


# Chapter 10

## Promotion of Sustainable Marketing: Business Strategies and Initiatives

**Pratap Chandra Mandal**

 <https://orcid.org/0000-0002-0300-4002>

*Indian Institute of Management, Shillong, India*

### **ABSTRACT**

*Environmental sustainability should be embraced by companies. The objective of the study is to analyze the connections between sustainable marketing and business strategies and actions towards promotion of sustainable marketing. The methodology adopted is a conceptual analysis of the aspects related to environmental sustainability, sustainable marketing, and business strategies and actions towards promotion of sustainable marketing. Sustainable marketing principles relate to consumer-oriented marketing, customer value marketing, innovative marketing, sense-of-mission marketing, and societal marketing. The responsibilities of companies towards promotion of sustainable marketing and initiatives by companies are discussed. The discussions will sensitize both academicians and practicing managers about their responsibilities towards environmental sustainability, customers, and towards the society. Such understanding will allow businesses to maintain environmental sustainability while generating returns for themselves and while achieving business excellence in the long run.*

DOI: 10.4018/979-8-3693-6447-5.ch010

Copyright © 2025, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

## INTRODUCTION

Sustainable marketing aims to meet the needs of consumers, businesses, and society – now and in the future – through socially and environmentally responsible marketing actions (Mandal, 2022). It tries to preserve and enhance the ability of future generations to meet their needs and requirements (Peterson, Minton, Liu, & Bartholomew, 2021). The marketing concept recognizes that companies and businesses achieve growth and business excellence by determining the current needs and wants of target customers and fulfilling them more effectively and efficiently than competitors do (Bešić, 2019). It focuses on providing and satisfying the immediate requirements of customers and on meeting the company's sales in the short term, growth, and profits. This is done by delighting and engaging customers. However, satisfying the immediate needs and desires of customers may not always serve the best interests of either customers or the business in future (Hernández-Zelaya, Reyes-Reina, & Benito, 2021). The interests of the environment and of the society at large may not also be served in the long run (Ayandibu & Akbar, 2021).

Sustainable marketing requires that a smooth marketing system is in place in an organization (Sheth & Parvatiyar, 2021). Consumers, companies, public policy makers, and others work together to ensure socially and environmentally responsible marketing actions (Vollero, Siano, & Bertolini, 2022). However, the marketing system does not always work smoothly. Marketing systems should address several sustainability issues. Social criticisms of marketing should be addressed. Steps should be taken to curb marketing ills. Legislators and government agencies should take steps to promote sustainable marketing. Enlightened companies should carry out socially responsible and ethical marketing that creates sustainable value for both individual customers and for the society at large.

Companies and businesses should aim to promote sustainable marketing in all their business actions and initiatives. They should adopt strategies and initiatives which help them to promote sustainable marketing. Consumers and the society at large tend to favor those companies and businesses which they feel focus on sustainability (Hojnik, Ruzzier, & Konečnik Ruzzier, 2019).

The discussions done above underline the importance of creating and maintaining a sustainable environment. Companies and businesses should encourage and practice sustainable marketing. They should promote sustainable marketing in their business actions. Although the issue is important, few studies exist on the aspect of sustainable marketing and its promotion. The study aims to address this research gap.

The objective of the study is to analyze the various aspects of environmental sustainability, sustainable marketing, and the promotion of sustainable marketing. The aim is also to understand the responsibilities of companies and businesses

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/promotion-of-sustainable-marketing/359303](http://www.igi-global.com/chapter/promotion-of-sustainable-marketing/359303)

## Related Content

---

### Entropy, the Information Processing Cycle, and the Forecasting of Bull and Bear Market Peaks and Troughs

Edgar Parker (2019). *International Journal of Productivity Management and Assessment Technologies* (pp. 77-90).

[www.irma-international.org/article/entropy-the-information-processing-cycle-and-the-forecasting-of-bull-and-bear-market-peaks-and-troughs/214952](http://www.irma-international.org/article/entropy-the-information-processing-cycle-and-the-forecasting-of-bull-and-bear-market-peaks-and-troughs/214952)

### Institutional Reforms and Interaction of Local Governments: A Dynamic Approach

Georges Sarafopoulos and Panagiotis G. Ioannidis (2015). *International Journal of Productivity Management and Assessment Technologies* (pp. 25-33).

[www.irma-international.org/article/institutional-reforms-and-interaction-of-local-governments/135258](http://www.irma-international.org/article/institutional-reforms-and-interaction-of-local-governments/135258)

### Disintermediation: To Determine Decision-Influencing Factors and the Impact on Organisations and Their End-Consumers

Biance Reiss and Olusoyi Richard Ashaye (2020). *Trends and Issues in International Planning for Businesses* (pp. 67-88).

[www.irma-international.org/chapter/disintermediation/257171](http://www.irma-international.org/chapter/disintermediation/257171)

### Insights From Ivar Aasen Oil Field Project in Norway: Challenges and Success Factors

Bassam Hussein (2022). *International Journal of Project Management and Productivity Assessment* (pp. 1-14).

[www.irma-international.org/article/insights-from-ivar-aasen-oil-field-project-in-norway/301237](http://www.irma-international.org/article/insights-from-ivar-aasen-oil-field-project-in-norway/301237)

### Opportunities in Quantum Computing and Internet of Things (IoT)

Priyanka Vashisht, Anvesha Katti and Udit Mamodiya (2025). *Accelerating Product Development Cycles With Digital Twins and IoT Integration* (pp. 87-98).

[www.irma-international.org/chapter/opportunities-in-quantum-computing-and-internet-of-things-iot/379246](http://www.irma-international.org/chapter/opportunities-in-quantum-computing-and-internet-of-things-iot/379246)