ABSTRACT

Objective: Understand sustainable production and consumption from human needs. Its objectives are: to describe sustainable production from human needs, to explain the relationship between human needs and sustainable consumption.

Theoretical Framework: Main concepts and theories that support research from human needs and sustainable production and consumption are presented, finding strong relationships with ecological limits and circular economy, providing a solid basis to understand the context of the research.

Method: Qualitative, documentary analysis technique and systematic analysis tool of the content of scientific documents according to prism declaration, grouping publications and compiling the most prominent concepts.

Results and Discussion: For sustainable production based on human needs: socioeconomic, political and environmental factors, circular economy, sustainable production models and ecological limits; results for the relationship between human needs and sustainable consumption: motivators, patterns and determinants in purchasing behavior, promotion of responsible lifestyles and education for sustainable consumption.

Research Implications: Sustainable production and consumption contribute to satisfying the needs of communities from the context and that the consumer and producer must recognize the limits of the planet and satisfiers which allow having a responsible lifestyle and that promote well-being.

Originality/Value: Understand that although the need to be satisfied must be clear, it is essential to recognize its satisfaction from the environmental, social, and economic dimension. Its relevance lies in the relationship of elements found in the collected publications to visualize sustainable production and consumption as a strategy aimed at promoting sustainable lifestyles from the consumer's awareness, considering biophysical limits, social justice, and economic sustainability.

Keywords: Circular Economy, Ecological Limits, Human Needs, Sustainable Consumption, Sustainable Production.
Método: Qualitativa, técnica de análise documental e ferramenta de análise sistemática do conteúdo dos documentos científicos segundo declaração prisma, agrupando as publicações e compilando os conceitos mais destacados.

Resultados e Discussão: Para a produção sustentável baseada nas necessidades humanas: fatores socioeconômicos, políticos e ambientais, economia circular, modelos de produção sustentáveis e limites ecológicos; resultados para a relação entre as necessidades humanas e o consumo sustentável: motivadores, padrões e determinantes no comportamento de compra, promoção de estilos de vida responsáveis e educação para o consumo sustentável.

Implicações da Pesquisa: A produção e o consumo sustentáveis contribuem para satisfazer as necessidades das comunidades do contexto e que o consumidor e o produtor devem reconhecer os limites do planeta e os satisfatores que permitem ter um estilo de vida responsável e que promovam o bem-estar.

Originalidade/Valor: A necessidade a ser satisfeita deve ser clara, reconhecendo a sua satisfação numa dimensão ambiental, social e econômica. A relevância e o valor ficam evidentes na relação de elementos encontrados nas publicações compiladas para visualizar a produção e o consumo sustentáveis como uma estratégia que visa promover estilos de vida sustentáveis a partir da conscientização do consumidor, levando em consideração os limites biofísicos, justiça social e a sustentabilidade econômica.


PRODUCCIÓN Y CONSUMO SOSTENIBLE DESDE LAS NECESIDADES HUMANAS

RESUMEN

Objetivo: Comprender la producción y consumo sostenible desde necesidades humanas, a través de describir producción sostenible desde necesidades humanas, explicar relación entre necesidades humanas y consumo sostenible.

Marco Teórico: Se presentan principales conceptos y teorías que sustentan la investigación desde necesidades humanas y producción y consumo sostenible, encontrando fuertes relaciones con límites ecológicos y economía circular, proporcionando una base sólida para comprender el contexto de la investigación.

Método: Cualitativo, técnica análisis documental y herramienta análisis sistemático del contenido de documentos científicos según declaración Prisma, agrupando publicaciones y recopilando conceptos más destacados.

Resultados y Discusión: Para producción sostenible desde necesidades humanas: factores socioeconómicos, políticos y ambientales, economía circular, modelos de producción sostenibles y límites ecológicos; para la relación entre necesidades humanas y consumo sostenible: motivantes, patrones y determinantes en comportamiento de compra, promoción de estilos de vida responsable y educación para el consumo sostenible.

Implicaciones de la investigación: La producción y consumo sostenible aportan en satisfacción de necesidades de comunidades desde el contexto y el consumidor y productor deben reconocer límites del planeta y satisfactores que permitan tener un estilo de vida responsable que propendan por bienestar.

Originalidad/Valor: Se debe tener clara la necesidad a satisfacer, reconociendo su satisfactor desde dimensión ambiental, social y económica. La relevancia y valor se evidencian en el relacionamiento de elementos encontrados en las publicaciones recopiladas para visualizar la producción y consumo sostenible como estrategia encaminada a promover estilos de vida sostenibles desde conciencia del consumidor, teniendo presentes límites biofísicos, justicia social y sostenibilidad económica.

Palabras clave: Consumo Sostenible, Economía Circular, Límites Ecológicos, Necesidades Humanas, Producción Sostenible.
1 INTRODUCTION

To understand sustainable production and consumption from human needs, it is necessary to recognize the importance of their satisfaction through production and consumption that considers biophysical limits and the context and not only the anthropocentric vision as an element that satisfies a human need but also the promotion of sustainable lifestyles and production methods that are respectful of communities, nature and quality of products. To this end, the objectives were proposed to describe sustainable production from human needs, explain the relationship between human needs and sustainable consumption, to finally reach the general objective: understand sustainable production and consumption from human needs.

The importance of this topic consists of the dialogue of sustainable production and consumption from human needs as a reference framework for understanding and analyzing information. Its relevance is found in the relationship of elements found in the publications compiled to visualize sustainable production and consumption as a strategy aimed at promoting sustainable lifestyles from the consumer's conscience, taking into account biophysical limits, social justice and economic sustainability. The purpose of the research is to understand that although the need to be satisfied must be clear, it is essential to recognize its satisfaction from the environmental, social and economic dimension.

The following sections present the theoretical framework, methodology, results and conclusions; Specifically, the results obtained from the research are socioeconomic, political and environmental factors, circular economy, sustainable production models, ecological limits, motivators, patterns and determinants in purchasing behavior, promotion of responsible lifestyles, education for sustainable consumption, among others, such as social and environmental responsibility, fair trade and social justice. The conclusions indicate that although sustainable production and consumption contribute to the satisfaction of the needs of communities, it must be done based on the context and the resources that are really available, so that both consumer and producer recognize the limits of the planet and the satisfactions that allow you to have a responsible lifestyle and that promote your well-being.
2 THEORETICAL FRAMEWORK

Thus, the study of sustainable production and consumption is approached from Sustainable Development Goal 12 (SDG12), where it is defined as the strategy that:

“It consists of doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles. “Sustainable consumption and production can also contribute substantially to poverty alleviation and the transition to green, low-carbon economies.” (United Nations, 2016a)

This concept, brought directly from SDG12, envisions the promotion of sustainable lifestyles, which allow, among others, to mitigate poverty, since:

“10% of the world's population still lives in extreme poverty, with difficulties in meeting the most basic needs, such as health, education and access to water and sanitation, to name a few.” (United Nations, 2016b)

And the topic of human needs has been studied by different authors, among whom we can mention Marx, Marcuse and Maslow, where the first mentions the concept of scarcity or lack, differentiating between permanent impulses, such as hunger, and relative impulses from the social structure and production, framed in the capitalist context; For his part, Marcuse mentions false and true needs, understanding the true ones as biological ones and the false ones as those framed by society (social status); As for Maslow, he classifies needs from the impulse, with a relativistic approach, hierarchizing the needs from the motivation generated by the lack of basic needs. (Llobet et al., 2012). The economist Max Neef also studied the issue of needs, classifying them into two large categories, in the first he places the needs of being, having, doing and being and in the second those of subsistence, affection, protection, understanding, participation, leisure, creation, identity and freedom, where satisfiers are recognized from economic and non-economic goods that vary depending on the context. (Max-Neef et al., 2010)

3 METHODOLOGY

This research was carried out under the qualitative methodological design, through the analysis of 63 documents for the document in total, among which there are 55 articles, 7 institutional documents and 1 book, using documentary analysis as a technique and analysis as
a tool. systematic content of scientific documents based on the Prism 2020 Declaration, as a guide for the presentation of systematic reviews, which promotes the transparency, usefulness and comprehensiveness of the reviews. (Page et al., 2021)

**Figure 1**

*Flowchart.*

Specifically for the search and selection process of the results, 5 institutional documents, 1 book and 53 articles published in the Web of Science and Scopus databases were analyzed, using keywords such as “Sustainable consumption”, “Sustainable production”, “Human needs” and combinations between these categories, where documents were filtered between the years 2018 and 2024 with categories such as environmental, social, economic sciences and Sustainable Development Goal 12, finding a total of 94 articles, of which 44 were located in the base of Scopus data and 50 in the Web of Science database, 8 duplicate articles, 7 institutional documents on the organizations' websites and 1 book were then identified, excluding 31 publications because they did not meet the inclusion criteria determined by the approach. thematic of sustainable production and consumption from the context of human needs, as well as human needs from the perspective of environmental, social and economic sustainability, to finally select 55 articles, 7 institutional documents and 1 book in total to develop the present investigation.
4 RESULTS AND DISCUSSION

This section describes sustainable production from human needs, the relationship between human needs and sustainable consumption and finally the understanding of sustainable production and consumption from human needs obtained through documentary analysis.

4.1 SUSTAINABLE PRODUCTION FROM HUMAN NEEDS

Specifically to achieve a description of sustainable production from human needs, 32 publications were analyzed, among which are 28 scientific articles, 3 institutional documents and 1 book, relating the concepts that stand out the most such as socioeconomic, environmental, and political factors, access to public services such as energy and drinking water, ecological limits, circular economy and sustainable production models. As well as fundamental issues such as climate change and food security.

Figure 2
Sustainable production based on human needs

![Diagram]

Producción sostenible
Necesidades humanas
Factores socioeconómicos, políticos y ambientales
Economía circular
Modelos de producción sostenible
Límites ecológicos

Source: Own elaboration based on the findings.

The starting point is then to recognize the difference between the concepts of need and desire, the first being objective in nature, while the second is subjective, in the first, the satisfaction of basic needs is necessary, as an objective component, to have a dignified life. (Hapla, 2018). And it is precisely from the satisfaction of needs that ecological limits must be kept in mind, since this implies identifying the existing biophysical restrictions to achieve said satisfaction. (Foramitti, 2023). From there, the principle of Fulfillment of Human Needs is highlighted, which allows evaluating the sustainability of products and services at an
environmental level under the principles of distributive justice such as egalitarianism, sufficientarism and utilitarianism. (Heide et al., 2023)

It is important to identify the existing relationship between desire, need and production, understanding desire not only as a lack but as a force that promotes production, promoting the formation of means of production in accordance with societies, directly influencing their social and economic structures. (Deleuze & Guattari, 1973). For its part, production involves satisfying both human desires and needs, which has an impact on consumption and that is precisely where sustainable production and consumption must shine, by promoting sustainable modes of production and responsible lifestyles that allow satisfaction, of those desires and needs but always taking into account environmental limits. Thus, the socioeconomic and environmental factors related to human needs and sustainable production are then addressed, since within this satisfaction of human needs the influence of socioeconomic factors such as access to energy and drinking water is imposed. From the point of view of energy, the relationship between the supply systems in the use of resources and the well-being of the populations is fundamental, since it promotes a lower energy requirement than that related to extractivism and economic growth, which are in turn associated with a lower level of needs satisfaction. (Vogel et al., 2021). Likewise, in the case of access to water, as a basic element of life and fundamental satisfier of human needs, its importance is established by identifying not only the quality and access to the resource but also the levels of hydration present in human beings, to that the satisfaction of the need is truly recognized as such. (Wutich et al., 2020).

Specifically from the issue of water is the concept of water footprint, which measures the use of this resource by producers and consumers, allowing the identification of impacts and risks that may be generated, since precisely sustainable management allows improving quality and access to water, taking into account aspects such as governance, education and trade, among others. It is also highlighted that all actors involved must contribute to achieve water-resilient economies. (Aldaya et al., 2023). Now, at the political level, specifically from public policies, urban and rural development must be covered, allowing the satisfaction of human needs from contexts, including ethics, diversity, complexity and social justice, making communities part of this process. local authorities for the development and implementation of these policies. (Cardoso et al., 2022). Likewise, social needs allow us to identify cultural diversity, the communities’ capacity for transformation, but also their vulnerability. (Caravantes-López-de-Lerma, 2019).

For its part, at an environmental level, endogenous factors must be recognized that influence the satisfaction of human needs such as deforestation and at an economic level such
as economic development specifically in relation to education, health, quantity and quality of natural resources, (Siregar et al., 2024), without failing to mention the synergistic satisfiers, linked to environmental sustainability, such as shorter working hours, leisure and meeting spaces that do not include commercial activities, lifestyles based on simplicity and participation in politics local, all framed in the use of ICT (Guillen-Royo, 2020), which allow human needs to be met without altering the biophysical limits of the planet, promoting the well-being and mental health of the people who practice it. It is highlighted that the satisfaction of human needs is intertwined with sustainable production, since it seeks to minimize the use of natural resources and the generation of waste, discharges and polluting emissions in nature, focusing on improving the quality of life of the population. Here it is important to remember that this issue is consolidated in SDG12: Sustainable production and consumption of the 2030 Agenda adopted by the United Nations in 2015 and also in national policies that countries have adopted as strategies for sustainable development, such as:

“Colombia's sustainable production and consumption policy, which is aimed at changing unsustainable patterns of production and consumption by different actors in national society, which will contribute to reducing pollution, conserving resources, promoting the environmental integrity of goods and services and stimulate the sustainable use of biodiversity, as sources of business competitiveness and quality of life.” (C. MADS, 2010).

And, for the SDGs, it is common to analyze progress in different countries and regions from sustainable consumption and production, use of resources, emissions, climate change and loss of biodiversity, generally finding that regional problems must be addressed in a manner urgent to achieve the established goals and therefore the SDGs as such. (Mahmood et al., 2023). To this end, sustainable production, as a sustainability strategy, seeks to optimize resources, promote healthy and conscious habits that improve the quality of life of the actors involved, as well as promote fair trade and green economies and at the same time mitigate environmental conflicts. Therefore, it is necessary to understand what sustainable production is from the official documents of governmental and non-governmental entities and under what concepts different research is being developed worldwide. Thus, sustainable production is understood as:

“production model of goods and services that minimizes the use of natural resources, generation of toxic materials, waste and polluting emissions, by promoting a productive management strategy that integrates the environmental dimension through a preventive approach to pollution and administration efficient of resources”. (A. MADS, 2022b)
From there, the main concepts that are related to sustainable production and human needs can be mentioned in the different publications analyzed for this research, where the circular economy and sustainable production models are found. Talking about sustainable production, then, implies bringing up current sustainable development strategies such as the circular economy, where reusing, repairing, sharing products or materials is promoted as many times as possible in order to extend their life cycle, in turn reducing the generation of waste and creating added value to materials and products. (European Parliament, 2023). Within this theme there are particular cases where it is highlighted that although the population of twenty-eight European countries is aware of the need to recycle, 75% of their inhabitants separate waste at the source, indicating that the lack of education, incentives and infrastructure hinder the advancement of the circular economy (Zarebska et al., 2021), however, to address this, the progress in environmental policies focused on the circular economy must be recognized, specifically in the European Union, where they have been an important instrument of education and awareness of market participants towards a circular economy, however, barriers persist that limit the scope of this model. (Camilleri, 2020).

It is also highlighted that circular economy policies have experienced an important evolution from their approach based on efficiency at the production and consumption level, towards a life cycle approach, just as policy instruments were based solely on economic aspects, they passed to be regulatory and communicative, which could have occurred due to environmental crises, economic growth and the interests of the rulers. (Ma et al., 2022). And from the circular economy, not only economic aspects such as economic viability and efficiency must be taken into account (Clube & Tennant, 2020), technological and consumer aspects, but also the social dimension, seen especially from human needs, its satisfiers, the communities and participants in this process, promoting the well-being of people and respecting the biophysical limits of the planet. (Clube & Tennant, 2023). It should be noted that both financing and green logistics also have a positive impact on sustainable production and the circular economy since they not only allow the efforts implicit in them to be made effective and real, but also foster awareness and promote environmental education among actors involved, which allows a positive influence on the adoption of the circular economy. (Jinru et al., 2022).

Another important topic to address within sustainable production is Environmental Social Responsibility, which promotes innovation and environmental commitment in the work team of companies and entities related to sustainable production. (Huang et al., 2022). And from there you can delve into fair trade as an innovative model that promotes sustainable development and the green economy from sustainable production and consumption, where it is
essential to unify terminology that allows progress in research and action, as well as delve into political responsibility to strengthen efforts in sustainable production and consumption systems. (Ribeiro-Duthie et al., 2021)

Fortunately, there is a great variety of successful case studies of sustainable production models, where some relevant ones can be mentioned not only for their techniques and impacts but also for their relevance. An example is the use of technology known as the Internet of Things, used in the manufacture of furniture to reduce environmental impacts caused during the process, finding improvement in the efficiency and consumption of inputs, as well as in the reduction of reprocessing and improvement in the use and distribution of spaces, highlighting the importance of including technologies advanced in manufacturing processes. (Schreiber et al., 2024). Likewise, silvopastoral harvest systems for sustainable sheep production are also considered as a reference, where forage trees are involved in the silvopastoral system as a complement to their diet, finding benefits for both the health of the sheep and the environment at the level of sequestration of carbon and minimization of negative impacts resulting from climate change. (Castillo Linares et al., 2021). It should be noted that these sustainable production models also contribute to issues as important as food security, from food production based on agri-food models with crop diversification, highlighting the relevance of factors such as land use, access to resources, transformation, marketing, consumption and local public policies, which contributes to the improvement of the quality of life of the families involved, reflected in food sovereignty, without ignoring that there are still barriers to achieving sustainability. (Franco-Crespo et al., 2021)

Another sustainable production model is the one related to aquaculture, as it presents global trends in demand and consumption, in its production and marketing and limiting factors in its growth such as space, energy and biodiversity, which are in turn important elements in sustainable development, motivating technological innovation and sustainable intensification in production. It is essential, then, to recognize that health, regulation and climate change factors force us to rethink these models, allowing them to contribute to food security and the economy of the participants under the efficient use of resources. (Brummet & Hargreaves, 2019). Within these production cases, we can also mention the sustainable production of rice, contributing to improving food security, safeguarding natural resources and promoting livelihoods in local communities, which in turn contributes to satisfying the needs of the communities, populations, generating capacity in them, motivating the development of national policies and strategies that contribute to making this process not only real but sustainable over time and beneficial for the people in the areas of influence of the crops and the actors involved. (Poveda & Andrade, 2019).
Likewise, an agroecological model based on geographic information systems is a sustainable production strategy to highlight, since it allows identifying lands suitable for collecting rainwater for sustainable agriculture mainly in arid or semi-arid areas, promoting the food security of these areas through both medicinal and commercial products, contributing to local economies and facing climate change and its consequences. (Aghaloo & Sharifi, 2023)

Aspects such as the power of large corporations, food crises caused by situations such as the COVID-19 pandemic, the human rights of those who produce but also those who consume, are real problems of food systems that must be addressed in the main agendas of government entities. and non-governmental (Fakhri, 2022), that truly allow the human needs of populations to be met, respecting the biophysical limits of the planet and social justice, without ignoring, of course, the economic sustainability of the processes. And it is precisely on this satisfaction of needs that the concept of the essentiality of the product is based, which is directly related to the real satisfaction of that need and respect for biophysical or environmental limits in the process. This being an objective term when dealing with social, safety or physiological needs and subjective when it focuses on needs from self-realization or self-esteem, since it has been shown that consumable products are mostly essential followed by products that provide comfort, social or known as household appliances. The essentiality of the product is therefore of great importance for participants in production and decision-making processes, as well as for consumers themselves, as it allows them to rethink products, designs and priorities at the time of making the decision to purchase the product. (Nunes et al., 2023)

From these perspectives it is worth mentioning that economic growth does not directly imply the satisfaction of needs, precisely because it ignores the biophysical limits of nature, fostering environmental conflicts, scarcity of natural resources and promoting consumerism, leading to economic and social imbalance and the dependence on consumption as such, for which it is necessary for governmental and non-governmental entities to develop projects that respect ecological limits, truly satisfy the needs of local populations and that allow active participation in these projects by the community. (Smith & Prahalad, 2023).

It is therefore found that, when talking about sustainable production from human needs, not only processes, materials and production techniques must be clear, but also their purpose itself, defining for what or who all these efforts are being carried out, since this allows From the birth of the very idea of producing, it is coherent with its processes and in this way there is a general logic in the traceability of operations carried out and human needs that can be satisfied with the completion of that good or service, which promotes the improvement of the well-being and quality of life of the actors involved and especially the local populations.
4.2 HUMAN NEEDS AND SUSTAINABLE CONSUMPTION

Specifically to analyze the relationship between human needs and sustainable consumption, 27 publications were selected, of which 25 are scientific articles and 2 are institutional documents, relating concepts that stand out the most such as patterns, motivators, determinants in purchasing behavior for sustainable consumption, education for sustainable consumption and promotion of responsible lifestyles.

**Figura 3**

*Human needs and sustainable consumption*

![Diagram](image)

Source: Own elaboration based on the findings.

Now, sustainable consumption:

“consists of adopting measures that promote the transformation of production patterns towards more sustainable ones, increase the adequate use of natural resources and promote sustainable lifestyles, which can be defined as those activities that are carried out on a daily basis, among others such as food, recreation, mobility, shopping, seeking to minimize negative impacts that may be generated on the environment.” (A. MADS, 2022a)

When talking about sustainable consumption, different concepts are intertwined such as patterns, motivators, determinants in purchasing behavior for sustainable consumption and the promotion of responsible lifestyles, among others, which allow us to delve into them through publications analyzed for this section.

It is found that sustainable consumption promotes the use of products and services that minimize the use of natural resources, generation of toxic materials and waste and involves the adoption of trends and lifestyles with less environmental impact. This perspective is linked to sustainable production and aims to harmonize society's needs for goods and services with sustainable development. (C. MADS, 2022). Therefore, sustainable consumption seeks the
minimum use of natural resources, toxic materials and waste generation, as well as its direct link with sustainable production and the promotion of healthy habits and lifestyles; highlighting that consumption areas such as food, mobility, housing, household goods and appliances generate important environmental impacts, where the food area presents the greatest environmental impacts followed by housing and mobility, finding that the product use phase is the most influential in the life cycle, highlighting the importance of the Consumer Footprint as a monitoring tool for SDG12 mainly for the development of sustainable production and consumption policies. (Sala & Castellani, 2019)

It is also found that sustainable consumption is a dynamic concept, which implies the active participation of all those involved in the process at a social, economic and environmental level, since the multidisciplinary perspective enriches not only the concept but its applicability, understanding the relevance of the market, companies, consumers and marketing that really allow us to meet what is expected in sustainable consumption. (Méndez Wong et al., 2020). When talking about sustainable consumption, it is imperative to refer to the motivators, patterns or determinants in sustainable consumption behavior, where it is important to highlight that the cultural values of individualism and collectivism are motivating for responsible consumers at the time of decision making of purchasing a sustainable product, which in turn provides relevant information for companies focused on this class of consumers, mainly as input for advertising campaigns to promote products. (Rahman et al., 2023).

Thus, sustainable consumption patterns and habits can also be mentioned that influence responsible consumers from different aspects of their lives, whether from home with sustainability patterns based on convenience, real credibility or from their workplace according to its basic principles. (Piligrimiene et al., 2021). The relationship of these factors allows purchasing behavior to be promoted in ecological consumers, highlighting beliefs, environmental awareness, health awareness and perceived quality of ecological products, with environmental awareness being the most relevant factor at the time of decision-making purchase of the product. (Chari & Reddy, 2019). It is highlighted that the motivators, patterns and factors of sustainable consumption provide important information to understand the behavior of ecological consumers and allow us to propose marketing plans that promote this consumption through education strategies that motivate the public to adopt ecological and healthy lifestyles. (Chari & Reddy, 2019) and also through the communication of sustainable consumption, which is developed from an approach to behavioral change, self-empowerment, systems change and from reflection on current discourses and practices of sustainable consumption. (Fischer et al., 2021). From the promotion of sustainable consumption, education
strategies are basic so that the consumer understands the why, for what and how of the goods and services that they will acquire to satisfy their needs and that is where efforts should be focused so that they are develop and control education programs in sustainable consumption, prioritizing both theoretical and practical knowledge from interculturality, identifying key satisfiers of human needs according to the population, through appropriate promotion strategies according to the context. (Vanegas & Mejia, 2018). A strategy that represents what was stated above is environmental education through games that promotes sustainability in both formal and informal education, increasing knowledge of local biodiversity, socio-environmental effects of its use and conservation. (Torralba-Burrial & Dopico, 2023)

Another important point is regarding the relationship between human needs, satisfiers translated into goods and services and the carbon and energy footprint that this causes. It has been found that half of carbon emissions are aimed at satisfying subsistence and protection needs, on the Max Neef scale, and the other half is distributed among the other categories of needs such as creation, identity, affection, participation understanding, leisure and freedom. Indicating that the consumption of goods and services as satisfiers of specific subsistence and protection needs has an impact on environmental impacts. For this reason, it is necessary that public policies be oriented towards improving the quality of life of the population without compromising social or natural capital. (Vita et al., 2019). Thus, it is important to be aware of the consequences of consumption and post-consumption of purchased products, to know how to differentiate between consumerism and consumer consciousness, since, as previously expressed, according to Bauman's liquid modernity, consumerism implies accumulation, as long as it requires satisfying not an existential need but a constructed one, where we go from an identity based on work to one based on consumption and where society defines its individuals according to their capacity for consumption (Posadas Velázquez, 2013), so that the culture of consumerism and the impacts that this generates on the environment and society are transformed in this way, where the commitment of educational entities prevails so that this education is taught both in formal education, as in the non-formal and in consumers in general. (Martín-Sánchez et al., 2021)

Some trends to highlight from consumer behavior can be seen clearly established in strategies such as the circular economy, where recycling plays a basic role, since whoever recycles has the commitment to minimize waste and at the same time save resources, which implies nature conservation and purchasing behavior of circular products (Stangherlin et al., 2023) such as, for example, the resale of fashion in physical stores and online stores present in many corners of the planet, where the importance is highlighted of the changes in lifestyles of
the current population and their active participation in the circular economy. (Wang & Liu, 2023). There, not only fashion resale plays a fundamental role, but also sustainable fashion and consumer attitudes towards it, especially after the COVID-19 pandemic, where its promotion through marketing provides positive messages on topics such as self-care, importance and consequences when purchasing a product and motivation to consume this type of fashion. (Strübel et al., 2023)

And it is that from consumer behavior, especially the consumer of online products or e-consumer, consumers who seek to satisfy some need from high quality products, save time and money when making purchases or obtaining pleasure in buying or acquiring a product online, (Gajdzik et al., 2023), whatever the case, it must be recognized that those who purchase products online promote responsible and sustainable consumer behavior when seeking satisfaction your need. It is important at this point to recognize the role that social networks play in the behavior and attitudes of e-consumers when making the decision to purchase a product that allows them to satisfy their needs, since through these means, the Well-known “influencers” promote or recommend certain products that are not necessarily sustainable, but if they are, they can positively influence their consumption, since they not only have consumer credibility but also address them in a real and understandable language. Credibility plays a fundamental role in these cases, since when communicating the benefits of a product they must not only be real but must guarantee the satisfaction of the present need. (Buvar et al., 2023). Likewise, the relationship between marketing on social networks, knowledge of the product and the attitude and purchase intention towards it on the part of consumers of green products is also highlighted, which allows not only to develop awareness regarding the benefits of this type of products but better the positioning and image of the companies that offer them. (Widodo et al., 2024)

Hand in hand with sustainable production, sustainable consumption promotes lifestyles where the consumer is responsible and aware of the goods and services they acquire and their benefits, but must be supported and directed by leadership in policies and in the commitment of those involved through consultation and participation. (Dawkins et al., 2019). Thus, current lifestyles satisfy their needs from their understanding of a good life through healthy behaviors and habits, balanced and positive relationships, they seek happiness, productivity and have established routines. Attitudes such as self-realization and moderation also stand out (Grénman et al., 2023), which is directly related to the essentiality of the products, a topic that was mentioned previously. Factors such as price, recycled and recyclable packaging, animal welfare and support for local producers direct the purchasing behaviors of responsible and conscious
consumers. (Horská et al., 2023). From the point of view of purchasing behavior, it is important to mention that through the Theory of planned behavior together with variables such as perceived value, concern and environmental knowledge, the knowledge of the purchasing behavior of products identified with eco-labels is identified and enriched, which allow recognize the information and benefits of said products. (Alam et al., 2024)

Also practices such as riding a bicycle, growing food, choosing local and avoiding excessive consumption allow us to satisfy needs from pleasure, reward, well-being and security, motivating planned environments to guarantee these sustainability practices. (Backman, 2023). But unfortunately these planned environments are not possible in all population contexts, since inequity in infrastructure limits the enjoyment of well-being through access to provision systems, which was reflected during the COVID-19 pandemic when privilege and inequality showed how families had to adapt to a new process to access their jobs, schools, health and food, finding that economic, cultural, social and institutional aspects are fundamental to achieve resilience from homes when facing crises like the one mentioned. (Ahamed et al., 2023). Likewise, the promotion of responsible lifestyles and sustainable consumption to satisfy needs must be guided from the context, from the need to be satisfied, consciously thinking about the product to be acquired and the consequences that this entails on a personal level. of the community and nature, for example at the level of organic foods, it contributes to environmental sustainability and health, which directly influences consumer attitudes as they promote personal and community well-being. (Kayani et al., 2023).

It is not enough then to satisfy a human need but to be aware that there are ecological or biophysical limits for said satisfaction and that sustainable production and consumption must determine them and make them part of its process, allowing it to develop with social justice for well-being. of people, since factors such as consumerism, lack of policies that regulate excessive consumption and inequalities limit the achievement of a society that respects these limits, reflects on its consumption patterns and guarantees the well-being of the population. (Gough, 2020)

Therefore, understanding sustainable production and consumption from human needs implies recognizing that humans, as a species, will always have demands to satisfy, both to survive and for their development, enjoyment and enjoyment of this process called life, but it is essential to understand that this satisfaction of human needs must be based on the biophysical limits of the planet and that it is from there that the planning of tools that allow the world population to satisfy its needs must begin. Sustainable production and consumption must direct its efforts not only towards satisfying the needs of communities but also the resources available,
through strategies such as environmental education that allows the consumer and producer to be aware, responsible and capable of understanding. the limits of the planet and real needs for materials and resources to create goods or services that satisfy needs and promote their well-being; as well as through the circular economy that allows prolonging the life of products and raising awareness among actors involved of the benefits of recycling and reusing materials, both for economies, the planet and personal satisfaction of those who carry out or are part of the process, which implies a change towards sustainable production models, but also in the behavior of those who consume, promoting responsible lifestyles, which in turn means that leaders and decision makers must rethink production and consumption policies and education strategies, where need is understood and differentiated from desire and concepts of moderation and sufficiency are enhanced over hoarding.

5 CONCLUSIONS

Thus, sustainable production and consumption was reflected on from human needs through systematic analysis, where publications were grouped according to the most notable findings such as socioeconomic, political and environmental factors, circular economy, sustainable production models, ecological limits, as well as as well as motivators, patterns and determinants in purchasing behavior for sustainable consumption, promotion of responsible lifestyles, education for sustainable consumption, among others such as social and environmental responsibility, fair trade and social justice.

Particularly, the description of sustainable production from human needs implies recognizing the influence of socioeconomic, political and environmental factors, circular economy, sustainable production models and ecological limits, as well as the purpose or essence of the process carried out, emphasizing the needs that could be satisfied, taking into account the context and biophysical limits of the planet in each of the processes of the production cycle, so that in this way it contributes to the improvement of the quality of life of those who consume the product and of the actors involved in the process, always prioritizing social justice. Likewise, and to explain the relationship between human needs and sustainable consumption, the difference between need and desire, consumption and consumerism must be clear, since when identifying the need to satisfy, the responsible consumer must understand that they have product alternatives that provide options. of satisfaction to said need, taking into account biophysical limits, social justice with which the product was created and benefits for your health and the environment, since in this way you are aware at the time of making the purchase
decision if this product really satisfies your need or if, on the contrary, you are simply falling into an act of consumerism that will satisfy a desire without thinking about the consequences that this may have for your well-being, economy and nature, identifying motivators, patterns and determinants that they lead to acquiring this purchasing behavior and recognizing if this leads to developing and having a responsible lifestyle. Thus, understanding sustainable production and consumption from human needs allows us to rethink the production and acquisition processes from the real need to be satisfied, how to achieve it and the context in which it is generated, highlighting the importance of understanding the biophysical limits of the planet, social justice and changes in lifestyles and responsible consumption patterns present today.

In this way, it is indicated that the main contributions of the research are based on the analysis of results prepared under the systematic review protected by the Prism Declaration; highlighting that its importance lies in the contribution to the knowledge of the subject related to sustainable production and consumption and human needs from the identification of previously mentioned elements and concepts for the deep reflection of the base topic of the research, while its limitations are found mainly in the availability of previous research on the specific topic, which in turn becomes an advantage, since it allows a significant contribution to the study of the topic.

From the results of this research, future research could be initiated through the different national and international contexts, taking into account the conditions and biophysical limits of each region, to analyze the impact that this has on the satisfaction of the needs of these communities, in their quality of life and their purchasing behavior, where the results of this research could provide a theoretical basis for the analysis of the results of said research.

REFERENCES


