



ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) AND CONSUMER BEHAVIOR: TRENDS TOWARDS CONSCIOUS CONSUMPTION

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Introduction: ESG (Environmental, Social and Governance) as a set of standards and good practices that aim to define whether a company is socially conscious, sustainable and correctly managed, can define patterns of consumer behavior and trend positively in the behavior relationship of consumption. **Objective:** This study aims to investigate how ESG contributes to consumer behavior so that they have conscious consumption trends. **Methodology/approach:** This qualitative study is a Systematic Literature Review that used Parsifal® Software for the process of choosing and refining articles, which resulted in 81 articles as a final sample. The databases consulted were Web of Science and Scopus accessed on March 5, 2024. "ESG and Sustainable", "ESG and consumer behavior" and "ESG and conscious consumption" were used as search strings. **Originality/value:** This study stands out for analyzing the relationship between the adoption of ESG standards and practices and verifying the trend towards conscious consumption arising from the adoption of ESG practices. **Theoretical contributions** - Contributes to the mapping of the evolution, quantity and journals that published the list of search strings from 2014 to 2024. **Managerial contributions:** Contributes to the benefits, pillars and how to adopt conscious consumption, in addition to highlighting the relationships between ESG and conscious consumption and the influence of these factors to define consumer behavior patterns. **Limitations and suggestions for future studies** - This work is the first step in analyzing the relationship between strings. For future studies, it is suggested to expand the search scope as well as investigate empirical results in different business contexts. **Conclusion/Results/findings:** Positive relationships are evident between ESG and consumer behavior for conscious consumption trends, when choosing products and/or services. The implementation of ESG in the company's business can improve the relationship with consumers of its product or service and lead to robust, conscious and lasting behavior.

Palavras-chave: **ESG; CONSUMER BEHAVIOR; TENDENCIES; CONSCIOUS CONSUMPTION; TREND POSITIVELY**