

REVIEW ARTICLE
UNDERPINNING THE EMERGENCE OF SUSTAINABILITY MARKETING:
A COMPREHENSIVE REVIEW OF LITERATURE & FUTURE RESEARCH AGENDA

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Abstract: With the launch of the 17 Sustainable Development Goals (SDGs) agreed by 193 UN member states, the approach of fundamental methods and techniques of doing the business has shifted. The SDGs provide a visionary framework for business growth and investments. The role of sustainability is intensifying and businesses would require aligning their practices for sustainable development. This article is conceptual in nature and aims to provide a theoretical underpinning to the emergence of sustainability marketing. This study is an attempt to provide an insight into the emerging concept of sustainability marketing through a comprehensive review of the available literature by utilising the historical research and content analysis methods. This article is conceptual in nature and presents a logical evolution of sustainability marketing approach that is explained through three phases i.e., Pre 1970s, 1970s - 1990s and late 1990s to the present. This research proposes a ‘simplified sustainability marketing-mix framework’ that intends to assist managers to discourse the sustainability as a ‘gift’ for exploring the opportunities that it has opened with proactive decision making. This work also suggests formulating the probable future research lines that can be focused by researchers.

Keywords: Sustainable development, sustainability marketing, sustainability marketing strategy.

Introduction

With the beginning of 21st century, the rapidly rising population, unprecedented scale of economic growth, resource depletion, climate change, ecosystem damage, increasing oil prices, threat from pollution and eroding cultural diversity to name a few, all posed challenges for the society and the world at large. Increasing concerns for environmental and social impacts on economic growth and especially the impacts of resource depletion and climate change will drive companies and marketers to search for more sustainable ways of maintaining relationships with customers and to bring value to them (Belz and Peattie, 2013). Sustainable development has emerged as a potential pathway towards ‘sustainability’ as a state of the world and society within it. Sustainability has become a dominant theme, as evidenced by increasing interest in sustainable development issues (Bandura 2007; Fitzsimmons 2008). The launch of the Sustainable Development

Goals and agreed by 193 UN member states flagged the approach to fundamentally shift the methods and techniques of doing the business. The SDG defined 17 goals also known as “global goals” that are significant and pertinent to the developing and developed countries and consequently for every global company as well. The SDGs epitomize for business to peep into future and provide directions for growth and investments. A research by Business and Sustainable Development Commission x confirms that pursuing sustainable business models might open substantial commercial opportunities (Bina, 2019). The linkage of sustainability with business is growing. With the SDGs in place, there is a strong evidence of societal objectives improving the profitability of business (Porter and Kramer, 2006, 2011). Hence, the role of sustainability is intensifying and the businesses would require aligning their practices for sustainable development. The SDGs provides a visionary framework for business

growth and investments. Many companies have already incorporated ‘sustainability’ agenda and doing things in a better way.

Marketing, the function of any successful business, has often been a discussion point whether traditional or conventional marketing concept is a suitable philosophy in an era of environmental deterioration, resource scarcity, poverty, and excessive population growth. Recent marketing paradigms, such as the societal marketing concept, state that the survival and the continuing profitability of a firm depend upon its ability to fulfil economic, environmental and social purpose. In setting the strategy and marketing policy, companies should balance company profits, consumer satisfaction and public interest. Marketing is in a unique position to raise and move from customer relationship management to strategic management of a broader set of market-place issues (Kumar *et al.*, 2013). The idea of sustainability marketing is driven by the concept of sustainable development and aims to fulfil the needs of consumers without compromising the ability of future generations to meet their own needs. “Marketing will have to invent its practice to be responsible for the environment” (Kotler, 2011). When considering the growing importance of sustainability in business, there is also a need to integrate ‘sustainability’ in ‘marketing’ as well. To achieve the results of sustainable development, we need a new marketing model, but the theoretical development of market research on sustainability is at a very early stage (Connelly *et al.*, 2011). The new marketing model – that incorporates the triple bottom line approach in business strategy is efficient enough to contribute to SDGs. But the theoretical development of market studies on sustainability is at a very early stage. This study bridges this gap and highlights the concepts of sustainability, integration of sustainability with marketing and discusses sustainability marketing. This research has both theoretical/conceptual and managerial implications in providing an understanding to the concept of sustainability, evolution of sustainability marketing, and integration of the ‘sustainability’ with marketing. This

paper examines the literature published in distinguished research studies to reveal the emergence of sustainability marketing and aims the following:

1. Present a review of the emergence of ‘sustainability marketing’ (conventional marketing approach to sustainability marketing approach)
2. To propose a simplified strategic sustainability marketing matrix that incorporates the concept of ‘sustainability’ based on earlier research (Pomering, 2014)
3. To formulate the probable future research lines that can be focused by the researchers.

Materials and Methods

This paper is conceptual in nature and the data relevant to this study has been collected primarily through secondary sources of data collection. The research focuses on themes that include the keywords “green marketing”, “sustainable marketing” and “sustainability marketing” in the title of the study; descriptions of the search option utilised are reported in the appendix. In order to present the logical emergence of sustainability marketing overtime, the evolution of the concept of sustainability marketing is divided into 3 phases: Pre 1970s, The Marketing Era (1970s – 1990s) and The Holistic Marketing Era (Late 1990s – Present). This research is based on the literature available by utilising the history research and content analysis methods. The articles from 7 electronic research databases that have been included in this study are ABI Inform, Business Source Complete, Elsevier, Emerald, Google Scholar, Science Direct and ProQuest. This process resulted in 162 potentially appropriate articles, but full texts are not available for 38 of them. 124 full texts were thoroughly analysed, but 25 non-relevant articles were discarded. Finally, 98 articles were included in the systematic review. The journals that published most of the studies included in this review are “Journal of Marketing Management”, “Journal of Consumer Marketing”, “Journal of Macromarketing”

“Journal of Business Research”, “Marketing Theory”, “Australasian Marketing Journal” and “Journal of Cleaner Production”. The outline of this paper is organised as follows: The next section presents the review of literature, discussion, followed by implications of the study, then conclusion and future research agenda.

Analysis of Results & Discussion

Understanding the Concept of Sustainability and Its Integration with Marketing

The word “sustainability” comes from the Latin word “sustenare” which literally means “endure” and “support”, which means that something can continue for the moment: the original meaning of sustainability. Today, sustainability is also used in an ecological sense. The term became prevalent after the introduction of the concept of “sustainable development” by the World Commission on Environment and Development (WCED) in the Brundtland Report in 1987. Sustainable development has been defined as “a development that meets the needs of current generations without compromising the ability of future generations to meet their own needs” (WCED, 1987). Sustainability works on ‘Triple Bottom Line’ approach also known as three pillars of sustainability i.e., people, planet and profit (Charter *et al.*, 2002). The phrase “the triple bottom line” (TBL) was first coined in 1994 by John Elkington, the founder of a British consultancy called Sustainability. The argument was that the companies should be preparing three different bottom lines. The first is the traditional measure of “corporate profits”: the final result of a profit and loss account. The second is the final result of the company’s “people account”: a sort of measure of the social responsibility of an organisation in all its operations. The third is the final result of the company’s “planetary account”: a measure of its environmental responsibility. The triple bottom line thus consists of three Ps: profit (economy), people (social equity) and planet (environment). It aims to measure the financial, social and environmental performance of a corporation over a period of time.

According to Buckingham (2009), the company which produces a TBL only takes into account the total cost of the business. Thus, sustainable development involves the simultaneous and accurate persuasion and interaction of economic sustainability, social equity and environmental quality goals identified as triple bottom line.

Although there has been a lot of discussion as to what sustainability means for and in marketing (McDonagh & Prothero 2014; Kemper & Ballantine 2019), sustainability is still regarded as a more holistic concept and in the context of marketing it means taking into account the impact of a firm’s current activities in meeting the needs of the customers, on the ability to meet the needs of consumers in the future (Peattie, 1999). As with other research areas, marketing has developed while reacting to the sustainability issues which have emerged (Burksiene *et al.*, 2018). Marketing has been regarded as inspiring excessive consumption but now it is concurrently endorsing sustainable consumption (Kemper & Ballantine 2019). Sustainability signifies a new thinking in economic theory and demands radical changes in business behaviour. The requirement to acclimatise the sustainability concept to businesses has given rise to the concept of corporate sustainability: “a business approach to create long term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social development”. Looking to the contemporary organisations that are marketing oriented, sustainability requirements have been integrated into both its marketing concepts and its applications (Vágási, M., 2004). Companies must take cognizance that incorporating ‘sustainability’ into a business has become a prerequisite; it is not optional anymore (Charter *et al.*, 2002). Incorporating sustainability criteria in marketing is the requirement of time (Kumar *et al.*, 2012). Companies essentially need to maintain “financial stability and competitiveness” while recognising environmental needs and social demands. The goals of the organizations can be attained when there is right interaction among the three

fundamental components that are identified in “the triple bottom line” (Belz & Karstens, 2005).

Theoretical Underpinning - Emergence of Sustainability Marketing (Evolution of Ten Marketing Concepts – from Conventional Marketing to Sustainability Marketing)

Sustainability marketing represents an evolution of marketing that blends the mainstream economic and technical perspectives with the emerging concepts of relationship marketing and the social, ethical, environmental and intergenerational perspectives of the sustainable development agenda (Belz & Peattie, 2013). The evolution is shown in summary in Fig. 1 below. It is not exactly a ‘new’ marketing, but it is an ‘improved’ marketing in drawing insights and strengths from these different perspectives. It is about marketing that is intended to endure.

The literature synthesis shows how the concept of marketing since its inception in the early 20th century keeps on evolving. The growth of marketing takes place by virtue of different concepts overtime. The first five concepts describing the evolution of marketing are: production concept, product concept, selling concept, marketing concept and societal marketing concept. First the ‘production’ concept that was based on fulfilling the unsatisfied demands through producing more at lesser cost and then the ‘product’ concept according to which the consumers prefer quality products with unique and innovative features. It is the ‘Selling’ concept that relies on aggressive selling and promotions whereas the marketing concept comes with a focus on consumer centric

approach. Then, the ‘societal marketing’ concept came in which is based on bringing social and ethical consideration into marketing activities. After societal marketing, it is a requirement to include ‘sustainability’ criteria into marketing discipline; thereafter, sustainability marketing represents a logical evolution from these earlier approaches to socially and environmentally sensitive marketing that extends and integrates (Belz & Peattie, 2013). From the traditional marketing or unsustainable to sustainability marketing, the evolution process can be logically understood in the three phases i.e., Pre 1970s, 1970s - 1990s and the late 1990s to the present.

(i) Pre 1970s Phase (Simple Trade Era, Production Era, Product Era, Selling Era)

The First is the Simple Trade Era (Pre-Industrial revolution) defined as “a way of thinking; a management philosophy guiding an organisation’s overall activities (affecting) all the efforts of the organisation, not just its marketing activities” (Dibb, 1997). The second, Production Era (1860s-1920s), the philosophy of production is based on the assumption that consumers will favour the product available (Kotler & Armstrong, 2010). Third Product Era (1920s-1940s) or product philosophy assumes that consumers prefer the product based on quality, superiority, performance and novel features (Kotler & Armstrong, 2010). Fourth, Selling Era (1940s-1960s), the orientation of the selling concept assumes that “the consumers are unlikely to buy the product unless they are aggressively persuaded to do so – mostly that

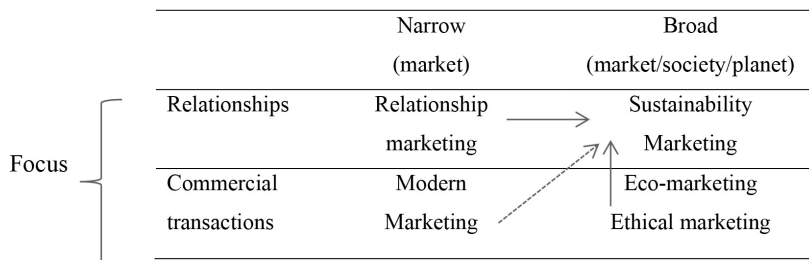


Figure 1: Evolution of sustainability marketing
Source: Belz and Peattie (2013)

‘hard sell’ approach” (Kotler and Armstrong, 2010).

(ii) The Marketing Phase i.e., 1970s -1990s (Social Marketing, Societal Marketing, Ecological Marketing)

Social Marketing is defined as “the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research” (Kotler & Zaltman, 1971). Societal Marketing refers to the practice in which a company tries to be receptive and socially responsible in the provision of the good and the services that best adapt to the needs of its business (Crane & Desmond, 2002). When comparing social marketing it is often confused with societal marketing. Social marketing is a function used by organisations to commercialise a social message so that it can benefit individuals and society whereas societal marketing may simply refer to the practice where a company attempts to be socially responsive and responsible in the provision of good and services that best suit the needs of its clientele (Crane & Desmond, 2002). Ecological or green marketing focuses on recognising an imminent environmental crisis and on the readiness and the ability of businesses to take responsibility for avoiding this loss (Fisk, 1974). As described by AMA dictionary of marketing terms, Green-marketing has been defined as “the development and marketing of products designed in a manner that is sensitive or responsive to ecological concern” (Bennett, 1995), whereas “Greener” is any step taken towards the ideal, in other words, greener marketing is characterised by a focus on environmental issues, and by an emphasis on reducing environmental damage.

(iii) Late 1990s to present (Environment Marketing, Sustainable Marketing, Sustainability Marketing)

Environmental marketing that emerged in 1993 that is designed to minimise environmental damage by promoting conscious consumer

demand and thereby opening up the opportunity for sustainable benefit (Coddington & Florian, 1993; Polonsky & Mintu-Wimsatt, 1995). Sustainable Marketing emerged in 1996 as marketing within and encouraging of sustainable economic development (Dam & Apeldoorn, 1996). Sustainable marketing is the next natural step forward, with an emphasis on progress towards greater sustainability (Martin and Schouten, 2014). Sustainable vs. Sustainability Marketing - The word “sustainable” is related to something durable or long lasting and, “Sustainable marketing is a kind of marketing which builds long lasting customer relationships effectively- without any particular reference to sustainable development or consideration of sustainability issues” (Belz & Peattie, 2013) whereas, “sustainability marketing more explicitly relates to sustainable development agenda” and has been defined as the “building and maintaining sustainable relationships with customers, the social environment and the natural environment” (Peattie & Peattie, 2009). Further, sustainability marketing also has been defined as “the planning, organising, implementing and controlling marketing resources and programmes to satisfy consumers’ wants and needs, while considering social and environmental criteria and meeting corporate objectives” (Belz & Peattie, 2013). It has been highlighted by different researchers (Nkamnebe, 2011; Belz & Peattie, 2013; Burksiene *et al.*, 2018) that social marketing has been included in sustainability marketing as it signifies the ‘social’ dimension, Ecological/ green signifies the ‘environmental’ dimension and business marketing signifies the ‘economic’ dimension.

The reviewed literature discussed above has been tabulated and presented in Table 1 and provides a brief for ten marketing terms. 10 marketing concepts and their origins have been identified and broadly classified into 3 phases: i.e., Pre 1970s, 1970s - 1990s and the Late 1990s to the present. This shows that the different concepts not only present different ideas but showcase different periods of the development of marketing concepts.

Table 1: Summary of 10 marketing concepts resulting in the emergence of sustainability marketing over time

Phases	Concept Named As	Definition	Source	Objective	Focus of the concept
Pre 1970s	Simple Trade Era	“a way of thinking; a management philosophy guiding an organisation’s overall activities (affecting) all the efforts of the organisation, not just its marketing activities”	Dibb (1997)	Exchange of goods	Trade
	Production Era	“The production philosophy is premised on the assumption that consumers will favour product that are available and highly affordable”	Kotler and Armstrong (2010)	Profit through volume	Production and distribution of goods in high volume
	Product Era	“The production orientation assumes that consumers will prefer product based on its quality, performance and innovative features”	Kotler and Armstrong (2010)	Superior product	Production of goods with superior quality
	Selling Era	“Consumers are unlikely to buy the product unless they are aggressively persuaded to do so – mostly that ‘hard sell’ approach”	Kotler and Armstrong (2010)	Profits through sales volume	Aggressive Selling & Promotion
The Marketing Era (1970s-1990s)	Social Marketing	“Social marketing is the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research.”	Kotler and Zaltman (1971)	Social change for the well-being of consumers and society	Needs/ wants of the target market delivering superior value while enhancing consumer and societal well-being
	Societal Marketing	“Societal marketing may simply refer to the practice where a company attempts to be socially responsive and responsible in the provision of goods and services that best suit the needs of its clientele.”	Crane and Desmond (2002)	Profits by customer satisfaction in the short run and societal welfare in the long run	Building goodwill among customers through- profit maximisation, want satisfaction and human welfare

	Ecological Marketing	“Ecological marketing focuses on the acknowledgement of an impending ecological crisis and the willingness and ability of marketers to assume responsibility for avoiding this doom.”	Fisk (1974)	Overcome the negative impact on the environment	Focus on the impacts of marketing on the natural environment
The Holistic Marketing Era (Late 1990s – Present)	Environment Marketing	“Environmental marketing is intended to minimize environmental damages by promoting conscientious demand of consumers and thus to open the possibility to achieve sustainable advantage.”	Coddington & Florian (1993), Polonsky and Mintu-Wimsatt (1995)	Minimise environmental damage by promoting conscientious demand of consumers and thus to open the possibility to achieve sustainable advantage	Focus shifted on green technology to design new innovative products, which take care in waste issues and pollution Peattie (2005).
	Sustainable Marketing	“The marketing within and supportive of sustainable economic development.”	Dam and Apeldoorn (1996)	Aim at building long lasting customer relationships	Focus on maintaining customer relationships and represents a more radical approach striving to meet the full environmental costs of production and consumption
	Sustainability Marketing	“Planning, organising, implementing and controlling marketing resources and programmes to satisfy consumers’ wants and needs, while considering social and environmental criteria and meeting corporate objectives.”	Belz and Peattie (2013)	Aim at creating all three: customer value, social value and environmental value	Building and maintaining sustainable relationships with customers, the social environment and the natural environmentx

Source: Authors own compilation from refereed sources.

Although the concept of sustainability marketing is not a very “new” marketing, it is an “enhanced” marketing to draw ideas and strengths from these different perspectives.

Sustainability Marketing is an approach which attempts to form a bridge between conventional marketing and sustainability (Belz & Peattie, 2013) as shown in Figure2.

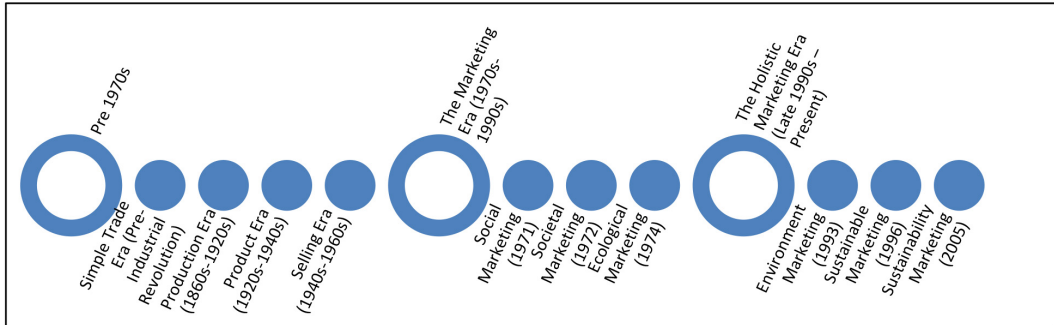


Figure 2: From Conventional Marketing Approach to Sustainability Marketing Approach

Figure 2 shows the changing concepts from conventional marketing to sustainability marketing approach - industrial revolution, product focused approach transitioning to environment and sustainability focused approach. The concept of marketing is encompassing towards the fulfilment of needs and wants of future generations, which further requires creating, communicating and delivering sustainability-based value to the customer. The marketing concept extends to the needs of future generations, which also means creating, communicating and adding lasting value to the customer. It can be said that it is necessary to balance the marketing strategy so that customer needs can be satisfied while maintaining profitability, public benefit and ecosystem (Vágási, 2004). Sustainability marketing has progressed since the beginning of 21st century and it has been argued that sustainability marketing is a powerful tool in the transformation to sustainability in the framework of culture policy (Burksiene *et al.*, 2018).

For an agrarian economy like India, achievement of sustainable development goals is an essential. Businesses play a crucial role in the attainment of SDGs. The launch of “global goals” allows the leaders in the business to integrate them into their corporate strategy. Businesses in increasing number recognise that they will be prime beneficiaries in the future. In other words, the objectives and strategies of business need to be reformed to the sustainability agenda.

Simplified Strategic Sustainability Marketing Matrix

Kotler (2011) reasoned that “marketing will have to reinvent its practices to be environmentally responsible” and customer value orientation, innovative marketing, sense-of-mission marketing and societal marketing no doubt are becoming increasingly inevitable common marketing strategies practised by sustainability conscious organisations. Bridges and Wilhelm (2008) argued that the education of marketing for sustainability necessitates the reflection of the environmental and social issues in all the fundamentals of the marketing strategic planning – from setting the objectives to selection of the target market and thereafter every tactical decision in selecting marketing mix elements. The concept of traditional 4P’s (Product, Price, Place and Promotion) is transformed into 4C’s i.e., Customer solution, Customer cost, Convenience and Communication in order to include sustainability factor into marketing strategy (Belz 2005). This study proposes a ‘simplified sustainability marketing-mix’ framework (Figure 3) adapted from Pomeroy (2014) that ensures sustainability cascades all through the ‘marketing planning processes’. The intention is to make each element of ‘marketing-mix’ of business to answer/check all the three pillars of sustainability. The proposed sustainability marketing mix incorporates the Triple Bottom Line (TBL) pillars of sustainability, i.e., Planet, People and Profit into every level of the marketing strategy with the 3 x 4 matrix, denoting 12 cells, crossing

of 3 P's of TBL with 4 P's of marketing-mix (McCarthy 1964). The proposal is greening the traditional marketing-mix or making the marketing-mix more sustainable. The business plan must address the impact of production and the manufacturing of goods on planet, on people and on the long run profitability.

The products may be produced using various levels of supplies, materials and processes considering the relative impacts on the human health and natural environment (Belz & Peattie, 2013). "Green product facilitates in the maintenance of the natural environment along with maintenance of energy or resources and reduction or omission of using poisonous materials, pollution and wastes (Ottman *et al.*, 2006)." In other words, a green product is the one which incurs less harm to the environment (Dahl & Persson, 2008). There is a need for business to call for 'green design' and 'green branding'. In this regard, the application of the concept of 5R (repair, reuse, recycling, remanufacture and reconditioning) helps in the development of product and assists to improve the environmental performance of the product (Peattie & Peattie, 2009). Development of ecologically safe products, energy-efficient products with better pollution controls and green packaging leads to sustainable development. The 'product' produced by the business should answer and justify its impact to the planet, people and its profitability.

The price should not be subsidised by the cost to public goods. "A sustainable price accounts fully for the economic, environmental and social costs of a product's manufacture and marketing while providing value for customers and a fair profit for the business"

(Martin & Schouten, 2014). Pricing is no doubt an important factor of sustainability marketing mix according to a research that concluded that consumers are prepared to pay higher prices for the products that observe environmental standards for actual protection of the environment (Kotler & Armstrong, 2010). Another study on the consumers in the United States, 'willingness to pay for green electricity' and it was concluded that many people intend to pay more for electricity which helps in reducing the pollution (Roe *et al.*, 2001). It has been identified that consumers pay a higher price only when it leads to products' value addition in the form of performance improvement, efficiency, harmlessness or any other characteristics of a green product (Polonsky & Rosenberger, 2001). Thus, green price should be reasonable and competitive (Soonthonsmai, 2007). The 'price' of its product fixed by the business should answer and justify its impact to the planet, people and its profitability.

The place or marketing channels should also check on producing environmental and/or social harm while serving value to the consumers. Green supply chain applications are constructive to organisations environmentally and favourable to its financial performance as well. A green supply chain ranges from green purchasing practices to an integrated supply chain and supplier involvement to employee involvement/empowerment. There are various variables like green product development, green procurement practices, availability of clean technology, green disposal, green transportation, 3R-reduce/remanufacture/recycle, lean manufacturing practices, economic interests, eco labelling of products, reverse

Product	Price	Place	Promotion
Planet			
People			
Profit			

Figure 3: Simplified sustainability marketing-mix framework
 Source: Adapted and simplified from Pomeroy (2014)

logistics practices, emphasis on top management commitment, and societal concern for protection of natural environment (Mudgal *et al.*, 2009, 2010; Sarode & Bhaskarwar, 2011). Green supply chain management is verified to be a very influential way to differentiate a company from its rivals and has an impact on achieving the competitiveness of the business (Dheeraj & Vishal, 2012). Sustainability can be capitalised on throughout the entire supply chain, starting from conceptualisation and enduring through all the stages of production till the final distribution to customers. The ‘channels of distribution’ designed by the business for its product should answer and justify its impact to the planet, people and its profitability.

Green promotion helps to focus on sustainable policies, recyclable and biodegradable packaging. Green promotion and advertising mean to transfer real environmental information to consumers who have relation with activities of the corporation (Polonsky & Rosenberger, 2001). The companies that do green advertisement would need to represent a ‘green image’. There are consumers who love to associate themselves with green lifestyle or environmental stewards. Since providing the right information about product – green labelling, price and place are the most crucial in consumer decision making, communicating the benefits of ecological product, recyclable packaging – creation of sustainability led propositions is the key for success in sustainable business. Thus, the ‘promotion and advertising’ decisions of the business for its product should answer and justify its impact to the planet, people and its profitability.

Sustainability marketing continues as it provides solutions to our needs: environmentally-oriented, feasible, ethical and relationship-based, which move away from marketing in terms of economic exchanges to treat it as managing relationships between companies, their customers and other key players (Belz & Peattie, 2013). Sustainability Marketing does not focus on “the development of new products and product substitutions among consumers”

but initiates the idea of creating a meaningful progress towards sustainability which requires more radical solutions (Peattie & Peattie, 2009).

Sustainability marketing integrates many facets comprising sustainable product design, sustainable supply chain methods, sustainability communication efforts and social marketing campaigns (Peattie 1995; Gordon *et al.*, 2011; Kemper & Ballantine 2019). A comprehensive research (Kemper and Ballantine, 2019) outlines three conceptualisations of sustainability marketing (Auxiliary sustainability marketing that focuses on the production of sustainable products, Reformative sustainability marketing that promotes sustainable lifestyles and behavioural changes and Transformative sustainability marketing that aims at changing institutions and combining green social and critical marketing) and the role of marketing in contributing to sustainable development. The role for sustainability marketing is to motivate consumers to adapt to sustainable products and services and acknowledging them as the standard purchasing behaviour and neglecting purchasing unsustainable products whereas unsustainable products should be considered discouraging and consumers should refuse them as they represent abnormal behaviour (Rettie *et al.*, 2012).

Implications of the study

Theoretical Implications

This research provides insights in understanding to the concept of sustainability, the integration of ‘sustainability’ with ‘marketing’ discipline and emergence of sustainability marketing approach, thereby contributing to sustainability marketing literature and practices. This study discusses various concepts from conventional marketing approach to sustainability marketing approach and confirms the trend in the evolution of different marketing concepts over time and subsequently in explaining the emergence of sustainability marketing through a comprehensive review of the available literature. The findings of this study would be beneficial for research scholars, academicians, practitioners and managers for

decision making and policy framing. This study also suggests probable future research lines that can be focused by the researchers.

Managerial Implications

Kotler (2011) has highlighted a need for reinvention in marketing so as to align business to get its contribution for sustainable development (Connelly *et al*, 2011). It has also been highlighted that the marketers should bear responsibility towards society, which is generally not reflected even in the contemporary frameworks (Kohli & Jaworski, 1990; Narver & Slater 1990). Earlier it has been argued that corporates have little guidance on how they might drive a sustainable development agenda across their operational activities, particularly market-facing activities typically construed under the heading of the marketing mix and businesses should start making meaningful contribution in delivering to SDGs by reassuring new thinking with action (Agarwal *et al*, 2017). Although consumers are willing to buy from the companies that share their values and care for sustainable development, this rapid change in values has created the need for marketing interventions to adhere to relevant sustainability marketing practices (Bernyte, 2018). This study has strong managerial implication as a ‘simplified sustainability marketing-mix model’ (Figure 3) has been proposed that ensures the incorporation of the concept of sustainability cascading all through the ‘marketing planning processes’ by cross-checking the marketing mix’s sustainability impact. This simplified framework of sustainability marketing matrix makes a contribution to marketing practice for managers to not only co-create value for individual consumers and society at large but also enhance the organisations’ performance by designing sustainability marketing strategy.

Conclusion

The development of a new concept may not necessarily mean abolition of old concepts. New concepts may build on the old ones to make a business more successful in serving the interests

of its stakeholders. Again, some old concepts may work well for some businesses and industries today, better than the new concepts, depending on market conditions as well as product and customer types. The issue of hierarchy and superiority though significant, might not necessarily follow the order of emergence of the philosophies. Thus, even the 1900’s ‘production concept’ can still be applicable in certain industries where great expansion work is still needed. Yet, the marketing philosophy has more applicability in most industries relative to other orientation and the concept of marketing extends to the needs of future generations, which also means creating, transferring and providing value based on sustainability for the customer. A new period of marketing strategy has already started to integrate sustainable solutions. The time has come for the companies to ensure the sustainability of its marketing capabilities in order to overcome the tough competition in the market. We can conclude that the companies must balance its marketing strategy to meet the needs of customers after maintaining profitability, public interests and ecology. Businesses must keep in mind that sustainability has become a requirement and it does not remain as an option. Sustainability must be considered for the development of a marketing strategy. The proposed ‘simplified sustainability marketing-mix model’ intends to assist managers to discourse the sustainability ‘challenges’ as a ‘gift’ for exploring the opportunities that has opened with improved/ proactive decision making. This study also seeks to focus on the scope of research and attempts to formulate a likely future research agenda that can be looked into by future researchers, so the results will be useful for academics, scientists and policy makers in policy and decision-making solutions in the area of sustainability marketing.

Future Lines of Research

Although the concept of sustainability marketing is not new, it requires sufficient attention from the researchers as the issue ‘sustainability’ is very important not only for our economy

but also for our environment. “Sustainability has to become a strategic imperative for all businesses in the 21st century. It has become a fundamental market force affecting long-term financial viability and success” (Preston, 2001). ‘Sustainability’ suggests the businesses with opportunities for differentiation, profits and growth (Porter & Kramer, 2002). To accomplish sustainability results, new marketing model is essential, but the theoretical development of marketing research on sustainability is itself in its infancy (Connelly *et al.*, 2011). The available scientific research is conceptual in nature and most of them have discussed conceptual models, but have not experimented empirically (Jamrozy 2007; Mitchell *et al.* 2010; Pomeroy *et al.* 2011). There is a lack of good studies especially in the area of sustainable consumer behaviour, sustainable and sustainability marketing. Traditional conceptualisations of the marketing mix neither address nor help facilitate marketing for sustainability (Pomeroy, 2017).

Further research on strategies for sustainable business practices in different sectors can be identified (Barthel & Ivanaj 2007; Banytė & Gadeikienė 2008; Dam & Apeldoorn 1996). The field of sustainability marketing strategy and sustainability marketing mix is one that will need to be explored and established for future research (Peattie & Crane 2005; Crittenden *et al.* 2011; Kumar *et al.*, 2012; 2013). Researchers have a lot to do to make a successful contribution in this area. There may be many areas that can be added to future research work. So far, most researchers are in the United Kingdom and the United States, and few are in the developing nations. Increased attention to sustainability offers an excellent opportunity for professionals in marketing and those studying sustainable business strategies and tactics. Future research might also explore how sustainably businesses approach sustainability in planning and practice, specifically in the area of sustainable marketing, sustainability marketing strategy and sustainable consumer behaviour.

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Appendix

Database	ABI Inform, Business Source Complete, Elsevier, Emerald, Google Scholar, Science Direct and ProQuest
Keywords	Green marketing/ sustainable marketing/sustainability marketing
Search in	Title, abstract, keywords
Limit to	All the years to 2019
Source type	Academic journal
Document type	Article
Language	English