MODEL BISNIS EKONOMI SIRKULER: PERAN PENTING PEMASARAN DALAM MEMBENTUK PENERIMAAN DAN PERILAKU KONSUMEN

CIRCULAR ECONOMY BUSINESS MODELS: THE CRITICAL ROLE OF MARKETING IN SHAPING CONSUMER ACCEPTANCE AND BEHAVIOR

PUBLIKASI JURNAL

ARIOS ZEUS SANDRY
NPM: 242180011

Publikasi Jurnal ini untuk Memenuhi Sebagian Persyaratan
Mendapatkan Gelar Magister Manajemen

PROGRAM STUDI MAGISTER MANAJEMEN
PROGRAM PASCASARJANA
UNIVERSITAS RIAU KEPULAUAN
BATAM
2026

Dipindai dengan CamScanner

LEMBAR PERSETUJUAN PUBLIKASI JURNAL

CIRCULAR ECONOMY BUSINESS MODELS: THE CRITICAL ROLE OF MARKETING IN SHAPING CONSUMER ACCEPTANCE AND BEHAVIOR

ARIOS ZEUS SANDRY
NPM: 242180011

Telah disetujui oleh Dewan Dosen Pembimbing Publikasi Jurnal Program Pascasarjana Universitas Riau Kepulauan

Pembimbing I	**Tanda Tangan**	**Tanggal**
Dr. Lukmanul Hakim, S.E., M.Si **NIDN. 1017038001**		
Pembimbing II		
Dr. Tibrani, S.E., M.M. **NIDN. 1006127101**		

Mengetahui,
Ketua Program Studi magister Manajemen
Program Pasacasarjana
Universitas Riau Kepulauan

Dr. Lukmanul Hakim, S.E., M.Si.
NIDN. 1017038001

Dipindai dengan CamScanner

HALAMAN PENGESAHAN

CIRCULAR ECONOMY BUSINESS MODELS: THE CRITICAL ROLE OF MARKETING IN SHAPING CONSUMER ACCEPTANCE AND BEHAVIOR

ARIOS ZEUS SANDRY
NPM: 242180011

Telah disetujui oleh Dewan Dosen Pembimbing Publikasi Jurnal Program Pascasarjana Universitas Riau Kepulauan

Pembimbing I	**Tanda Tangan**	**Tanggal**
Dr. Lukmanul Hakim, S.E., M.Si **NIDN. 1017038001**		
Pembimbing II		
Dr. Tibrani, S.E., M.M. **NIDN. 1006127101**		

Direktur Program Pascasarjana
Universitas Riau Kepulauan

Dr. Ervin Nora Susanti, S.Pi., M.Si.
NIDN. 1013017702

Ketua Program Studi Magister Manajemen
Program Pascasarjana
Universitas Riau Kepulauan

Dr. Lukmanul Hakim, S.E., M.Si.
NIDN. 1017038001

Dipindai dengan CamScanner

4 ARIOS ZEUS SANDRY_Template IJSET Journal SINTA.docx

ORIGINALITY REPORT

15%	7%	11%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Dalia Streimikiene. "Circular Economy Assessment - Indicators and Applications", CRC Press, 2026 Publication	2%
2	Moein Beheshti, Dušan Mladenović, Razieh Sadraei, Ahad ZareRavasan. "From the final frontier to the metaverse: exploring the role of sharing economy principles in revolutionizing space tourism", International Journal of Contemporary Hospitality Management, 2024 Publication	1%
3	ijset.org Internet Source	1%
4	iasscore.in Internet Source	1%
5	Submitted to Mount Alvernia College Student Paper	1%
6	Riggins, Jada-Ann. "Governance, Risk, and Compliance (GRC): A Qualitative Study on Adapting Defense and Intelligence Standards for Commercial Cloud Security.", Capitol Technology University Publication	1%
7	"Innovating Business and Education for Sustainable Development", Springer Science and Business Media LLC, 2025 Publication	1%
8	Submitted to University of Brighton Student Paper	

		<1 %
9	Jamal, Sayma. "Customer Segmentation and Product Recommendation Using Secondary Data: A Quantitative Analysis of Tata Online Retail Transactions", South College Publication	<1 %
10	pure.tue.nl Internet Source	<1 %
11	xreiss.efri.uniri.hr Internet Source	<1 %
12	Terry Tudor, Cleber JC. Dutra. "The Routledge Handbook of Waste, Resources and the Circular Economy", Routledge, 2020 Publication	<1 %
13	Submitted to Vrije Universiteit Amsterdam Student Paper	<1 %
14	srrjournals.com Internet Source	<1 %
15	Maila D.H. Rahiem. "Towards Resilient Societies: The Synergy of Religion, Education, Health, Science, and Technology", CRC Press, 2025 Publication	<1 %
16	"Sustainable Entrepreneurship", Springer Science and Business Media LLC, 2026 Publication	<1 %
17	Submitted to Nanyang Technological University Student Paper	<1 %
18	esg.sustainability-directory.com Internet Source	<1 %
19	Khairunnisa Musari, Mahmudah Mahmudah, Zainul Hakim, Mohammad Nabil Almunawar. "chapter 4 Mapping the Implementation of	<1 %

	Circular Economy and Reverse Logistics in the Sustainable Halal Supply Chain", IGI Global, 2025 Publication	
20	www.jneonatalsurg.com Internet Source	<1 %
21	www.fegulf.com Internet Source	<1 %
22	Hossein Pourrahmani. "The role of artificial intelligence in circular economy and waste management", Elsevier BV, 2026 Publication	<1 %
23	Janis Butkevics. "From Triple Bottom Line Logic to ESG Operationalisation: Developing a Sustainable Business Model Framework for the Construction Sector", Economics Ecology Socium, 2026 Publication	<1 %
24	Mitchell, Maria. "The Influence of Generational Cohort and Gender on Consumer Perceptions of AI-Driven Personalization in E-Commerce Marketing.", University of Maryland University College Publication	<1 %
25	hull-repository.worktribe.com Internet Source	<1 %
26	researchmethoden.nl Internet Source	<1 %
27	Malik, Maida Hassan. "Assessing the Adoption and Utilization of 4IR Technologies in South African Higher Education Institutions.", University of Johannesburg (South Africa) Publication	<1 %
28	Sana Cheruvallil. "Trust Dynamics in Industrial Symbiosis: A Systematic Literature Review,	<1 %

	Conceptual Framework and Research Agenda", Springer Science and Business Media LLC, 2025 Publication	
29	africanscholarpub.com Internet Source	<1 %
30	ebpj.e-iph.co.uk Internet Source	<1 %
31	jrssh.ijair.id Internet Source	<1 %
32	polikk.mypolycc.edu.my Internet Source	<1 %
33	retailcharitybonds.co.uk Internet Source	<1 %
34	www.irejournals.com Internet Source	<1 %
35	www.mdpi.com Internet Source	<1 %
36	"Ethnicity in the Fashion Business", Springer Science and Business Media LLC, 2026 Publication	<1 %
37	Giovana Monteiro Gomes. "A roadmap structure to integrate consumer behaviour for circular economy in apparel retail companies", Universidade de São Paulo. Agência de Bibliotecas e Coleções Digitais, 2022 Publication	<1 %
38	Hussain Mohammad Abu-Dalbouh, Mushira Mustafa Freihat, Rayah Ismaeel Jawarneh, Mohammed Abdalwahab Mohammed Salim et al. "Analyzing Consumer Decision-Making in Digital Environments Using Random Forest Algorithm and Statistical Methods",	<1 %

International Journal of Advanced Computer Science and Applications, 2025
Publication

39	Jinhui Zheng, Meiyu Guo, Kevin Lo. "Shaping sustainability: Circular economy development through digital technology innovation", Journal of Innovation & Knowledge, 2025 Publication	<1 %
40	M. Affan Badar, Ruchika Gupta, Priyank Srivastava, Imran Ali, Elizabeth A. Cudney. "Handbook of Digital Innovation, Transformation, and Sustainable Development in a Post-Pandemic Era", CRC Press, 2024 Publication	<1 %
41	Nandlal, Patel Mehulkumar. "Empirical Investigation of Issues for Implementation of Circular Economy in Indian Manufacturing Organizations.", Gujarat Technological University Publication	<1 %
42	Sofik Handoyo. "The determinants of resource efficiency and its implications for emission reduction performance", Social Sciences & Humanities Open, 2024 Publication	<1 %

Exclude quotes	On	Exclude matches	Off
Exclude bibliography	On		

International Journal of Social Science, Educational, Economics, Agriculture Research and Technology (IJSET) | ISSN (e) : 2827-766X

Date: 15 April 2026

Manuscript Acceptance Letter

ID: 5547

Dear: Arios Zeus Sandry[1]*, Lukmanul Hakim[2], Tibrani[3]

[1,2,3] Universitas Riau Kepulauan

Thank You your submission to your journal!

We are pleased to inform you that your paper entitled **" CIRCULAR ECONOMY BUSINESS MODELS: THE CRITICAL ROLE OF MARKETING IN SHAPING CONSUMER ACCEPTANCE AND BEHAVIOR"** reviewed by 2 reviewers and had a positive opinion. This paper has been accepted for publication at the peer-reviewed **International Journal of Social Science, Educational, Economics, Agriculture Reseacrh and Technology (IJSET)** to Published in **Volumes 5 Number 5 (2026).**

Thank you for publishing with us. We look forward to receiving future manuscripts from you.

With warm regards,

Dr. Usman Jayadi, S.Pd., SH., S.Kom., M.Pd., M.M.

Editor in Chief

©www.radjapublika.com

INTERNATIONAL JOURNAL OF SOCIAL SCIENCE, EDUCATIONAL, ECONOMICS, AGRICULTURE RESEARCH AND TECHNOLOGY (IJSET) | ISSN (E): 2827-766X
Website: https://ijset.org/ | Volumes 5 No. 5 (2026)

CIRCULAR ECONOMY BUSINESS MODELS: THE CRITICAL ROLE OF MARKETING IN SHAPING CONSUMER ACCEPTANCE AND BEHAVIOR

Arios Zeus Sandry[1]*, Lukmanul Hakim[2], Tibrani[3]
[1]Universitas Riau Kepulauan
[2]Universitas Riau Kepulauan
[3]Universitas Riau Kepulauan
E-mail: anakkepri@gmail.com[1*], lukmann14@gmail.com[2], tibrani@fekon.unrika.ac.id[3]

Received: 05/03/2026 | **Revised**: 15/03/2026 | **Accepted:** 06/04/2026 | **Published**: 18/04/2026

Abstract

This study examines the role of marketing in influencing consumer acceptance and behavior within circular economy business models. While circular systems provide notable environmental and economic advantages, their effectiveness depends largely on consumers' willingness to adopt new consumption patterns. The findings identify perceived value, trust, and awareness as key drivers of acceptance, while barriers such as ownership concerns, perceived risk, and unfamiliarity hinder adoption. The study highlights the importance of strategic marketing—through clear communication, storytelling, and value framing—in overcoming these challenges. It also emphasizes that consumer responses vary across demographic and cultural contexts, requiring targeted and adaptive approaches. Theoretically, this research integrates marketing principles with circular economy frameworks and proposes a conceptual model linking circular offerings, perceptual mediators, moderating factors, and behavioral outcomes. Practically, it offers insights for organizations implementing circular models, particularly the need to build trust, enhance value perception, and educate consumers. However, the study is limited by its conceptual nature and the evolving state of the field. Future research should focus on empirical validation, cross-cultural and longitudinal analysis, and the role of digital innovation in supporting circular adoption.

Keywords: *Circular economy, consumer behavior, marketing strategy, perceived value, trust*

INTRODUCTION

Growing environmental concerns and increasing resource scarcity have become central issues in global economic and business discussions. Rapid industrialization, population growth, and unsustainable consumption patterns have placed significant pressure on natural resources and ecosystems. As a result, governments, organizations, and consumers are becoming more aware of the need for sustainable practices (Chaturvedi, 2024). Environmental challenges such as climate change, waste accumulation, and resource depletion have intensified the urgency for systemic change. Businesses are now expected to play an active role in addressing these issues through innovative and responsible strategies (Gorski & Badea, 2025). This shift has led to the emergence of new economic models that prioritize sustainability and long-term value creation. Consequently, sustainability is no longer optional but a critical component of modern business strategy (Agu et al., 2024).

In response to these challenges, there has been a gradual shift from traditional linear economy models to circular economy models. The linear model, based on the "take–make–dispose" approach, is increasingly seen as unsustainable due to its reliance on finite resources and its contribution to environmental degradation (Liu, 2025). In contrast, the circular economy emphasizes resource efficiency through principles such as reducing waste, reusing materials, and recycling products. Circular business models aim to extend product lifecycles, minimize waste, and create closed-loop systems. These models include practices such as product-as-a-service, sharing platforms, and remanufacturing (Marczewska & Kostrzewski, 2020). By focusing on sustainability and efficiency, the circular economy offers a viable alternative to traditional economic systems. This transition represents a fundamental transformation in how value is created and delivered (Hernández-Chea et al., 2021).

Despite the potential benefits of circular economy models, consumer resistance and limited understanding remain significant barriers to their widespread adoption. Many consumers are unfamiliar with concepts such as product leasing, sharing, or refurbished goods, which can create uncertainty and hesitation. Concerns about product quality, hygiene, ownership, and convenience often influence consumer attitudes negatively (Comin et al., 2019). Additionally, the perceived value of circular offerings may not always be clear, leading to lower acceptance. Behavioral inertia and established consumption habits further complicate the transition to circular models. These challenges highlight the importance of addressing both cognitive and emotional factors in consumer decision-making. Without consumer acceptance, the success of circular business models remains limited (Ofodile et al., 2022).

In this context, marketing plays a critical role in shaping consumer perceptions and driving the adoption of circular economy models. This article aims to examine how marketing strategies can influence consumer acceptance and behavior in the context of circular offerings. It explores how value can be communicated effectively, how trust can be built, and how misconceptions can be addressed. By integrating insights from marketing and sustainability literature, the study seeks to provide a comprehensive understanding of consumer behavior in circular systems. The article also aims to identify key factors that influence adoption and propose strategies for overcoming resistance. Ultimately, it contributes to both theory and practice by highlighting the importance of marketing in enabling the transition to a circular economy.

LITERATURE REVIEW

Circular Economy Concept

The circular economy is an economic system designed to minimize waste and maximize resource efficiency by keeping products, materials, and resources in use for as long as possible. It is built on core principles such as reduce, reuse, and recycle, which aim to create a closed-loop system that limits environmental impact (Elsawy & Youssef, 2023). Reducing involves minimizing resource input and waste generation at the production stage. Reusing focuses on extending the lifecycle of products through repair, refurbishment, or redistribution. Recycling ensures that materials are recovered and reintroduced into the production cycle. Together, these principles promote sustainability and reduce reliance on finite resources. The circular economy represents a shift toward more responsible production and consumption patterns (Trollman & Colwill, 2021).

This approach differs significantly from traditional linear economy models, which follow a “take–make–dispose” pattern. In linear systems, resources are extracted, transformed into products, and eventually discarded as waste after use (Trollman & Colwill, 2021). This model leads to significant environmental degradation and inefficiencies in resource utilization. In contrast, the circular economy emphasizes regeneration and continuous use of materials. It seeks to eliminate waste by designing products and systems that support reuse and recycling. This fundamental difference reflects a shift from short-term consumption to long-term sustainability (Umana et al., 2024). As a result, the circular economy is increasingly seen as a necessary alternative to linear economic systems.

Circular Business Models

Circular business models are designed to operationalize the principles of the circular economy by creating systems that extend product lifecycles and reduce waste. One common model is product-as-a-service, where consumers pay for the use of a product rather than owning it. This approach encourages companies to design durable and maintainable products, as they retain ownership and responsibility (Ignatius et al., 2024). Another model is the sharing economy, which enables multiple users to access the same product or service, increasing utilization rates. Recycling and remanufacturing models focus on recovering materials and reintroducing them into production cycles. These diverse models demonstrate how businesses can innovate to align with sustainability goals (Hao & Dragomir, 2024). Each model offers unique opportunities to reduce environmental impact while maintaining economic value.

The value creation in circular business models extends beyond traditional financial outcomes to include environmental and social benefits. By reducing resource consumption and waste, these models contribute to sustainability and environmental protection (Takwa et al., 2025). They also create new revenue streams through services, reuse, and material recovery. From a consumer perspective, circular models can offer cost savings, convenience, and access to high-quality products without the need for ownership. However, the success of these models depends on consumer acceptance and behavioral change. Companies must communicate the value effectively to encourage adoption (Hasanuddin et al., 2023). Ultimately, circular business models represent a shift toward more sustainable and innovative forms of value creation.

Consumer Behavior in Circular Economy

Consumer behavior plays a critical role in the success of circular economy initiatives, as adoption depends on willingness to engage with new consumption models. Many consumers express positive attitudes toward sustainability and environmental responsibility. They are increasingly aware of issues such as waste reduction, recycling, and ethical consumption (Goswami, 2025). This awareness can lead to favorable perceptions of circular offerings, such as refurbished products or shared services. However, positive attitudes do not always translate into actual behavior. There is often a gap between intention and action, influenced by practical and psychological factors. Understanding these dynamics is essential for promoting circular consumption (Frank & Lucky, 2025).

Several barriers hinder the adoption of circular economy models, including perceived risk and concerns about ownership. Consumers may question the quality, reliability, or hygiene of reused or shared products. The lack of ownership in models such as leasing or sharing can also reduce perceived value or control. Additionally, unfamiliarity with circular concepts can create uncertainty and resistance (Ramesh, 2023). Convenience and habit also play a role, as traditional consumption patterns are deeply ingrained. Overcoming these barriers requires effective communication, trust-building, and value demonstration. By addressing these challenges, marketers can help facilitate the transition toward more sustainable consumption behaviors (Ibrahim, 2023).

METHODOLOGY

This study adopts a narrative literature review combined with a conceptual analysis to explore the role of marketing in shaping consumer acceptance and behavior within circular economy business models. Given the interdisciplinary nature of the topic, spanning sustainability, marketing, and consumer behavior, a narrative approach allows for the integration of diverse theoretical and empirical insights (Ramesh, 2023). The research design focuses on synthesizing knowledge from multiple sources to develop a comprehensive understanding of how marketing influences consumer perceptions and adoption of circular offerings. Sources are selected from academic journals, sustainability reports, and industry case studies to ensure both theoretical rigor and practical relevance. The inclusion criteria prioritize studies that directly address circular economy concepts, business models, and consumer behavior (Ibrahim, 2023). This approach enables the identification of key themes and relationships across different contexts. As a result, the study provides a holistic perspective on the intersection of marketing and circular economy adoption.

The analytical approach is based on thematic synthesis, which involves identifying recurring patterns, concepts, and insights within the selected literature. This method allows for the organization of findings into coherent themes related to value perception, trust, and behavioral change. However, the study is subject to several limitations (Abhina, 2025). As the circular economy is an emerging field, the availability of extensive empirical research is still limited, which may affect the generalizability of conclusions. Additionally, the narrative review approach may introduce selection bias, as it does not follow a strictly systematic protocol. The reliance on case studies and context-specific examples may also limit applicability across industries and regions. Despite these limitations, the methodology provides valuable insights into current trends and challenges (Tomar & Singh, 2024). It also offers a foundation for future empirical research and more systematic investigations.

RESULTS AND DISCUSSION

Consumer Acceptance Mechanisms

Consumer acceptance of circular economy offerings is largely driven by value perception and its influence on behavioral intentions. Consumers evaluate circular products and services based on the benefits they perceive, including cost savings, convenience, and environmental impact. When the perceived value aligns with personal needs and expectations, individuals are more likely to develop positive attitudes and intentions to adopt circular solutions (Sudjono, 2024). Behavioral intention is a critical predictor of actual adoption, reflecting the likelihood that consumers will engage with circular models such as leasing or sharing. However, value perception is not solely functional; it also includes emotional and social dimensions (Singh, 2024). For example, consumers may feel satisfaction from contributing to sustainability or enhancing their social image. Understanding these multidimensional value drivers is essential for promoting acceptance.

At the same time, overcoming ownership and quality concerns is crucial for facilitating adoption. Many consumers are accustomed to traditional ownership models and may perceive shared or reused products as less desirable. Concerns about product quality, durability, and hygiene can further reduce willingness to adopt circular offerings. These barriers are often rooted in uncertainty and lack of familiarity with circular systems (Haupt et al., 2023). To address these issues, companies must build trust through quality assurance, certifications, and transparent communication. Providing guarantees, clear usage information, and positive user experiences can help reduce

perceived risk. By addressing both psychological and practical concerns, organizations can enhance consumer confidence in circular models (Singh, 2024).

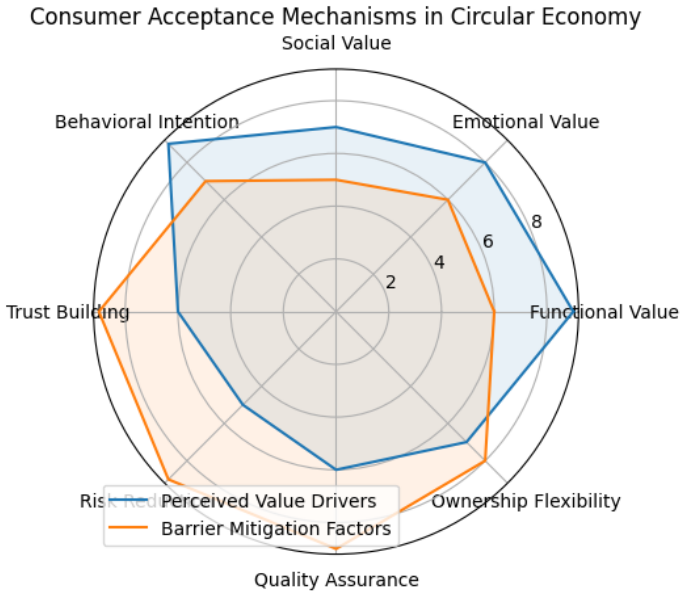


Figure 1. Double Radar Chart of Consumer Acceptance Mechanisms in Circular Economy: Value Drivers and Barrier Mitigation Factors

The chart as shown in Figure 1 illustrates the dual mechanisms that drive consumer acceptance of circular economy offerings, highlighting the interplay between perceived value drivers and barrier mitigation factors (Chaturvedi, 2024). The perceived value profile shows strong contributions from functional, emotional, and behavioral intention dimensions, indicating that consumers are motivated by both practical benefits and personal satisfaction. However, the second profile emphasizes that overcoming barriers—such as risk, lack of trust, and quality concerns—is equally critical for adoption (Gorski & Badea, 2025). High scores in trust building, risk reduction, and quality assurance demonstrate that addressing consumer skepticism is essential in circular contexts. The contrast between the two profiles suggests that value alone is insufficient if concerns about ownership, reliability, and hygiene remain unresolved (Agu et al., 2024). Instead, successful adoption depends on a balanced approach that enhances benefits while minimizing perceived risks. Overall, the chart reinforces that consumer acceptance in circular economy models is driven by the combined effect of value creation and effective barrier reduction strategies (Liu, 2025).

Marketing Strategies for Circular Models

Effective marketing strategies play a central role in promoting circular economy models, particularly through communication and storytelling. Marketing communication can educate consumers about the benefits and functionality of circular offerings, reducing uncertainty and increasing awareness. Storytelling is especially powerful, as it allows brands to create narratives around sustainability, responsibility, and innovation (Marczewska & Kostrzewski, 2020). By highlighting the lifecycle of products and their environmental impact, companies can make abstract concepts more tangible and relatable. Engaging stories can also evoke emotional responses, strengthening consumer connection to the brand. Additionally, transparent communication helps build trust by demonstrating authenticity and accountability (Hernández-Chea et al., 2021). These strategies are essential for influencing consumer perceptions and encouraging adoption.

Value framing is another critical element in marketing circular models, as it shapes how consumers interpret the benefits of these offerings. Economic framing emphasizes cost savings and efficiency, appealing to practical considerations. Environmental framing highlights sustainability benefits, attracting environmentally conscious consumers (Comin et al., 2019). Social framing focuses on community impact and shared responsibility, appealing to collective values. The effectiveness of each framing strategy depends on the target audience and context. Combining multiple value frames can enhance overall appeal and address diverse motivations (Ofodile et al., 2022).

However, messaging must remain clear and consistent to avoid confusion or skepticism. By strategically framing value, marketers can increase the attractiveness and acceptance of circular offerings (Elsawy & Youssef, 2023).

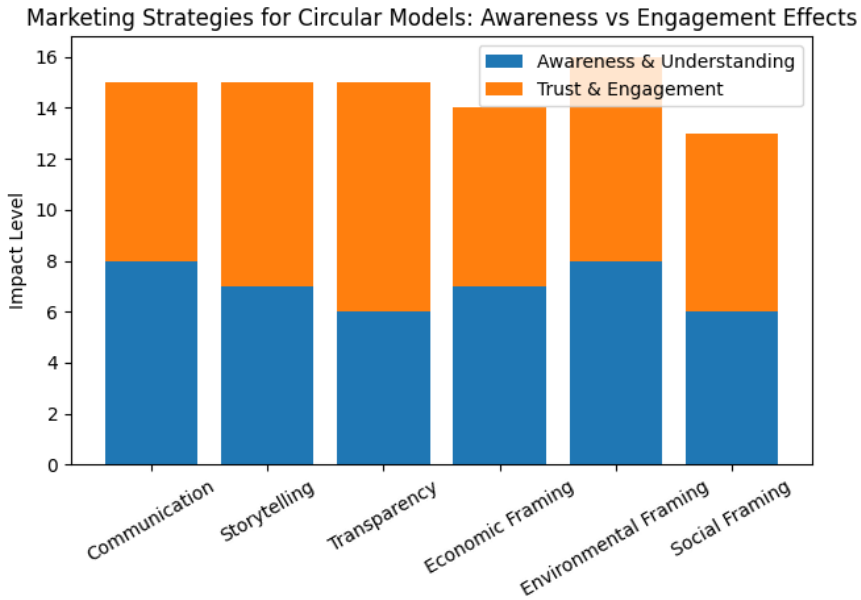


Figure 2. Double Stacked Bar Chart of Marketing Strategies for Circular Models: Awareness and Engagement Effects

Figure 2 illustrates the dual impact of marketing strategies for circular economy models by distinguishing between their roles in building awareness and fostering trust and engagement. The lower segment of each bar represents awareness and understanding, highlighting how communication and value framing help educate consumers about circular offerings (Trollman & Colwill, 2021). The upper segment reflects trust and engagement, showing the importance of storytelling and transparency in creating emotional connections and credibility. Strategies such as environmental framing and communication contribute strongly to awareness, while storytelling and transparency play a greater role in strengthening trust and engagement. The combined height of the bars demonstrates that the most effective strategies are those that balance both dimensions (Umana et al., 2024). This indicates that simply informing consumers is not sufficient without also addressing emotional and relational aspects. Overall, the figure emphasizes that successful marketing in circular models requires an integrated approach that simultaneously enhances knowledge and builds trust to drive adoption (Ignatius et al., 2024).

Moderating Factors

Consumer acceptance of circular economy models is influenced by several moderating factors, including demographics and cultural values. Age, income, education, and lifestyle can shape how individuals perceive and respond to circular offerings. For example, younger consumers may be more open to sharing models, while older consumers may prefer ownership-based systems (Hao & Dragomir, 2024). Cultural values also play a significant role, as attitudes toward sustainability and resource use vary across societies. In some cultures, reuse and sharing are widely accepted, while in others they may be associated with lower status or quality (Takwa et al., 2025). These differences highlight the importance of tailoring marketing strategies to specific segments. Understanding demographic and cultural variations enables more effective targeting and communication.

Environmental awareness and lifestyle further influence consumer behavior in circular contexts. Individuals with higher levels of environmental concern are more likely to support sustainable practices and adopt circular solutions. Lifestyle factors, such as urban living or digital engagement, can also facilitate participation in sharing or service-based models (Hasanuddin et al., 2023). Additionally, the product category and usage context play a critical role in shaping acceptance. Consumers may be more willing to adopt circular models for certain products, such as clothing or transportation, than for others, such as personal care items (Goswami, 2025). Contextual factors such as convenience, accessibility, and perceived necessity also affect adoption decisions. These moderating variables

OPEN ACCESS

demonstrate that consumer behavior is highly context-dependent. Recognizing these factors is essential for designing effective marketing strategies (Frank & Lucky, 2025).

Table 1. Moderating Factors Influencing Consumer Acceptance of Circular Economy Business Models

Moderating Factor	Key Elements	Influence on Consumer Behavior	Marketing Implications
Demographics	Age, income, education, lifestyle	Shapes openness to circular models and consumption preferences	Segment markets and tailor messaging to specific demographic groups
Cultural Values	Sustainability norms, attitudes toward reuse/sharing	Influences acceptance of circular practices across societies	Adapt strategies to cultural contexts and local value systems
Environmental Awareness	Sustainability concern, eco-conscious behavior	Increases likelihood of adopting circular offerings	Emphasize environmental benefits and ethical positioning
Product & Usage Context	Product type, convenience, accessibility	Determines suitability and willingness to adopt circular solutions	Customize offerings and communication based on product category and use

Table 1 highlights the key moderating factors that shape consumer acceptance of circular economy business models, emphasizing the complexity and context-dependent nature of adoption behavior. Demographic characteristics such as age, income, and lifestyle influence how consumers perceive and engage with circular offerings, requiring targeted segmentation strategies (Ramesh, 2023). Cultural values further affect acceptance, as societal attitudes toward sustainability and reuse vary significantly across regions. Environmental awareness emerges as a strong driver, with more eco-conscious consumers showing greater willingness to adopt circular solutions (Ibrahim, 2023). Additionally, product type and usage context play a crucial role, as consumers may be more open to circular models in certain categories than others. These factors collectively demonstrate that consumer behavior is not uniform but influenced by multiple interacting variables (Abhina, 2025). Overall, the table underscores the importance of designing flexible and tailored marketing strategies that account for diverse consumer profiles and contextual conditions.

Conceptual Framework (Proposed Model)

The proposed conceptual framework provides a structured approach to understanding how circular business models influence consumer acceptance and behavior. The model begins with the circular business model offering as the primary input, representing different forms of sustainable value creation such as sharing, leasing, or recycling systems (Tomar & Singh, 2024). These inputs shape consumer perceptions and set the foundation for subsequent evaluation processes. The framework emphasizes that the impact of these offerings is mediated by key factors, including perceived value, trust, and awareness. Perceived value captures the benefits consumers associate with circular models, while trust reflects confidence in product quality and brand credibility (Sudjono, 2024). Awareness ensures that consumers understand how the model works and its potential benefits. Together, these mediators explain how inputs translate into consumer responses.

The framework also incorporates moderating factors such as consumer characteristics and contextual variables, which influence the strength and direction of relationships within the model. These moderators determine how different individuals interpret and respond to circular offerings. For instance, environmentally conscious consumers may respond more positively to sustainability-focused messaging, while others may prioritize economic benefits (Singh, 2024). The outcomes of the model include adoption, acceptance, and behavioral change, reflecting both attitudinal and actual consumer responses. These outcomes are influenced by the interaction between inputs, mediators, and moderators. The framework highlights the complexity of consumer decision-making in circular contexts. It also provides a foundation for future empirical testing and strategic application (Haupt et al., 2023). Overall, the model offers valuable insights into how marketing can drive the transition toward a circular economy.

CONCLUSION

The findings of this study highlight the critical role of marketing in shaping consumer acceptance and behavior within circular economy business models. While circular systems offer significant environmental and

OPEN ACCESS

economic benefits, their success ultimately depends on consumer willingness to adopt new consumption patterns. The analysis demonstrates that perceived value, trust, and awareness are key drivers of acceptance, influencing how consumers evaluate and engage with circular offerings. At the same time, barriers such as ownership concerns, perceived risk, and lack of familiarity continue to hinder adoption. Effective marketing strategies, including clear communication, compelling storytelling, and strategic value framing, are essential for addressing these challenges. Additionally, the study emphasizes that consumer responses vary based on demographic, cultural, and contextual factors, highlighting the need for targeted and adaptive approaches. Overall, the research underscores that marketing is not only a communication tool but a central mechanism for enabling behavioral change in the transition to a circular economy.

From a theoretical perspective, this study contributes by integrating marketing principles with circular economy frameworks, offering a comprehensive understanding of how consumer behavior can be influenced in sustainable contexts. The proposed conceptual model provides a structured approach to analyzing the relationships between circular offerings, perceptual mediators, moderating factors, and behavioral outcomes. Practically, the findings offer actionable insights for organizations seeking to implement circular business models, emphasizing the importance of building trust, enhancing perceived value, and educating consumers. However, the study is limited by its reliance on conceptual analysis and the emerging nature of the field, which may limit generalizability. Future research should focus on empirical validation of the model, as well as cross-cultural and longitudinal studies to better understand long-term behavioral change. Additionally, exploring the role of digital technologies and innovation in supporting circular adoption would further enrich the field. Ultimately, the successful transition to a circular economy requires a combination of sustainable business models and effective marketing strategies that align with consumer needs and values.

REFERENCES

Abhina, A. (2025). Sustainable Business Practices: The Role of Management in Environmenta l Responsibility. *International Journal of Multidisciplinary and Applied Studies*. https://doi.org/10.65477/ijmdas.2025.v1.i2.02

Agu, E. E., Iyelolu, T. V., Idemudia, C., & Ijomah, T. I. (2024). Exploring the relationship between sustainable business practices and increased brand loyalty. *International Journal of Management & Entrepreneurship Research*. https://doi.org/10.51594/ijmer.v6i8.1365

Chaturvedi, Dr. S. (2024). The Economics of Sustainable Development: Challenges and Solutions. *Educational Administration: Theory and Practice*. https://doi.org/10.53555/kuey.v30i5.4497

Comin, L. C., Aguiar, C. C., Sehnem, S., Yusliza, M., Cazella, C., & Julkovski, D. J. (2019). Sustainable business models: a literature review. *Benchmarking : An International Journal*. https://doi.org/10.1108/BIJ-12-2018-0384

Elsawy, M., & Youssef, M. (2023). Economic Sustainability: Meeting Needs without Compromising Future Gen erations. *International Journal of Economics and Finance*. https://doi.org/10.5539/ijef.v15n10p23

Frank, A., & Lucky, A. (2025). Sustainable Business Practices: The Future of Corporate Responsibility. *IDOSR Journal of Arts and Management*. https://doi.org/10.59298/idosrjam/2025/101.202700

Gorski, A., & Badea, D. (2025). Circular Economy and Corporate Sustainability: Shaping New Business Mo dels for a Resilient Future. *Land Forces Academy Review*. https://doi.org/10.2478/raft-2025-0011

Goswami, S. (2025). Paving the way for a sustainable tomorrow: Strategies for environmenta l transformation. *International Journal of Arts, Humanities and Social Studies*. https://doi.org/10.33545/26648652.2025.v7.i1a.146

Hao, N., & Dragomir, V. (2024). The Characteristics and Institutional Factors of Sustainable Business Models. *Proceedings of the International Conference on Business Excellence*. https://doi.org/10.2478/picbe-2024-0175

Hasanuddin, B., Ramadhani, H. S., Perdana, R., Syamsuddin, S., & Judijanto, L. (2023). Sustainable Business Practices: Integrating Environmental and Social R esponsibility into Management Strategies. *Global International Journal of Innovative Research*. https://doi.org/10.59613/global.v1i3.36

Haupt, M., Wannow, S., Marquardt, L. A., Graubner, J. S., & Haas, A. (2023). Who is more responsive to brand activism? The role of consumer-brand i dentification and political ideology in consumer responses to activist brand messages. *Journal of Product & Brand Management*. https://doi.org/10.1108/jpbm-10-2022-4193

Hernández-Chea, R., Jain, A., Bocken, N., & Gurtoo, A. (2021). The Business Model in Sustainability Transitions: A Conceptualization. *Sustainability*. https://doi.org/10.3390/SU13115763

Ibrahim, F. (2023). Innovative Strategy for Sustainable Business Model Development with Va lue and Social Impact Approach for Economic Sustainability. *Journal of Contemporary Administration and Management (ADMAN)*. https://doi.org/10.61100/adman.v1i3.96

Ignatius, T., Ijomah, Yetunde, O., Abdul-Azeez, Nwabekee, U. S., Agu, E. E., & Ijomah, T. (2024). Strategic approaches to sustainability in multinational corporations: A comprehensive review. *International Journal of Frontline Research in Science and Technology*. https://doi.org/10.56355/ijfrst.2024.3.2.0046

Liu, Z.-C. (2025). The Strategic Case for ESG: Risk Management and Long-Term Sustainabili ty. *Advances in Economics, Management and Political Sciences*. https://doi.org/10.54254/2754-1169/2025.25678

Marczewska, M., & Kostrzewski, M. (2020). Sustainable Business Models: A Bibliometric Performance Analysis. *Energies*. https://doi.org/10.3390/en13226062

Ofodile, O. C., Yekeen, A. O., Sam-Bulya, N. J., & Ewim, C. P. (2022). Business models for sustainability: Challenges and opportunities for A frica. *Open Access Research Journal of Multidisciplinary Studies*. https://doi.org/10.53022/oarjms.2022.4.1.0090

Ramesh, Dr. S. (2023). Sustainable Business Practices: Integrating Environmental Impact Manag ement into Modern Commerce Strategies. *Digital Enterprise Computing*. https://doi.org/10.55529/jeimp.41.22.26

Singh, A. (2024). Sustainability Practices in Business Operations. *International Journal for Research Publication and Seminar*. https://doi.org/10.36676/jrps.v15.i3.1424

Sudjono, S. (2024). Sustainable Business Models: Balancing Profitability and Environmental Responsibility. *Global International Journal of Innovative Research*. https://doi.org/10.59613/global.v2i9.299

Takwa, M., Sikki, N., Mubarok, R., Bakri, A. H., & Majid, M. I. (2025). Integrasi Etika dan Keberlanjutan dalam Strategi Bisnis Modern. *RIGGS: Journal of Artificial Intelligence and Digital Business*. https://doi.org/10.31004/riggs.v4i4.2242

Tomar, Ms. N., & Singh, Ms. P. (2024). Innovation and Sustainability in Business: Charting the Path Forward. *International Journal of Advances in Engineering and Management*. https://doi.org/10.35629/5252-0610210213

Trollman, H., & Colwill, J. (2021). The imperative of embedding sustainability in business: A model for tr ansformational sustainable development. *Sustainable Development*. https://doi.org/10.1002/SD.2188

Umana, A. U., Garba, B. M. P., & Audu, A. J. (2024). Sustainable business development in resource-intensive industries: Bal ancing profitability and environmental compliance. *International Journal of Multidisciplinary Research Updates*. https://doi.org/10.53430/ijmru.2024.8.2.0054

OPEN ACCESS