


Sustainable Marketing and Its Promotion: Concerns, Strategies, and Initiatives

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ABSTRACT

Companies and businesses generate revenues and profits for themselves. The present business scenario demands that apart from ensuring consumer welfare and achieving excellence in the competition, companies should be sensitive towards and should empathize with the well-being of the society at large. The objective of the study is to analyze the promotion of sustainable marketing. The methodology adopted is a conceptual analysis of the various aspects of sustainable marketing. Companies should create and maintain a sustainable society and physical environment for the present and the future generations. Consumerism and environmentalism are responsibilities of both consumers and businesses. Companies should realize their responsibilities towards creating and maintaining a sustainable environment and should be aware about the adverse effects of businesses on the environment. They adopt several strategies, initiatives, and sustainability vision towards creating a sustainable society and environment for future generations. The discussions will sensitize all concerned stakeholders about the importance of sustainability and of promoting sustainable marketing and their roles and responsibilities towards the society. They will be encouraged towards adopting sustainable marketing practices.

KEYWORDS

Consumer Protection, Consumerism, Environmentalism, Product Stewardship, Sustainability, Sustainability Vision

1. INTRODUCTION

Companies have responsibilities towards their customers. The companies identify customer needs, wants, and preferences. They respond and deliver those offerings which satisfy customer requirements, create customer value, and capture value in return (Deshpande, Chouksey, & Babu, 2019). Apart from the responsibilities towards customers, companies also have responsibilities towards the society at large. Companies should try to ensure that the interests of the society are preserved. The business activities of companies should not cause harm to their customers and to the society at large (Boronat-Navarro & Pérez-Aranda, 2019). Companies should encourage those business activities which are not harmful to the environment, which are sustainable in the long run, and which take care of the requirements of the future generations (Rajnović, Cico, & Eremić-Đorđić, 2019). At the same time, companies should also generate revenues and profits to sustain in the competition. Consequently, it becomes

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difficult for companies to follow sustainable business practices (Hang, 2022). This is also true for the various marketing strategies and initiatives adopted by companies. Critics argue that companies employ marketing practices which are questionable and which serve their selfish motives rather than satisfying the interests of customers and of the society (Pantelic, Sakal, & Zehetner, 2016). Sometimes, the marketing actions of some companies satisfy the current needs of some customers and have good intentions. However, such marketing actions may not be beneficial for and may cause immediate or future harm to other customers or to the society at large. The actions taken by companies should be evaluated to ensure that the actions are sustainable in the longer run (Modica, Altinay, Farmaki, Gursoy, & Zenga, 2020). Companies and businesses require adopting marketing practices which are sustainable. Sustainable marketing refers to socially and environmentally responsible marketing that meets the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs (Kortam & Mahrous, 2020).

Both businesses and customers should understand the importance of sustainable practices and their promotion and should adopt responsible actions. Many individuals view businesses as the cause of economic and social evils. They try to ensure that businesses are following the basic principles which serve the dual interests of businesses and of the society. Various movements have taken place at the grassroots levels to ensure that businesses are in line. Two major movements include consumerism and environmentalism (Carrigan, 2017). Both consumers and the society at large have expectations from businesses. Various aspects of consumerism and environmentalism are discussed in the study. Both consumers and businesses have responsibilities in sustaining the environment. The study discusses about the social responsibilities of companies and the different strategies and initiatives taken by businesses to sustain the environment.

The responsibilities of both consumers and companies towards sustaining the environment cannot be overemphasized. Both consumers and companies should realize the importance of having a sustainable environment. They should also realize their responsibilities towards maintaining a sustainable environment. Although many consumers and companies understand their responsibilities towards sustaining the environment, it is imperative that they work together in protecting the environment and in ensuring the sustenance of the environment for future generations. Also, it becomes difficult for companies to create a trade-off between generating profits and sustaining the environment. It is important that companies focus on environmental sustainability apart from fulfilling their selfish motive of generating revenues and profits for themselves. They should adopt sustainable marketing practices and should promote such practices. Studies require to be conducted by addressing this important and relevant topic. The study focuses on addressing this research gap.

The objective of the study is to understand and analyze the various aspects of sustainable marketing and its promotion. Various aspects of consumerism and environmentalism are discussed.

The methodology adopted is a conceptual analysis of the literature on promotion of sustainable marketing by companies. Primary data is not collected for the analysis and empirical analysis is not performed.

The novelty and the contributions of the study lie in the fact that an in-depth conceptual analysis of the various aspects of sustainability, and sustainable marketing and promotion is done. Both consumers and the society at large have expectations from businesses. Also, consumers and businesses have responsibilities towards developing and maintaining a sustainable environment. These responsibilities towards the environment and the society at large are highlighted and discussed. A conceptual framework of sustainable marketing and promotion for companies is suggested. Such a framework will allow companies to understand their responsibilities towards the environment and the society at large, develop strategies, and undertake initiatives accordingly. Both academicians and practitioners will understand and realize the importance of sustainability and promotion of sustainable marketing and work towards the interests of the present and the future generations.

The study is structured as follows:

Consumerism and its various aspects are discussed in section 2. Environmentalism and its various aspects are discussed in section 3 while sub-sections 3.1 and 3.2 focus on the adverse effects of business activities on the environment and the responsibilities of companies towards the environment respectively. Initiatives and strategies adopted by companies towards sustainable marketing and its promotion are discussed in section 4. Companies develop vision of sustainability for themselves and this is discussed in section 5. A conceptual framework of sustainable marketing is discussed in section 6. The salient points of the study are highlighted in section 7 with sub-sections 7.1 and 7.2 highlighting the theoretical implications and the managerial implications of the study respectively. Section 8 concludes the study with sub-sections 8.1 and 8.2 highlighting the limitations of the study and the avenues of future research respectively.

2. CONSUMERISM

Consumerism refers to the rights and the entitlements of consumers in relation to sellers (Mathews & Nair, 2020). Organized movements of citizens and government agencies define the rights of consumers. Consumerism needs to be aware about sellers' rights before formulating buyers' rights. Sellers' rights include the following (Kotler & Keller, 2016):

1. Sellers are permitted to introduce any product in the market only after it is ascertained that the product is not hazardous to personal health and to safety of consumers. Consumers should not be harmed in any way by the product. The product should include proper warnings and controls to make consumers aware of any potential damage which the product may cause.
2. A seller has the right to charge any price for a product. However, similar types of customers cannot be discriminated based on the price charged.
3. A seller has the right to promote its product through various channels of promotion. However, the seller is restricted from creating unfair competition.
4. A seller cannot use any communication which is incorrect and misleading or dishonest in content or execution.
5. A seller may also attract potential buyers by offering incentives provided that such incentives are not unfair or misleading.

Buyers have the following rights (Kotler & Keller, 2016):

1. A buyer has the right to reject a product which is offered for sale.
2. A buyer may expect that a product will not cause any harm.
3. A buyer may expect a product to perform as stated in communications and in the product description.

Critics believe that although buyers' rights and sellers' rights are enforced, the balance of power lies with the sellers. Buyers can refuse to buy a product. However, the power lies with the sellers because they provide minimal information, education, and protection to make wise decisions. Critics are of the opinion that buyers should exercise more rights. Advocates call for various additional consumer rights. Such rights include (Kotler & Keller, 2016):

1. The right to be well informed about the different aspects of the product.
2. The right to get protection against questionable marketing practices and products.
3. The right to influence and rectify marketing practices so that such practices improve the quality of life.

4. The right to consume and use products responsibly so that the requirements of future generations are preserved.

Based on buyers' rights, consumerists advocate for specific proposals. Consumer protection actions initiated by governments also support such proposals (Suki, 2014). For example, the right to be informed about products includes the right to know the true interest on a loan (truth in lending), the true cost per unit of a brand (unit pricing), the ingredients in a product (ingredient labelling), the nutritional value of foods (nutritional labelling), product freshness (open dating), and the true benefits of a product (truth in advertising) (Sharma & Venkateswaran, 2020). Consumers should be protected from business and financial frauds. Proposals are put forward by consumer protection to strengthen and to protect consumers. Such protection includes introducing higher product safety, ensuring information privacy, and empowering government agencies (Goldfarb, Jin, & Sudhir, 2020). Better quality of life for consumers is proposed by activists. These include monitoring the ingredients of products, packaging, and controlling marketing promotions. Such promotions will not influence human life after a certain point. Activists also vote for preserving the world for future generations. These include promotion of sustainable ingredients, reduction and recycling of social wastes, and management of energy consumption (Goldfarb et al., 2020).

Consumers are equally responsible along with businesses and governments to maintain a sustainable government. Consumers should encourage sustainable marketing. Consumers are not only responsible for exercising their rights but also for protecting themselves against unsustainable marketing actions with dependency on governments or regulatory bodies (Alfred, Badu, & Musa, 2016). Consequently, they should adopt practices which help in sustaining the environment. Again, consumers may sometimes feel cheated and may be duped by companies. Such consumers may contact the concerned officials in the companies and go to the media. Consumers are eligible to seek help from federal, state, or local agencies, and from small-claims courts. Consumers also have the responsibility of recommending those companies that act responsibly and discourage others to buy products of those companies who do not act responsibly. Thus, consumers have a major and decisive role in determining sustainable consumption.

3. ENVIRONMENTALISM

Marketing should satisfy the needs and the requirements of consumers responsibly and efficiently. Consumerists are concerned about whether marketing is performing its jobs responsibly or not (Mathews & Nair, 2020). On the other hand, environmentalists are worried about the effects of marketing on the environment. They worry about the costs incurred by consumers to satisfy their needs and wants (Kalra, Kumar, & Gupta, 2022). Environmentalism is an organized movement of concerned citizens, businesses, and government agencies designed to protect and to improve people's current and future living environment (Banerjee, 2017).

It is not that environmentalists are against or do not support marketing efforts. They are only concerned about the negative effects which marketing might have on the environment. Environmentalists want that marketers and consumers should act responsibly to create and to maintain a sustainable environment (Mandal, 2022). Former Unilever CEO and prominent advocate of sustainability, Paul Polman says, "The road to well-being doesn't go via reduced consumption. It has to be done via more responsible consumption" (Haski-Leventhal, Roza, & Meijs, 2017). Environmentalists ascertain that the aim of marketing is not only to maximize revenues and profits but also to create and to maintain a sustainable environment. Marketing should also maximize the quality of human life (Banerjee, 2017). Apart from satisfying consumer needs, wants, and preferences, quality of human life also refers to the quality of the environment at present and for future generations (Doost Mohammadian & Rezaie, 2019).

Environmentalists are concerned about the harm caused by human beings to the ecosystem. The damage may be caused by global warming, resource depletion, toxic and solid wastes, litter, the availability of fresh water, and other issues (Latorre, 2020). Other issues may include the loss of recreational areas and the increase in health problems caused by polluted air, chemically treated food, and polluted water (Vannevel & Goethals, 2020). All these issues range from local to global. Companies and businesses require analyzing the impact of business actions both at local and global levels (Ruas & Djau, 2023).

3.1. Business Activities and Adverse Effects on the Environment

Various business and commercial activities may have adverse effects on the environment. Authorities and critics are concerned about such activities over the past few years. Such concerns have resulted in the formulation of federal and state laws and regulations governing industrial commercial practices impacting the environment (Mitchell, 2018). Several companies oppose such regulations because of their adverse impacts on business activities. Such environmental regulations seem to be too costly and the regulations have made their industries less competitive. Most of the companies do the bare minimum to abide by the regulations. Several companies do that much which they feel are required to avert new regulations or to keep environmentalists quiet (Suman & Das, 2020).

3.2. Responsibilities of Companies Towards the Environment

In recent years, businesses and companies are aware about their responsibilities towards building and maintaining a sustainable environment. The recent trend is a shift from protest to prevention and from regulation to responsibility (Nova-Reyes, Muñoz-Leiva, & Luque-Martínez, 2020). Policies and initiatives are adopted by companies now-a-days keeping in mind that such actions should be environmentally sustainable. They understand that they need to optimize between generating revenues and profits and helping to save the planet. They adopt policies which are environment-friendly not because there are rules and regulations but because in the long run, the policies will affect their customers' well-being, the company's well-being, and the planet's environmental future (Hori, 2020). For example, the core mission of fast-food chain, Chipotle has been developed around environmental sustainability (Akinsemolu, 2020).

Companies adopt several measures and metrics to determine their progress and performance with respect to environmental sustainability (Jugend, Pinheiro, Luiz, Junior, & Cauchick-Miguel, 2020). One such matrix includes the assessment of companies with respect to internal and external greening activities that will pay off for the firm and the environment in the short run and beyond greening activities that will pay off in the longer run (Jugend et al., 2020). Customers may be encouraged to go for digital marketing instead of traditional marketing. They may be encouraged to shop online. This may help in reducing the carbon footprint (Mehmeti-Bajrami, Qerimi, & Qerimi, 2022). Companies should practice to prevent pollution as one of the basic levels of greening activities. It is more than pollution control which involves cleaning waste after it has been created. Prevention of pollution requires eliminating or minimizing waste even before it is created (Wagner, 2020). Companies should be proactive rather than reactive in their approach towards practicing prevention of pollution. They design internal green marketing programs which focus on designing and developing ecologically safer products, recyclable and biodegradable packaging, more energy-efficient operations, and better pollution controls (Han, Lin, Wang, Wang, & Jiang, 2019).

4. INITIATIVES ADOPTED BY COMPANIES

Companies should understand their responsibilities towards maintaining a sustainable environment and should adopt several initiatives for protecting the environment. Nike is one of the companies which supports environmental sustainability. Nike manufactures shoes out of "environmentally preferred materials". It also recycles old sneakers and educates young people about conservation, reuse, and

recycling (Niu, Mu, Chen, & Lee, 2019). S.C. Johnson is the maker of familiar household brands which include Pledge, Scrubbing Bubbles, Off, Raid, Ziploc, Shout, and Windex. The company sells concentrated versions of all its household cleaners in recyclable bottles to support environmental sustainability. Empty trigger bottles are eliminated from entering landfills because of this initiative. The company also generated 40 percent of its electricity from renewable energy sources (Alsharif & Tong, 2019). It has reduced volatile organic compounds (VOCs) from its products by 48 million pounds in a span of five years (Marteel-Parrish & Newcity, 2017). S.C. Johnson claims that since 1886, it has been “committed to working every day to do what’s right for people, the planet, and generations to come” (Kotler & Keller, 2016).

Another company which is concerned about environmental sustainability is Honda of America which has large manufacturing plants. However, the company produces almost no waste to landfills. The auto giant innovates its processes to eliminate waste (Malik, Prakash, & Kapoor, 2018). Many of its North American plants send no waste at all to landfills. Some other companies dump only small amounts of plastic and paper trash from their cafeterias. Employees of Honda are appointed to eliminate the source of waste. The employees eliminate waste from plant dumpsters and refuse piles (Gaona, Keenan, Vallet, Reichle, & DeVito, 2020). Honda has reduced metal scraps in manufacturing processes and replaced cafeteria paper with washable dishware. Honda is able to eliminate 4.4 billion pounds of potential landfill waste in the recent few years based on such actions. In 2001, the company used to send 62.8 pounds of waste per car to landfills. Later, it reduced to only 1.8 pounds per car (Kotler & Keller, 2016).

Product stewardship is practised by companies. They minimize pollution not only from production and product design but also from all environmental impacts throughout the full product life cycle. They have a focus on minimizing costs while doing all these activities (Sandrin, Trentin, and Forza, 2018). Many companies also adopt design for environment (DFE) and cradle-to-cradle practices. In such practices, companies design products such that the products are easier to recover, reuse, recycle, or safely return to nature after usage, thus becoming part of the ecological cycle. Companies can satisfy the dual objectives of generating high revenues and profits and helping in environmental sustainability (Kishawy, Hegab, & Saad, 2018).

IBM Global Asset Recovery Services is a business which was started by IBM more than a decade ago (Giri, Chakraborty, & Maiti, 2017). IBM designed mainframe computers and other equipment in a way so that the computers and equipment may be reused and recycled. In 2013, IBM processed more than 36600 metric tons of end-of-life products and product waste worldwide. The company stripped down old equipment to recover chips and valuable metals. IBM’s manufacturing and de-manufacturing operations produced materials which would fill 4480 rail cars stretching 49 miles (Kotler & Keller, 2016). IBM Global Asset Recovery Services makes effective usage of more than 99 percent of the raw materials and sends less than one percent to landfills and incineration facilities. The business which was initiated with an objective of helping to sustain the environment, has grown into a multibillion-dollar IBM business that profitably recycles electronic equipment at 22 sites worldwide (Kotler & Keller, 2016).

Several measures are adopted by companies to protect the environment. Greening activities focus on improving those measures and initiatives. The beyond-greening activities focus on the future (Papasolomou, Ioannou, Kalogirou, Christophi, & Kokkinos, 2019). Companies may plan to sustain the environment by adopting a new clean technology. Although companies want to adopt sustainable measures, they might be limited by existing technologies. Companies require developing innovative and new technologies to create fully sustainable strategies (Kasayanond, Umam, & Jermstittiparsert, 2019).

Companies like Coca-Cola have pledged to reclaiming and recycling the equivalent of all packaging it used around the world. Coca-Cola strives hard to reduce its overall environmental footprint. It adopts several green technologies which address environmental issues like distribution, resource usage, recycling, and even outdoor advertising (Ghosh, Gouda, & Awasthy, 2018).

The world's largest state-of-the-art plastic-bottle-to-bottle recycling plant was developed by Coca-Cola with a huge investment. Plastic bottles create substantial solid waste which was addressed by Coca-Cola (King & Busa, 2017). Coca-Cola feels that solid waste problem is a serious issue and there should be a permanent solution to the problem. To find a solution, Coca-Cola is researching and testing new bottles made from aluminium, corn, or bioplastics. Plant Bottle line was introduced by Coca-Cola to incorporate 30 percent plant-based materials (Llevot & Meier, 2016). The distribution channels maintained by Coca-Cola are eco-friendly. Coca-Cola requires more than 10 million vending machines and refrigerated coolers to keep Cokes cold. Enormous amounts of energy are consumed and potent greenhouse gases called hydrofluorocarbons (HFCs) are used in the process. The process causes harm to the environment by accelerating ozone layer depletion. Coca-Cola invested \$40 million in research to eliminate the gases. The initiative resulted in HFC-free coolers that use 30 to 40 percent less energy (Kotler & Keller, 2016). Coca-Cola also aims to conserve water by researching ways to help its bottlers add back all the fresh water they extract during the production to Coca-Cola beverages (Llevot & Meier, 2016). It is expected that all these initiatives adopted by companies will help sustain the environment.

5. VISION OF SUSTAINABILITY FOR COMPANIES

Companies require guiding principles for ensuring environmental sustainability. Companies formulate sustainability vision which acts as a guide to sustain the environment. Companies require promoting sustainable marketing in all their business actions. The vision contains the ways in which company's products and services, processes, and policies should evolve and the requirement of new technologies to achieve the objectives. The sustainability vision acts as a guideline for pollution control, product stewardship, and new environmental technology for the company. The sustainability vision should be such that other companies should try to emulate it (D'Amato, Korhonen, & Toppinen, 2019).

Many companies focus on pollution prevention. However, there are also forward-looking companies which practice product stewardship. Such companies invest in the development of new environmental technologies (Islam, Muthaiyah, & Fie, 2020). Companies should not only focus on the present requirements. They should also focus on environmental sustainability for the future. They should not be short-sighted and should understand the implications of the various policies on future generations. Companies at the same time, should have proper vision backed with the skills which will enable them to implement the vision. Thus, companies should adopt a holistic approach towards development of policies and working for environmental sustainability (Touratier-Muller, Machat, & Jaussaud, 2019). All these should be evident in the promotion of sustainable marketing by companies.

One of the companies which has a good environmental vision is Walmart. Walmart strives hard to achieve the vision (Rana, Thakur, & Kaur, 2018). In recent years, Walmart has become the world's super "eco-nanny" through its own environmental sustainability actions and its impact on the actions of suppliers (Kotler & Keller, 2016).

Walmart is serious about environmental sustainability and works relentlessly to spread the necessity for sustainability (Pagell & Wu, 2017). Walmart tries to promote sustainable marketing in all its business actions. It adopts several measures to educate individuals about the necessity of preserving the environment for future generations (Anthony Jnr, 2022). Walmart has introduced several high-efficiency stores which use a minimum amount of energy for their operations. These stores employ several innovative technologies to reduce the amount of energy consumed. Wind turbines are used to generate energy, high-output linear fluorescent lighting is used to reduce the energy required for running the stores, and native landscaping is used to cut down on watering and fertilizer. The heating systems in the stores use recovered cooking oil from the deli fryers and motor oil from the Tire and Lube Express centres. Mulch is generated from the organic wastes which include produce, meats, and paper. The mulch is used for gardens (Carpio-Aguilar, Rincón-Moreno, & Franco-García, 2019).

Suppliers of Walmart are encouraged to be aware about sustainability. Apart from greening its operations, Walmart lays down eco-laws to be followed by its vast networks of more than 100000 suppliers (Hellmeister & Richins, 2019). Greenhouse gas emissions from its supply chain are reduced by 20 million metric tons by the end of 2015. This is equivalent to removing more than 3.8 million cars from the road per year (Venkataraman & Pinto, 2017). The suppliers of Walmart examine the carbon life cycles of their products to keep a check on emissions. Walmart also encourages its suppliers to evaluate the processes used for sourcing, manufacturing, packaging, and transporting goods. Walmart uses its buying power to influence its suppliers and to create a bigger impact than government regulators. Whereas EPA can only level nominal fees, Walmart can determine the future of a substantial portion of a supplier's business (Kotler & Keller, 2016).

Walmart views sustainability from a broader perspective and views it as more than doing just the right thing. The mission of sustainability has been integrated in its business strategy and operations. Customers of Walmart are convinced about the concern of the company for the environment because of the efficient operations. Walmart also generates less wasteful products. The processes are cost-effective and save Walmart money. Customers are also satisfied because lower costs allow Walmart to charge less from customers and save their money (Islam, 2019).

6. CONCEPTUAL FRAMEWORK FOR BUSINESSES

A conceptual framework needs to be developed by businesses and companies for promotion of sustainable marketing. The framework starts with the basic understanding about consumerism and environmentalism. Consumerism includes understanding the rights and expectations of consumers when they buy products from sellers. Environmentalism includes understanding, realizing, and acknowledging the adverse effects created by business activities on the environment. Consumers and businesses should also understand their responsibilities towards sustaining the environment. Companies and businesses have responsibilities towards protecting the interests of the environment and of the society at large. The sustainability vision allows companies to formulate goals and objectives towards achieving sustainability. A sustainability vision should be in place and companies should adopt several initiatives so that they are able to fulfil the responsibilities.

7. DISCUSSIONS

The study conducted a conceptual analysis of the various aspects of environmental sustainability, promotion of sustainable marketing, consumerism, and environmentalism. The study focused on responsibilities of consumers towards sustaining the environment and their expectations from businesses. The study also focused on the adverse effects of various business activities on the environment. The responsibilities of businesses and companies towards preserving the environment and the requirements of the future generations are discussed. Various strategies and initiatives are adopted by companies for sustaining the environment and those initiatives are discussed. Sustainability vision is formulated and implemented by companies. Such vision helps companies to formulate strategies, adopt initiatives, and create roadmap for success. Companies also require a conceptual framework to understand and to promote sustainable marketing. All these aspects are discussed with references to the latest developments in the business environment.

7.1. Theoretical Implications

Academicians may study and investigate about the various aspects of environmental sustainability, sustainable marketing, and the promotion of sustainable marketing. They will understand the responsibilities of consumers towards sustaining the environment and also their expectations from businesses towards sustaining the environment. They will understand the adverse effects of business

activities on the environment. Both companies and customers have responsibilities towards sustaining the environment. Companies adopt several strategies and initiatives towards maintaining sustainability. They also develop and implement sustainability vision for themselves. Academicians will be able to appreciate the importance of these initiatives, analyze the initiatives, and suggest better measures for promoting sustainable marketing. They will also be able to suggest a conceptual framework or model for analysis.

7.2. Managerial Implications

The main objectives of any company include the generation of revenues and profits and achieving business excellence. However, companies also have responsibilities of ensuring the welfare of their customers, of the society at large, and of the future generations. So, they should optimize between generation of revenues and profits and achieving business excellence, and ensuring welfare of the society. They should realize and acknowledge the adverse effects of business activities on the environment and understand the responsibilities of companies and businesses towards the environment. They should formulate appropriate strategies, adopt effective initiatives, and formulate sustainability vision towards achieving their own goals and towards sustaining the environment. Companies should develop a conceptual framework which will enable managers to understand their responsibilities better, develop strategies, and undertake initiatives accordingly.

8. CONCLUSION

Various aspects of sustainability and promotion of sustainable marketing for businesses are discussed in the study. It discussed the roles of consumerism and environmentalism in the context of creating a sustainable society for the present and for the future generations. It discussed the adverse effects of business activities on the environment and the responsibilities of businesses and companies towards the environment. The strategies, initiatives, and sustainability vision adopted by companies are discussed. Efforts are made to include the latest literature on sustainability, promotion of sustainable marketing, consumerism, environmentalism, and the responsibilities of companies and businesses towards maintaining a sustainable environment. Companies and businesses should realize their responsibilities towards their customers, towards sustaining the environment, and towards the society at large. They should work towards creating and maintaining a sustainable environment. All these will add value not only for companies and businesses themselves but also for their customers and the society at large.

8.1. Limitations

The study conducted a conceptual analysis of the various aspects of sustainability, promotion of sustainable marketing, responsibilities of consumers, companies, and businesses. The study focused on what companies and businesses should do to promote sustainable marketing and the initiatives adopted by companies towards creating and maintaining a sustainable environment. However, primary data is not collected and empirical analysis is not performed in the study. Collection of primary data and empirical analysis may allow companies and businesses to understand and appreciate various issues related to sustainability and sustainable marketing better. This understanding will also allow companies to develop their strategies and initiatives better.

8.2. Avenues of Future Research

Researchers may analyze the various strategies and initiatives adopted by companies and businesses to ensure sustainability for future generations, welfare of their customers and of the society at large. Researchers may analyze the various initiatives adopted by companies to promote sustainable marketing. Based on the analysis, researchers might suggest better and effective initiatives and strategies which will ensure environmental sustainability and the welfare of the future generations. They may also suggest specific measures and initiatives to companies for promotion of sustainable

marketing so that customers are convinced that the companies are concerned about sustainability. They might also collect primary data and conduct empirical analysis to suggest measures and policies which are practical, feasible, implementable, and which optimize between the objectives of businesses and the well-being of the society. Researchers may conduct a sector-specific and industry-specific analysis to understand the importance of sustainability and sustainable marketing across sectors and industries.

CONFLICTS OF INTEREST

We wish to confirm that there are no known conflicts of interest associated with this publication and there has been no significant financial support for this work that could have influenced its outcome.

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