

UDK 330.567.2''364''

Bilyk Petro,
Lviv, Ukraine

Ostratiuk Stanislav,
PhD student of the Laboratory of Projects and Initiatives,
Lesya Ukrainka Volyn National University,
Lutsk, Ukraine

CONTENTS OF THE SUSTAINABLE CONSUMPTION THEORY FOR POST-WAR RECONSTRUCTION OF UKRAINE

The call for sustainable consumption was announced today at the state level. The full-scale war in Ukraine only exacerbated the problem of excessive consumption in the country.

In general, consumption theory studies the consumption of goods and services and examines the behavior of consumers when making purchases. The main idea of this theory is that consumers have limited resources, including money, time, health, energy, and choose the ways and extent of using these resources to maximize their satisfaction or benefit. Consumption theory is used to analyze consumption trends, to understand how consumers respond to changes in the prices and availability of goods and services, and to develop marketing strategies that promote the sale of goods and services. The regularities and principles of consumption theory are revealed in the works of I. Kryuchkova [1], E. Libanova [2], V. Mandybura [3], and others. Among the main concepts of the theory of consumption, scientists have identified:

- utilitarianism based on the fact that consumers maximize their success or satisfaction from consuming goods and services;
- the theory of limited rational consumption, which studies the assumption that consumers have limited resources and must choose how to use these resources to maximize their satisfaction or utility;
- the theory of costs - it is assumed that consumers make consumption decisions based on the costs necessary to make a purchase;
- status theory - this concept comes from the assumption that consumers make consumption decisions based on how it affects their social status and prestige.

According to consumption theory, consumers make their consumption decisions based on their income and the price of goods and services. Basic concepts of consumption theory include marginal utility, marginal cost, and budget constrained optimum. It is the theory of consumption to explain how people allocate their income between efficient goods and services, as well as how they make decisions about their consumption, taking into account their needs and wants.

As V. Mandybura points out, “the main contradiction of the consumer market is related to the opposite interests of its main subjects: businessmen-producers (implementers), on the one hand, and the population, or final consumers of life’s goods, on the other. This contradiction represents a system of relations arising between the interests of producers and sellers who seek to maximize personal profits, and the interests of the population who seek to satisfy personal needs in the consumption of goods and services that are safe for health and life. Under certain conditions of disparity in the realization of private interests and inadequate economic responsibility of business for violation of consumer rights, this contradiction can become acute and turn into an antagonistic one” [3].

To reveal the nature of sustainable consumption, let’s pay attention to the theory of limited rational consumption, according to which consumers have limited resources (money, time, health, energy) and must choose how to use these resources to maximize their satisfaction or benefit. This theory is based on the assumption of rationality of consumers, that is, on the fact that consumers choose the most efficient way of using their resources.

According to the theory of limited rational consumption, consumers have a limited amount of resources that they can spend on consuming goods and services. They must allocate their resources among other needs and choose the most efficient way of using these resources. For example, if a consumer has a limited amount of money, he can only lose enough things, not luxuries.

The theory of limited rational consumption includes an analysis of the interaction between consumers and the market. Consumers choose goods and services based on their utility and value, and their decisions affect market demand. In its version, existing market changes (such as price changes or product changes) affect consumers and can change their choices and decisions. The theory of constrained rational consumption is

important for understanding consumer behavior and for developing marketing strategies that promote the sale of goods.

The concept of sustainable development is widely covered by scientists in such works [4-10]. Steady-state conversion theory is an economic theory that holds that steady-state consumption is achieved when investment reaches zero. In other words, this theory establishes that there is an equilibrium between consumption expenditure and investment expenditure in the economy. According to this theory, in a stable economy, the level of consumption does not change over time, and then it depends on the level of production. Investment, on the other hand, can change over time, but given the state of the economy, it does not increase or decrease on average over time.

The main idea of the theory of sustainable consumption is that the level of consumption should remain for a long period of time, which can correspond to the growth of production infrastructure and economic growth. Examples of sustainable consumption can be:

- *consumption of natural resources*. Natural resources are non-renewable sources of energy and materials used by mankind in everyday life. If they are consumed with understanding and not used more than they can recover, then the conservation of these resources is achieved in the future.

- *energy saving*. To save energy, you should use energy-efficient devices and switch to renewable energy sources such as solar panels or wind turbines.

- *smart use of transport*. Fuel consumption is reduced if more energy-efficient vehicles such as bicycles or electric cars are used, or public transport is used to reduce toxic gas emissions.

- *consumption of paper products*. Reducing the consumption of plastic products and switching to greener options, such as using glass products or switching to local and organic products.

The theory and practice of sustainable consumption is important not only in economic research, but also in the conditions of Ukraine's post-war recovery. It is about the formation of a culture of consumption based on the principles of sustainability, responsible production and consumption, which today is a necessary norm of saving money and resources, in order to attract new investments and restore the country.

References:

1. Крючкова І. В. Фактори економічного зростання в Україні в 2016–2018 рр. *Економіка і прогнозування*. 2018. № 2. С. 29-47. URL: http://nbuv.gov.ua/UJRN/econprog_2018_2_4
2. Лібанова Е. М. Нобелівську премію з економіки 2015 року присуджено за цикл досліджень проблем споживання, бідності і добробуту. *Демографія та соціальна економіка*. 2015. № 3. С. 11-20. URL: http://nbuv.gov.ua/UJRN/dse_2015_3_3.
3. Мандибура В. О., Хижняк В. О. Основна суперечність відносин споживчого ринку та шляхи її подолання. *Економіка України*. 2018. № 3. С. 69-88. URL: http://nbuv.gov.ua/UJRN/EkUk_2018_3_6.
4. Павліха Н. В., Войчук М. В. Концептуальні засади безпеки сталого просторового розвитку: теоретико-методологічний аспект. *Міжнародна економічна безпека України: теорія, методологія, практика. Колективна практика / за наук. ред. Кравчука П.Я. Луцьк: ІВВ Луцького НТУ, 2020. 212 с. С. 161-183.*
5. Павліха Н. В. Управління сталим розвитком просторових систем: теорія, методологія, досвід : монографія. Луцьк : Волин. обл. друк., 2006. 380 с.
6. Павліха Н. В. Європейська інтеграція щодо досягнення перспектив сталого просторового розвитку. *Європейська інтеграція: досвід Польщі та України : кол. моногр. Люблін : «Drukarnia Kolor Lublin», 2013. С. 140-159.*
7. Безпека сталого розвитку регіонів та територіальних громад України на засадах інклюзивного зростання [Текст] : монографія / Наталія Володимирівна Павліха, Ірина Олександрівна Цимбалюк, Наталія Леонідівна Хомюк, Максим Володимирович Войчук, Анастасія Юріївна Савчук, Владислав Вікторович Коломечюк, Сергій Миколайович Цимбалюк. Луцьк : Вежа-Друк. 2022. 514с.
8. Павліха Н. В., Цимбалюк І. О., Уніга О. В., Коцан Л. М., Савчук А. Ю. *Економіка добробуту: регулювання доходів населення та розвиток ринку праці: монографія*. Луцьк : Вежа-Друк, 2022. 212 с.
9. Khomiuk N., Bochko O., Pavlikha N., Demchuk A., Stashchuk O., Shmatkovska T., Naumenko N.. *Economic modeling of sustainable rural development under the conditions of decentralization: a case study of Ukraine. Scientific Papers. Series: Management, Economic Engineering in Agriculture and Rural Development*. 2020. Vol. 20, Is. 3. P. 317–332.
10. Павліха Н. В., Войчук М. В. Концептуальні засади управління сталим розвитком міста в умовах європейської інтеграції та реалізації реформи децентралізації. *Регіональна економіка: науково-практичний журнал*. №3. 2018. С. 29–36.