

# **Sustainability Marketing**

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# **Sustainability Marketing: New Directions and Practices**

BY

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## About the Authors



As a team, Rishi Raj Sharma, Tanveer Kaur and Amanjot Singh Syan possess an exquisite blend of expertise and skills that is ideally required for writing an elaborative and engaging text on Sustainability Marketing.

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The only ability by which one can sustain the entire process of life is Sustainability.

– Dr Rishi Raj Sharma

Instead of being just a fad, Sustainability is meant to be a new way of life.

– Tanveer Kaur

Anything that ensures the perpetual existence of life is Sustainability.

– Amanjot Singh Syan

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# Preface

This book is designed to serve as an elaborative text on Sustainability Marketing for the post-graduate programs in marketing and for researchers in this field. This book equips students and practitioners with the concepts, frameworks and techniques required for making better strategic decisions with regard to sustainability. This text clearly reflects the dynamism of the fast-developing field of marketing and it endeavours to be both rigorous and relevant in the contemporary world. We have collected inputs from various books, journals and business publications in the form of various concepts and frameworks in augmenting the field of sustainability marketing. We have also included many sustainability related cases of various recognized companies to equip the readers in developing analytical thinking concerning the prevailing sustainability issues.

All the 17 chapters of the book engulf the concept of sustainability to improvise and look at the conventional marketing strategies through the lens of sustainability. This text comprehensively entails the related fields of sustainability marketing and issues associated thereto. From the theoretical perspective, the text enshrines in maintaining an optimum balance between consumption and conservation of resources which truly manifests the basic elements of Triple Bottom Line (TBL) concept. The book attempts to harness the ability of TBL in the form of economic, social and ecological resources and their dynamics in the state of perfect equilibrium. The book further develops by integrating sustainability as a market strategy, thus laying thrust on how organisations' strategic marketing intent meets the consumers' desire for sustainable products. The present business scenario is witnessing a transition in which the trajectory of business projections needs to comply with sustainability goals which actually becomes the need for survival and prosperity of any organization.

## Features of the Book

- Each chapter contains Key Highlights/Learning Objectives in the beginning.
- Each chapter contains various interesting and relevant examples, exhibits and cases from all around the world to give an international outlook to the book. These cases and examples illustrate the vital aspects of sustainability in marketing management.
- The systematic and precise text with clear illustrations and lucid language makes the study of this subject way more interesting and engaging.

- Each chapter ends with
  - End-of-chapter discussion questions
  - Critical thinking queries

These features are designed to foster the learning experience of students and practitioners individually as well as in a group.

## Organisation of the Content

The content of this book is quite comprehensive. It is divided into five parts.

**Part I** introduces the concept of marketing in the twenty-first century. The opening chapter presents the brief history of business and its sustainability. It explains the evolution of business management as a key concept. Chapter 2 provides an overview of all the marketing practices, which entails conventional as well as some prevalent practices. Chapter 3 introduces and elaborates the sustainability challenge being faced by the present day organizations. Further, Chapter 4 discusses the prevailing marketing and socio-ecological balance in the current business environment.

**Part II** introduces the concept of sustainability marketing as a new paradigm in the business arena. It includes Chapters 5, 6, 7 and 8. These chapters deal with the basic concept of sustainability marketing, the environmental aspect of sustainability marketing, social aspect of sustainability marketing and the economic aspect of sustainability marketing respectively.

**Part III** of the book discusses the various consumer centric aspects of sustainability marketing which is need of the hour. Chapter 9 emphasizes on crucial task of market segmentation, customer targeting and positioning of product. Chapter 10 is essentially devoted to the sustainable consumer and consumer behaviour in context of sustainability. Chapter 11 details the sustainability marketing mix and its components which are considered as replacement of the conventional four Ps of marketing mix. Chapter 12 captures the essence of branding and corporate personality with regard to sustainability.

**Part IV** deals with the groundwork and critical task of integrating sustainability marketing with a strategic intent of a business organization. Chapter 13 lays the foundation of strategy vis-a-vis sustainability marketing in business enterprises. It focuses and guides the practitioners to use sustainability as a strategic tool for gaining competitive edge. Chapter 14 entails the interconnectedness of internal and external business environments with regard to sustainability. Chapter 15 elaborates the diverse roots for the formulation of sustainability marketing strategies in an organization.

**Part V** constitutes two chapters. Chapter 16 explains the role of digitalization and e-commerce in promoting sustainability. Chapter 17 sheds light on the various emerging issues related to sustainability in the marketing field.



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