



ORIGINAL RESEARCH PAPER

Marketing

SUSTAINABLE MARKETING: A LITERATURE REVIEW

KEY WORDS: Sustainable Marketing, Green Advertising, Green Marketing, Sustainability, Intention to purchase, Sustainable products

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ABSTRACT

Purpose- The purpose of the present study is to review the various sustainable activities related to the marketing and to investigate the effect of those sustainable marketing activities on people and environment. The other purpose of the study is to investigate the availability of the sustainable products and to study the consumers and marketer's behavior and perception towards it.

Design/methodology/approach- The study is based on the 25 literature reviews from India, USA, France, Taiwan, Greece, New Zealand, Portugal, Malaysia, Europe, Italy, China and Brazil from the time period of 2017 to 2021. All the literature reviews were studied from online journals from different publishers.

Findings- The study finds out that there is a lack of availability of sustainable products in the markets and marketers also charge high prices of sustainable products from the consumers. The study also reveals that there is no classification of sustainable products and normal products and it makes difficult for consumers to differentiate between sustainable and normal products. The findings of the study also reveal that sustainable marketing activities positively affect the people and environment of our society.

Practical Implications- The findings of the study reveals that sustainable marketing is beneficial for consumers as well as for the marketers. The study also finds that advertising of green and sustainable products and activities with basic benefits positively affect the perception, behavior and intention to purchase or purchasing attitude of the consumers.

1. INTRODUCTION

In recent years, the efforts for research and practices of environmental sustainability are increasing due to the benefits attached with these activities for the businesses. These days business's reputation and performance are majorly depends upon the environmentally sustainable practices (Dangelico, 2015; Claver et al., 2007). Due to globalization and increasing concern of humans towards sustainable development, environment of companies are changing which results in new challenges and opportunities for their owners, co-workers and managers. While considering the morally acceptable principles of operating, sustainable development and care for well-being of society to which they belong, the companies must innovate constantly with changing environment to take the advantages of that (Prosenak et al., 2008). The business corporations become proactive towards sustainable innovation due to current business culture of social responsibility which reduces the exposure to social criticism and appeal to the customers looking for green products and services. Sustainable marketing includes the billion dollar sector of green economy which includes green lifestyle and eco-friendly products, renewable energy and clean tech, organic agriculture and water management. A new business concept has emerged as green business run by practicing green philosophy because of the increasing concern of people towards the environment protection (Saxena and Khadelwal, 2012). It is quite evident that every organization is encouraging the sustainable and green marketing activities including sustainable and green production and consumption which are beneficial for sustainable development and it entirely depends upon accomplishing and achieving of long-term ecological, economic and environmental needs collectively (Sharma et al., 2018). The concept of sustainable marketing is built upon the premise of operations that are based upon three dimensions which includes economic, environment and society. The traditional concept of satisfying customer needs is changed into satisfying the customer needs in which ecological and social aspects are accounted for as well. Sustainable marketing involves the various marketing tools which create everything in a very efficient manner through which a marketer tries to produce more and more by using minimum resources and gives the maximum and efficient output without harming the environment and the society and

our future generation. Some of the sustainable marketing tools can be as:-

- Sustainable product
- Sustainable price
- Sustainable employees
- Sustainable communication
- Sustainable distribution (Fernando, 2018)

Government agencies, non-government agencies and policymakers has been growing concern towards the effect of the existing consumption patterns and their effect in the long run which makes a trend towards the sustainable practices (Kumar et al., 2019). Grolleau explored whether the advertising of green benefits of products contribute to the sustainable development goals or not. It was find out that advertising of green benefits did not dilute the other goals of a product but it can contribute to the social development of the goals and it seems beneficial to introduce firstly the conventional goals of a product before advertising of green benefits of the products (Grolleau et al. 2019). There is a direct and positive effect of an individual's social and environmental accountability on the intention to purchase environmentally sustainable products at low level of materialism and it is the positive predictor of attitude towards environmental advertising. It is more convincing for organizations to use green positioning than normal organizational strategies for attracting consumers (Mandaliya et al., 2020). The opposition of societal advertisers towards the existing social system could negatively affects the perception of the target consumers and it could be proved as irrelevant for the consumers. It was suggested that advertisers should investigate about the situations under which the societal advertising could be beneficial for attracting target customers and could also beneficial for the well-being of the society (Livas (2020).

2. Research Method

A literature review builds a framework for the authors which helps to understand, analyze and evaluate the concepts and literatures available of the related area and make a development in the existing study done in that related area (Tranfield et al., 2003).

To study and explore the various studies done in the related

field and to analyze the content available in that area, various databases were used for searching relevant publications which are as follows:-

- A) Emerald (<https://www.emerald.com/insight/>)
- B) Wiley (<https://onlinelibrary.wiley.com/>)
- C) IEEE (<https://ieeexplore.ieee.org/Xplore/guesthome.jsp>)
- D) Sage (<https://journals.sagepub.com/>)

The literature review was conducted using different researches from the reputed online journal papers available with high impact factor.

3.Literature Review

(Prosenak et al., 2008) studied whether the marketing is requisitely holistic in terms of social well-being and their future and it was also tried to understand the situation where the affluence of innovative society phase of socio-economic development diminished the human ambition. It was found out that the over-specialization was one of the main reasons which caused lack of holism and limit humans to single viewpoint. The study also disclosed the various phases of evolution of competitiveness and their resulting culture and it was evaluated that with the increasing competition and challenges in global and domestic market, the companies had to take the advantage with taking care for the society's benefits and their sustainable development. It was concluded that only innovation and market orientation is not enough for holistic well-being, there should also be the involvement of personal and social well-being for real. (Saxena and Khandelwal, 2012) explored the perception of durable, non-durable and service industries towards green behavior and the initiatives taken by these industries for attaining competitive advantage in the era of sustainable growth in India. It was found out that the developing countries are the important and responsible part of global sustainable growth than developed countries and it was concluded that the Indian consumers were shifting from grey to green products and industries with green image enjoy distinctive advantage in the market and sustain for a longer period which lead to sustainable development.

(Sharma et al., 2018) explored about the appearance of green and sustainable consumption in consumer's practical life and their perception, behavior and challenges towards this by conducting in-depth interviews about participant's lived experiences in India. It was analyzed that customers preferred sustainable consumption over green consumption due to lack of information, high prices and non-availability of products etc. It was also concluded that shifting of customer's behavior towards sustainable or green consumption was not enough for current environmental problems. (Stritch et al., 2018) investigated in their study that how green technology firms by collaborating with local government could help the people in sustainable purchasing and the study also revealed about the various reasons to taken care of by green technology firms about government's recent policies towards adoption of sustainable public purchasing. It has been suggested that local government should take the help of green technology firms in adoption and implementation of sustainable public purchasing. (Singla et al., 2018) analyzed the transition between technology push (TP) and demand pull (DP) strategies for accomplishing sustainable development in manufacturing industries in India using questionnaire method. The study disclosed the various aspects on the basis of which the companies adopt the TP-DP strategies to attain a sustainable balance between them. It was found that in case of decrease in product's market share, fall in profit margin, for enhancing business performance and to follow government's norms companies preferred to follow TP strategies. In case when demand level of competition starts increasing, if productivity starts decreasing, if customer satisfaction is not up to the mark, when export orientation is on a rise and to utilize the new knowledge accumulated companies preferred

to follow DP strategies. (Mo et al., 2018) studied the consumer's perception for functional green ads promoting the environmental advantages of products, influence of consumer's environmental concern on their perception and the relationship between individualism-collectivism and self-other effect perceptions. It was concluded from the study that using functional features (green claims) in ads strongly influenced the other's purchase decisions than on self decisions and the consumers with high EC (environmental concern) believed that there was the stronger influence of functional features in ads on the other's purchase decisions. (Singhal and Malik, 2018) studied the factors affecting the attitude and purchase intention of female consumers towards the green marketing of cosmetic industry. It was investigated that attitude of female consumers was having three-dimensional construct in which attitude towards green cosmetics packaging, location and pricing and recommendations were included and it was found out from the study that the attitude of female consumers towards green cosmetic product packaging and location was same irrespective of age, education and income level but the attitude of female consumers towards green cosmetic product's pricing and recommendations were differ with different income group. (Fernando, 2018)evaluated the various tools of sustainable marketing to be used by marketers in small and medium enterprises and sustainability marketing mix which includes the sustainable product, sustainable price, sustainable distribution, sustainable communication and sustainable employees. It was concluded from the study that all the sustainable marketing tools investigated in the study were only matters only if those were using as in functional activities for real rather than only in the strategic theories.

(Grolleau et al., 2019) explored whether the advertising of green benefits of products contribute to the sustainable development goals or not and it was analyzed from the experiments that advertising of green benefits did not dilute the other goals of a product and it may contribute to the social development goals. But there were also some specific products like wine in which the advertisement of green benefits gave negative impression on customer's mind. It was found to be beneficial that firstly the conventional goals of a product should be introduced before advertising the green benefits. (Chang et al., 2019) explored in their study that how the disclosure of environmental policies about product orientation, process orientation, image orientation, environmental facts and eco labels in advertising affects the consumer attitudes and behaviors in Taiwan. The study also disclosed how consumer's sustainable consumption behavior converts into purchase intention and stated that attitudes towards environmental advertising, environmental advertising claims, eco labels and environmental concern have positive effect on consumers and it was found that communication of environmental benefits in advertising and consumer environmental concern positively affects the consumer's purchase intention which automatically turns into sustainable development. (Kumar et al., 2019) investigated the influencing power of peers, Government and non-government organizations on consumer's environment knowledge and environment concerns which gave rise to green purchasing behavior and the effect of initiatives taken by the Government, NGOs and peers in accelerating the green behavior in consumers. It was concluded from the study that peers, Government and NGOs have a positive effect on environment knowledge and concern which directly impact on perceived value of consumers that turned out into green attitude of consumers and gave rise to green purchase intention. It was also suggested that the Government and marketers should also introduce the consumers about the green practices through advertising, campaigns and educational programs. (Sahin et al., 2019) studied the effects of using green and non-green messages in ads on customer's attitude towards the ads, hotel and on their purchase intention

in the context of budget and luxury hotel segments and the effect of using green certification advertising strategy, green designing and sustainable communication strategies in advertisement of luxury hotels. It was concluded that the using of green texts, logos, graphics and combo in advertising differently affected each type of hotel whether budget or luxury in a positive aspect as compared to the non-green advertising. It was suggested that the both budget and luxury hotels should implement green advertising strategies to attract the customers and to increase their purchase intentions.

(Mandaliya et al., 2020) studied the effect of human attitude towards environmental sustainability on the intention to purchase sustainable product and mediating & moderating mechanism that affect the relationship between attitude towards environmental sustainability and intention to purchase a sustainable product. The study revealed that there is a direct positive effect of an individual's social and environmental accountability on the intention to purchase environmentally sustainable products at low level of materialism and it is positive predictor of attitude towards environmental advertising. (Gupta and Singh, 2020) studied the shifting attitude of Indian consumers towards sustainable living and it was found out that "Role models" consumer segment hold more positivity for sustainable living and "Up-beaters" and "Rosy" segments needs a little bit promotional efforts whereas "Be-wilders" and "Disorients" segments required substantial attentiveness. It was concluded that the education and environmental concern strengthens the green and sustainable attitude in consumers because the awareness of any problem could become a strong support and a weapon for its removal. (Sheth and Parvatiyar, 2020) examined that Market-Driven consumption-oriented practices of marketing was the basic reason to promote unsustainable production and consumption practices and it was concluded from the study that the marketers have to redirect the socially and ecologically consumption behavior of the consumers with the help of communication and promotional efforts, adopting sustainable marketing mix, reorganizing the marketing functions in sustainable manner and start a participative partnerships with government to make some reform measures for promoting sustainable life. It was suggested that the sustainability goals should be integrate to business goals to promote sustainable production and consumption behavior. (Livas, 2020) studied the effect of societal advertising on customer's perception and their social values, the conceptual description of predominant societal concepts in Business and Marketing and the powers and perils of the societal advertising. It was found out that opposition of societal advertisers towards the existing social system could negatively affects the perception of the target consumers and it could be proved as irrelevant for the consumers. It was suggested that advertisers should investigate about the situations under which the societal advertising could be beneficial for attracting target customers and could also beneficial for the well-being of the society.

(Lim et al., 2020) investigated the effect of using colors in marketing communications to show the sustainability of the related products and it was concluded from the study that using green color in ad positively affect the ad attitude and purchase intention of consumers and the consumers having more persuasion knowledge had not any positive effect of using green color as eco-friendly. (Palakshappa and Dodds, 2020) studied how co-creation of brands helped to promote sustainable consumption and mobilized the 12th Standard Development Goal (SDG). Two case studies of "Lululemon-Athletic apparel Brand" and "Kowtow-organic cotton clothing Brand" were also explored for the related purpose in which it was found out that both the brands were engaged in ethical sourcing, manufacturing, production and co-creating sustainability through brand co-creation and were promoting sustainability among consumers by using social media platforms, website, newsletters, crowd-sourcing and retail-

stores. It was concluded from the study that brand co-creation helped to promote the sustainable consumption and production and enhanced positive engagement between business and consumers which automatically mobilized 12th SDG. (Hepner et al., 2020) explored how luxury fashion brands influenced the luxury buyers to engaged towards the sustainability and achieving Sustainable Development Goals (SDGs). It was found out that in 35 out of 93 optional comments at the end of the survey, there were no awareness in respondents about the sustainable strategies and efforts made by luxury brands. It was concluded from the survey that safe, fair and equitable working conditions to employees and reducing air pollution, using non-polluting technology and carbon dioxide emission were important for luxury buyers in the context of sustainability and it could give competitive advantage to luxury brands by promoting SDGs. (Neuman et al., 2020) investigated the factors affecting consumer's perception, trust, environmental sustainability and the purchase intention of the consumers in the fast fashion industry. Different aspects related to consumers and sustainability like social responsibility, general attitude, trust, purchase intention and perceived value effectiveness were measured by using different point-scale method for each aspect and a survey was conducted by using two fashion brands "H&M" and "Zara". It was find out that social responsibility efforts of those two brands (H&M and Zara) positively influenced the perception and trust of the consumers towards the brands and trust of the consumers affected the purchase intention towards the brand's sustainable clothing lines.

(Ardley and May, 2020) studied how an ethical marketer could implement new business models in the market to solve out the problem of consumer overconsumption and sustainability. It was found out that modern market system was basically more focused on the profit making rather than consumer's privacy and environment protection and increased in overconsumption gave rise to the prices and it was only beneficial for increasing profits of the owners. It was concluded that structuration theory and the three-element framework was beneficial for creating a social system based on analysis of both agents and structure which encouraged more considerate pattern of consumption but all the models could only be implemented when the mindset and the actions of the individual marketer works for ethical markets and sustainability. (Rehman et al., 2020) investigated the effect of environmental strategies used by the organizations on sustainability and the effect of using environmental management control system (MCS) on ecological sustainability and sustainable performance. It was concluded from the study that environmental MCS package influenced the environmental strategies and the adoption of environmental strategies by construction organizations in Malaysia enhanced the ecological sustainability and sustainable performance. (Battistella et al., 2020) studied how the sustainable organizational learning in sustainable companies proved helpful for becoming the companies sustainable. To study the organizational learning characteristics in environment a Multiple-case study was conducted in which three sustainability certified companies of food and beverages were selected on the basis of their distinctiveness, fitness and revelatory nature. . It was found that all the cases were adopting sustainable practices in their production process and social learning and the study described the various ways of adoption of organizational learning and sustainability in real business world. (Corsi and Arru, 2020) investigated the role and adoption of sustainability management control tools (SMCTs), its effectiveness and difficulties faced by adopting SMCTs by the sustainable Italian companies. The researchers studied the impact matrix of three dimensions of the object and it was found out that there was a gap existed between effectiveness assigned and achieved by SMCPs in targeting companies and SMCTs could be important for improving the disclosures in the companies and management of sustainability.

(Ostermann et al., 2021) identified the drivers that can be used in born-sustainable businesses for implementing a circular economy by using a case study in a Brazilian Company. It was concluded from the study that there were more internal factors than external factors which were the drivers for implementing the circular economy in fashion industry. In external drivers there were only the laws and regulations of that country. It was suggested that there could be a replication study with born-sustainable and incumbent companies in a quantitative way as the study did not allow generalizations due to its exploratory design.

- **Classification of Literature Review:** The classification of the Literature review has been done on the basis of year of publication as well as origin of the study.

A) On the basis of publisher and year of publication:

Publishers	Year of Publication					TOTAL
	Till 2017	2018	2019	2020	2021	
EMERALD	2	4	1	7	2	16
WILEY	0	1	3	2	0	6

IEEE	0	1	0	0	0	1
SAGE	0	0	0	2	0	2
TOTAL	2	6	4	11	2	25

B) On the basis of origin

Origin	Publications				
	EMERALD	WILEY	IEEE	SAGE	TOTAL
India	8	0	0	1	9
France	1	1	0	0	2
USA	0	2	1	0	3
Taiwan	0	1	0	0	1
Greece	0	0	0	1	1
China	0	1	0	0	1
Brazil	1	0	0	0	1
New Zealand	1	0	0	0	1
Portugal	1	0	0	0	1
Malaysia	1	0	0	0	1
Europe	1	1	0	0	2
Italy	2	0	0	0	2
Total	16	6	1	2	25

Sr. No.	Database	Journal Name	Year of Publication	Research Type	Title Name	Origin	Authors Name	Findings
1	EMERALD	International Journal of Productivity and Performance Management	2020	Research Paper	What influences intention to purchase sustainable products? Impact of advertising and materialism	Indore (India)	Mandliya et al.	There was a direct positive effect of an individual's social and environmental accountability on the intention to purchase environmentally sustainable products at low level of materialism and it is positive predictor of attitude towards environmental advertising.
2	EMERALD	Journal of Indian Business Research	June, 2018	Research Paper	"I don't Buy LED Bulbs But I Switch off the Lights" Green Consumption Versus Sustainable Consumption	India	Sharma et al.	Customers preferred sustainable consumption over green consumption due to lack of information, high prices and non-availability of products
3	WILEY	Business Strategy and Management	Jan, 2019	Research Article	Does advertising the green benefits of products contribute to sustainable development goals? A quasi-experimental test of dilution effect	France	Grolleau et al.	It was beneficial that firstly the conventional goals of a product should be introduced before advertising the green benefits
4	IEEE	IEEE Engineering Management Review	March, 2018	Journal Article	Green Technology Firms and Sustainable Public Purchasing	USA	Stritch et al.	The study revealed about the various reasons to taken care of by green technology firms about government's recent policies towards adoption of sustainable public purchasing
5	EMERALD	World Journal of Science , Technology and Sustainable Development	2018	Research Paper	A study of transitions between TP & DP strategies for accomplishing sustainable development in manufacturing industries	India	Singla et al.	In case of decrease in product's market share, fall in profit margin, for enhancing business performance and to follow government's norms companies preferred to follow TP strategies and when demand level of competition starts increasing, if productivity starts decreasing, if customer satisfaction is not up to the mark companies preferred to follow DP strategies
6	WILEY	Journal of Business Strategy and the Environment	April, 2019	Research Article	Sustainable Development: The effects of environmental policy disclosure in advertising	Taiwan	Chang et al.	It was found that communication of environmental benefits in advertising and consumer environmental concern positively affects the consumer's purchase intention which automatically turns into sustainable development

7	EMERALD	Social Responsibility Journal	February, 2021	Research Paper	Consumer attitude towards sustainable living in India	India	Gupta and Singh	It was found out that “Role models” consumer segment hold more positivity for sustainable living and “Up-beaters” and “Rosy” segments needs a little bit promotional efforts whereas “Be-wilders” and “Disorienters” segments required substantial attentiveness and education and environmental concern strengthens the green and sustainable attitude in consumers
8	EMERALD	Young Consumers	August, 2019	Research Paper	Examining the role of external factors in influencing green behavior among young Indian consumers	India	Kumar et al.	It was found out that peers, Government and NGOs have a positive effect on environment knowledge and concern which directly impact on perceived value of consumers that turned out into green attitude of consumers and gave rise to green purchase intention
9	SAGE	Journal of Macro marketing	2020	Research Paper	Sustainable Marketing : Market-Driving, Not Market-Driven	India	Sheth and Parvatiyar	It was found out that marketers have to redirect the socially and ecologically consumption behavior of the consumers with the help of communication and promotional efforts, adopting sustainable marketing mix, reorganizing the marketing functions in sustainable manner and start a participative partnerships with government to make some reform measures for promoting sustainable life
10	EMERALD	International Journal of Social Economics	2012	Research Paper	Greening of industries for sustainable growth: An exploratory study on durable, nondurable and service industries	India	Saxena and Khandelwal	Indian consumers were shifting from grey to green products and industries with green image enjoy distinctive advantage in market and sustain for a longer period which lead to sustainable development
11	EMERALD	Kybernetes	October, 2008	Conceptual Paper	A requisitely holistic approach to marketing in terms of social well-being	India	Prosenak et al.	It was evaluated that with the increasing competition and challenges in global and domestic market, the companies had to take the advantage with taking care for the society's benefits and their sustainable development
12	SAGE	Journal of Macromarketing	2020	Article	The Powers and Perils of Societal Advertising	Greece	Christos Livas	It was found out that opposition of societal advertisers towards the existing social system could negatively affects the perception of the target consumers and it could be proved as irrelevant for the consumers
13	WILEY	Cornell Hospitality Quarterly	2019	Article	The Influence of Green Message types on Advertising Effectiveness for Luxury and Budget Hotel Segments	U.S	Sahin et al.	It was found out that using of green texts, logos, graphics and combo in advertising differently affected each type of hotel whether budget or luxury in a positive aspect as compared to the non-green advertising
14	WILEY	International Journal of Consumer studies	April, 2020	Research Article	Color effects in Green Advertising	U.S	Lim et al.	It was found out that using green color in ad positively affect the ad attitude and purchase intention of consumers and the consumers having more persuasion knowledge had not any positive effect of using green color as eco-friendly.

15	WILEY	Psychology & Marketing	April, 2018	Research Article	Effects of functional green advertising on self and others	China	Mo et al.	It was concluded that the consumers with high EC (environment concern) believed that there was the stronger influence of functional features in ads on the other's purchase decisions and perceived effectiveness on self was associated with consumer's support for regulations of use of functional features in ads in an individualistic culture and vice-versa.
16	EMERALD	Revista de Gestão	March, 2021	Research Paper	Drivers to implement the circular economy in born-sustainable business models: a case study in the fashion industry	Brazil	Ostermann et al.	It was found out that there were more internal factors than external factors which were the drivers for implementing the circular economy in fashion industry
17	EMERALD	Marketing Intelligence & Planning	June, 2020	Research Paper	Mobilising SDG 12: co-creating sustainability through brands	New Zealand	Palakshappa and Dodds	It was found out that brand co-creation helped to promote the sustainable consumption and production and enhanced positive engagement between business and consumers which automatically mobilized 12th SDG.
18	EMERALD	Marketing Intelligence & Planning	june, 2020	Research Paper	Competitive advantage from marketing the SDGs: a luxury perspective	France	Hepner et al.	It was concluded from the survey that safe, fair and equitable working conditions to employees and reducing air pollution, using non-polluting technology and carbon dioxide emission were important for luxury buyers in the context of sustainability and it could give competitive advantage to luxury brands by promoting SDGs.
19	EMERALD	Sustainability Accounting, Management and Policy Journal	June, 2020	Research Paper	Sustainability efforts in the fast fashion industry: consumer perception, trust and purchase intention	Portugal	Neumann et al.	It was find out that social responsibility efforts of those two brands (H&M and Zara) positively influenced the perception and trust of the consumers towards the brands and trust of the consumers affected the purchase intention towards the brand's sustainable clothing lines
21	EMERALD	Management Decision	December, 2020	Research Paper	The role of environmental management control systems for ecological sustainability and sustainable performance	Malaysia	Rehman et al.	It was concluded from the study that environmental MCS package influenced the environmental strategies and the adoption of environmental strategies by construction organizations in Malaysia enhanced the ecological sustainability and sustainable performance
22	EMERALD	The Learning Organization	September, 2020	Research Paper	Sustainable organisational learning in sustainable companies	Italy	Battistella et al.	It was found that all the cases were adopting sustainable practices in their production process and social learning and the study described the various ways of adoption of organizational learning and sustainability in real business world.

23	EMERALD	Accounting, Auditing & Accountability Journal	September, 2020	Research Paper	Role and implementation of sustainability management control tools: critical aspects in the Italian context	Italy	Corsi and Arru	It was found out that there was a gap existed between effectiveness assigned and achieved by SMCPs in targeting companies and SMCTs could be important for improving the disclosures in the companies and management of sustainability
24	EMERALD	Journal of Science and Technology Policy Management	September, 2018	Research Paper	The attitude and purchasing of female consumers towards green marketing related to cosmetic industry	India	Singhal and Malik	It was found out from the study that the attitude of female consumers towards green cosmetic product packaging and location was same irrespective of age, education and income level but the attitude of female consumers towards green cosmetic product's pricing and recommendations were differ with different income group.
25	EMERALD	The Sustainable Marketing Concept in European SMEs	May, 2018	Conceptual Paper	Sustainability Marketing Tools in Small and Medium Enterprises	Europe	Fernando	It was concluded from the study that all the sustainable marketing tools investigated in the study were only matters only if those were using as in functional activities for real rather than only in the strategic theories

4. Managerial Implications of the Study

There are some important managerial implications which were found out from the observations of the study that could be beneficial for the managers as well as for society and the environment also.

Some of the main managerial implications of the study are as follows:-

- i. The study recommends that using of sustainable marketing activities in the business with the other business strategies positively affect the customers and their perception towards the organization.
- ii. The study observed that if there is the availability of the green and sustainable products in the market then customers preferred sustainable and green products over normal products.
- iii. An organization can take the advantage from the advertising of introducing green and sustainable benefits of any product or service with their core benefits which may attract more customers.
- iv. The managers can get the benefits by serving the products and services which can be differentiate easily weather they are sustainable or not.
- v. The study recommends that the marketers should focus on the production and distribution of the sustainable products and services so that we can protect our environment as well as future generation.
- vi. It helps managers to understand the perception and behavior of the customers towards sustainable products and services and their purchase intention towards it.
- vii. This study helps to formulate the different policies related to the sustainable marketing activities in any organization.
- viii. Managers can contribute to the Sustainable Development Goals (SDGs) by implementing the sustainable marketing activities in the real sense.

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