Entrepreneur/owner	2	
	Consumer	2	
PMR	Community manager	1	Community campaigns for sustainable living, based on Yogyakarta since 2018
	Entrepreneur/owner	2	
	Consumer	2	
PKA	Community manager	1	Community campaigns for sustainable living, based on Yogyakarta since 2015
	Entrepreneur/owner	2	
	Consumer	2	
MUR	Community manager	1	Community campaigns for sustainable living, based on Yogyakarta since 2014
	Entrepreneur/owner	2	
	Consumer	2	
Total		20	100%

Source: data processed by researchers, 2025

The data source comes from primary data by conducting interviews, observations and documentation. Therefore, this study uses triangulation techniques. The variation of data collection techniques is used as a step of triangulation techniques to ensure the validity of research data (Schindler, 2019: 143). In qualitative research, logic arises from ongoing practice so that the research path is sometimes nonlinear until, in the next part, the researcher will get his own logic in the research path (Neuman, 2014: 169). Therefore, to help the process, triangulation is considered appropriate to be adopted in order to maintain transferability or relevance, which refers to how useful the findings are in the context and phenomenon being studied (Neuman, 2014: 166). Flexibility in qualitative research

encourages us to stay focused throughout the research (Neuman, 2014: 172). The stages in analyzing data are carried out by making classification, open coding, axial coding, selective coding, to interpretation and elaboration of data by narrative analysis (Neuman, 2014: 488).

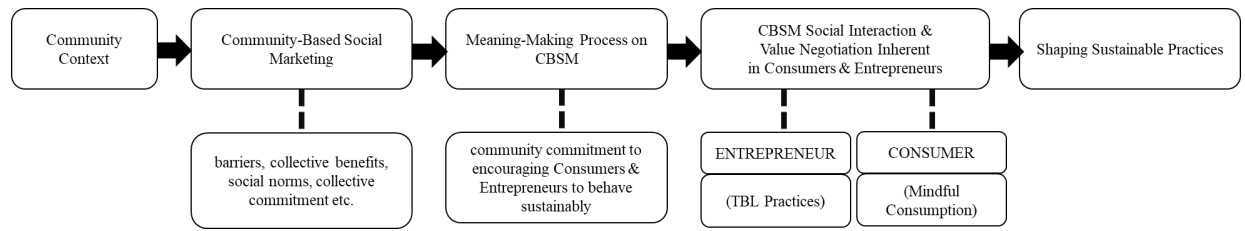


Figure 2. Research Framework

(source: data processed by researchers, 2025)

Data analysis is carried out by content analysis, which is a method that is considered suitable in the qualitative data process. Content analysis will generate specific categories or topics (Lindgren et al., 2020), thus allowing researchers to get answers to the "what" question by describing and grouping answers that give the same meaning or code. This is done by decontextualization, recontextualization, abstraction, and interpretation. According to Lindgren et al. (2020) in the content of the analysis, the following steps need to be taken, namely (1). Choosing a unit of meaning. This is done by choosing the meaning of a piece of data; (2). Condensing and encoding. This is done by trimming meaningless sentences and giving a code or label to the condensed data. (3). Categorize data at the level, i.e. all data is grouped into various categories to interpret their meaning.

RESEARCH FINDINGS AND DISCUSSION

This research departs from the assumption that sustainable practices are not formed individually, but through community-based social mechanisms as described in the perspective of Community-Based Social Marketing (CBSM). Through an exploration of community managers, consumers and entrepreneurs, this study examines how social norms, collective commitments, and barrier reduction are interpreted and negotiated in shaping sustainable practices. The research has completed the stages of analyzing the data by making a classification of 200 sheets of interview transcripts, equipped with documentation and observation files. The initial stage is open coding, axial coding, selective coding, and analysis elaboration. The analysis is carried out with the content of the analysis that is narrated.

Table 2. Summary Results of Content Analysis

Category	Statement and Coding
CBSM's differentiating social interactions	"Our community conducts entrepreneurial curation for each agenda of community activities where the products are in accordance with health standards and come from the local economy , a maximum of the second party from farmers. We ensure fair opportunities for the local economy" (PMR_CM1) "We build the concept of a local economic ecosystem model so that community members feel more empowered in their own area" (PKA_CM1) "All members are administrators, so it can be said that the leadership type is collective . All are responsible for living a sustainable lifestyle"(PKA_CM1) "Community as a medium for transforming consciousness towards a more responsible life (PKA_CM1)
Community commitment encourages sustainable behavior	"Environmentally conscious sustainability practices and price fairness for local resources are our identity" (PMR_CM1) "A family-based, non-profit, inclusive, educational, social market is stronger than business orientation" (PMU_CM1) "Focus on local food " (PKA_E1) "It can be said that we are focused on community empowerment and mission-driven" (MUR_CM1)
Entrepreneur benefit	"We were invited to learn together regarding business capacity building based on unity in the environment that is not only profitable, but also concerned about people and the planet as well. Ensuring honest health

Category	Statement and Coding
	<p>content in our products and processing production with minimal waste" (PMR_E1)</p> <p>"When I am active here, I feel that this community is an entrepreneurial upgrading platform" (PMU_E2)</p> <p>"Capacity building so that vendors feel that their capacity is also upgraded" (MUR_E1)</p> <p>"It can be said that we are focusing on community empowerment because we are with farmers directly for Sustainable Scaling and capacity building" (MUR_CM1)</p> <p>"The cost is cheap, the community is not profit-oriented. The community is actively becoming a media inclusive health movement." (PMU_E2)</p>
Consumer benefit	<p>"I feel that everything sold here is healthy and minimal waste" (PMR_C2)</p> <p>"Consumption patterns have a very important role in protecting the environment. Even we as consumers will be satisfied when our consumption patterns are able to contribute to the environment" (PKA_C1)</p> <p>"I feel educated here, often invited to participate in workshops about the environment and nutritional content in food" (PMU_C2)</p> <p>"Knowledge sharing active" (PKA_C2)</p>
Social demand shaping supply	<p>"Many activities are in the form of upgrading assistance for both consumers and sellers" (PMR_C1)</p> <p>"Now more and more people care about the environment so the demand for environmentally friendly products is increasing" (PKA_E2)</p>
Sustainability marketing & Behavioral psychology	<p>"We guide entrepreneurs to do marketing with sustainability values" (PMR_CM1)</p> <p>"The community consistently educates through their workshops and digital marketing activities as a form of social marketing practice" (PMU_CM1)</p> <p>"I feel that if I participate in community activities often, I will be more confident to change my life for the better" (PMU_C2)</p> <p>"I feel that this community is able to become a medium for the inclusive movement" (PKA_C2)</p>
Community-level social influence & Co-creation of sustainability	<p>"For me, this community is good because it can change my behavior and the consumers who attend" (PMR_E1)</p> <p>"Community as a medium for transforming awareness towards a more responsible life (PKA_CM1)</p> <p>"community as a mission-driven that consistently has sustainable scaling capacity" (MUR_CM1)Eduk</p> <p>"It can be said that this community increases confidence for Collective Commitment to a healthy lifestyle" (PMU_C2)</p>

Source: data processed by researchers, 2025

Social Interaction Differentiating CBSM with Other Traditional Markets

In traditional concepts, markets serve as a place to meet sellers and buyers to conduct economic transactions. Furthermore, it can be said that the market is a community that brings together demand and supply so that there is an exchange. In this market perception, the concept of community-based social marketing (CBSM) emerged as one of the solutions to bring together demand and supply but has a unique uniqueness and identity for each community. This uniqueness is then lived and carried out by its community members. CBSM is present not only as a market/community, but also actively conducts marketing activities in accordance with the values they live as a common identity. Marketing in this context is more appropriately made as social marketing because the activities carried out in this marketing process provide a design of social intervention. Social marketing in CBSM also marries the study of psychology as an explanation of the process of internalizing the values that are lived, one of which is in relation to the formation of the meaning of sustainable behavior. Community managers build their communities to provide active social interaction so that the CBSM concept is able to distinguish itself from other markets/communities. Communities with CBSM concepts, generally have a type of collective leadership, a local economic ecosystem model, and as an active social interaction medium to transform according to their values and identities, one of which is awareness towards a more responsible life.

CBSM plays a role in providing self-efficacy about community identity that reflects social norms based on sustainable practices, collective benefit, and shared responsibility so that a consumer will feel more mindful consumption collectively that is internalized in the long term in their lives. The community plays an institutionalized role with a certain identity that is to be stimulated to community members. The community also plays a big role in community members who are entrepreneurs to upgrade their capacity in accordance with

the community's identity values. In the CBSM concept, the community also plays a role as a local economic ecosystem model. This found practice is in line with the presentation of the concept of CBSM by Cole & Fieselm (2023) and McKenzie-Mohr (2000) where the community is a model that shares values, with a social structure in the vision towards shared social change.

Community Commitment Encourages Consumers and Entrepreneurs

The dynamics of CBSM in a community are usually specific to the identity of that community. The community consistently influences its values as an identity that continues to be maintained to be echoed by its members so that they behave in accordance with the values they live. They form bonds through various activities that match their identity. One of the values that is in accordance with the CBSM concept is about sustainability practices. Community members feel that with CBSM, they are community empowerment and mission-driven. This is in accordance with research conducted by Olatunde et al. (2024) and Thang & Nguyen (2024). In the context of this study, we found that active stimulation of social marketing in the community further increases group identity and increases their confidence to behave according to group identity. Family-based communities are non-profit, educational, and highly beneficial for both consumers who attend and entrepreneurs who are community members.

The community has a strategic contribution in encouraging MSMEs to implement sustainable business practices. Community involvement can be realized through various activities, such as environmental awareness campaigns, participation in community-based programs, and strengthening more responsible consumption practices (DiBella et al., 2023). From an entrepreneur perspective, as community members, they jointly build a business model with sustainability value through various business process practices such as environmentally friendly production, fair labor, community impact, sustainable supply chain, circular economy practices, etc. Entrepreneur benefits as findings of this research are as community empowerment for capacity building and inclusive movements towards better lives and sustainable practices. The community can strengthen the formation of shared values, this is the role of social marketing. The research found that entrepreneurs with sustainability values are identical to developing their businesses based on the tripple bottom line.

From a consumer perspective, CBSM influences the social norms of the group so that it forms a collective identity as role modeling so as to form sustainability values on the consumer side, for example the formation of mindful consumption. Collective benefits are perceived to cause members to imitate each other's behavior. Consumers then interpret sustainable practices so that they are motivated to change behavior according to group identity. The role of social marketing here. Consumer benefits as research findings are active knowledge sharing related to more meaningful consumption patterns.

Community Norms Influence Sustainable Behavior

This research has successfully proven that CBSM is effectively able to change people's behavior by engaging the community to educate and encourage the adoption of behaviors. A social marketing approach that starts stimulation with the point of view of community groups that have close social relations with consumers and the surrounding community, so that it is able to influence production patterns, consumption patterns, and the spread of sustainability values in local economic activities. It is useful to stimulate responsible consumption influencing well-being and paving the way for sustainability-oriented policy development and transformative consumer research (García-Rodríguez et al, 2025).

Social marketing in the community actively explores the life experiences of consumers

and entrepreneurs in sustainable communities. This sustainable practice is formed through various dialogues, collective role models, and other social dynamics. This CBSM is in the form of active interaction between the community and members in this context are consumers and entrepreneurs who form the co-creation of sustainability, social demand and shaping supply to value collective shaping. CBSM is positioned as a community-based behavior change strategy (Matubatuba et al., 2025) with community engagement with an emphasis on social norms, community interaction, and real social contexts (Peng et al., 2021). The community consistently educates through their workshops and digital marketing activities as a form of social marketing practice and stimulation of sustainability value is a form of sustainability marketing. Community as an inclusive movement to change behavior for the better as a form of individual behavioral psychology at the community-level social influence.

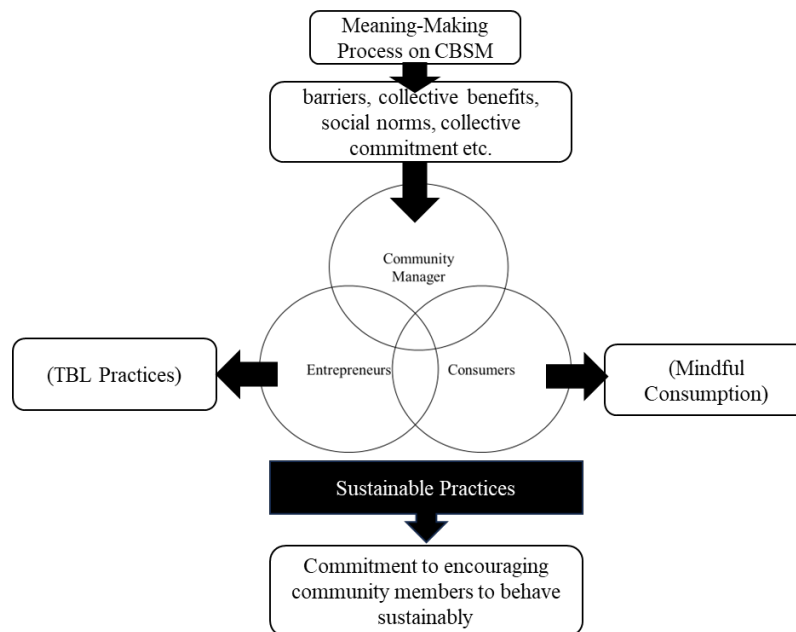


Figure 3. CBSM Model to Shape Sustainable Practices
(source: data processed by researchers, 2025)

CBSM can be a tool to bring together the identity of the same community to jointly take action to strengthen the impact of sustainable consumption by focusing on the role of peers, networks, and societal norms in promoting ethical and environmentally responsible consumer behavior (Schuster et al, 2016; McKenzie-Mohr, 2000; Peng et al., 2021; Suttharattagul, et al, 2025; Thang & Nguyen, 2024). Figure 3. explain the CBSM Model process in forming sustainable practices between community managers, consumers and entrepreneurs as community members who collectively interpret shared values. Entrepreneurs develop their businesses based on triple bottom line (people, planet and profit) and consumers are more confident in carrying out responsible consumption patterns so that they are more mindful of consumption. The consistency of this sustainability practice is stimulated by the community through various joint activities as a form of community commitment to sustainability. This process is tangible evidence of the success of social marketing in forming sustainable behavior. CBSM uses social marketing strategies as a continuous stimulus to form a shared commitment to behave in accordance with community values. Sustainable practices on consumers perspective as a form of internalized sustainability in relation to mindful consumption. Sustainable practices on entrepreneurs

perspective as a form of institutionalized sustainability in relation to the fulfillment of the triple bottom line.

The results of this study provide practical contributions for entrepreneurs, community managers, consumers, educators, and policymakers on fostering value-based relationships with young consumers through thoughtful and socially strengthened sustainability initiatives in the concept of community-based social marketing. It is used to promote mindful consumption and utilize the involvement of social influences in sustainability-oriented lifestyles to support the achievement of the SDGs. The results of the study also provide theoretical contributions related to surprising consumption patterns which have been proven to be able to be stimulated by the role of CBSM as a driver of behavioral outcomes (environmentally friendly purchase intentions) and psychological outcomes (life satisfaction). Social marketing provides the design of social interventions, while psychology describes the process of internalizing and forming the meaning of sustainable behavior.

CONCLUSION

Community-based social marketing (CBSM) is a powerful medium to ensure the consistency of community members' behaviors that are in line with the community's identity towards sustainable living behaviors. In accordance with the perception of community members consisting of community managers, buyers, and sellers, this CBSM has proven to be able to consistently stimulate its members to actively participate in sustainability practices according to their respective proportions. Sustainable practices are socially built through the interaction between the institutional sustainability of entrepreneurs (TBL) and sustainability internalized by consumers (conscious consumption) with community-based social marketing mechanisms. In this context, social marketing is not only placed as a form of campaign activity about sustainable living practices, but rather as an active catalyst that consistently shapes the commitment of its members to behave sustainably.

CBSM in this study is able to bridge and provide an overview that so far marketing has focused a lot on strategy, and psychology has focused a lot on individuals, but CBSM is able to combine the two in a social context. CBSM fully provides a sustainable marketing approach and behavioral psychology, while also considering social influence at the community level. Community commitment encourages consumers & entrepreneurs to behave sustainably. These community norms and community identities influence sustainable behavior. CBSM plays a role in driving changes in consumer and entrepreneurial behavior towards sustainable practices in a community-based market ecosystem. Furthermore, collaboration is also needed to really form a wider ecosystem in the context of the massive synergy of sustainable lifestyles.

LIMITATION

This research has succeeded in overcoming the critical gap related to the role of CBSM by marrying the context of marketing and psychology in a qualitatively complete research model so as to provide a more nuanced view for academics and practitioners. However, some of the inherent limitations in this study provide opportunities for future academic exploration. The main obstacle is the nature of the study with this qualitative approach, resulting in this study not being generalized, considering that the research location is still within the local scope. The results of the study cannot be definitively stated in other studies because the recommendations given are not yet a definite measure that this will have a direct impact quantitatively on the sustainable living practices of community members. This study also does not explain the steps that need to be taken to follow up on the ideas that have been found. Future research is a time-delayed or longitudinal approach to more accurately map the influence of CBSM to achieve a lifestyle in accordance with sustainable practices of

both consumers and entrepreneurs over time (before and after being active in the community).

Finally, this study provides suggestions to expand the structural model to include factors that influence consumers and entrepreneurs in changing their lifestyles in accordance with sustainable practices. In the context of entrepreneurs, include the tripple bottom line aspect of their business processes. In the context of consumers, looking for factors that affect their mindful consumption so that the sustainable lifestyle they live is more meaningful. This will enrich the context of CBSM in marketing science and psychology.

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