

# Extending Marketing (Sustainable Marketing: Social Responsibility and Ethics)

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**ABSTRACT:** In this research paper, we will examine the concepts of sustainable marketing, meeting the needs of consumers, businesses, and society- now and in the future – through socially and environmentally responsible marketing actions. The marketing concept is a philosophy of customer value and mutual gain. Its practice leads the economy by an invisible hand to satisfy the many and changing needs of millions of consumers. Not all marketers follow the marketing concept, however. In fact, some companies use questionable marketing practices that serve their own rather than consumers' interests. Moreover, even well-intentioned marketing actions that meet the current needs of some consumers may cause immediate or future harm to other consumers or the larger society. Responsible marketers must consider whether their actions are sustainable in the longer run. This paper examines sustainable marketing and the social and environmental effects of private marketing practices. Here, we address the question: What is sustainable marketing and why is it important?

**Keywords – Sustainable Marketing, Innovative marketing, Sense of mission Marketing, Societal Marketing.**

## 1 INTRODUCTION

Sustainable marketing requires socially, environmentally, and ethically responsible actions that bring value to not only present day consumers and businesses but also future generations and society as a whole. Sustainable companies are those that act responsibly to create value for customers in order to capture value from customers in return—now and in the future. Sustainable marketing calls for meeting the present needs of consumers and businesses while preserving or enhancing the ability of future generations to meet their needs. Whereas the marketing concept recognizes that companies thrive by fulfilling the day to-day needs of customers, sustainable marketing calls for socially and environmentally responsible actions that meet both the immediate and future needs of customers and the company. Truly sustainable marketing requires a smooth-functioning marketing system in which consumers, companies, public policymakers, and others work together to ensure responsible marketing actions.

## 2 IDENTIFY THE MAJOR SOCIAL CRITICISM OF MARKETING

Marketing receives much criticism. Some of this criticism is justified; much is not. Social critics claim that certain marketing practices hurt individual consumers, society as a whole, and other business firms.

### Marketing's Impact on Individual Consumers

- **High Prices-** Such high prices are hard to swallow, especially when the economy takes a downturn. Critics point to three factors—high costs of distribution, high advertising and promotion costs, and excessive mark ups.
- **Deceptive Practices-** Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get more value than they actually do. Deceptive practices fall into three groups: pricing, promotion, and packaging. Deceptive pricing includes practices such as falsely advertising “factory” or “wholesale” prices or a large price reduction from a phony high retail list price. Deceptive promotion includes practices such as misrepresenting the product's features or performance or luring customers to the store for a bargain that is out of stock. Deceptive packaging includes exaggerating package contents through subtle design, using misleading labelling, or describing size in misleading terms.
- **High-Pressure Selling-** Salespeople are sometimes accused of high-pressure selling that persuades people to buy goods they had no thought of buying. It is often said that insurance, real estate, and used cars are sold, not bought. Salespeople are trained to deliver smooth, canned talks to entice purchase. But in most cases, marketers have little to gain from high-pressure selling. Such tactics may work in one-time selling situations for short-term gain. However, most selling involves building long-term relationships with valued customers. High-pressure or deceptive selling can seriously damage such relationships.
- **Planned Obsolescence-** Critics also have charged that some companies practice planned obsolescence, causing their products to become obsolete before they actually should need replacement. They accuse some producers of using materials and components that will break, wear, rust, or rot sooner than they should. And if the products themselves don't wear out fast enough, other companies are charged with perceived obsolescence—continually changing consumer concepts of acceptable styles to encourage more and earlier buying.<sup>7</sup> An obvious example is constantly changing clothing fashions.

### 3 BUSINESS ACTIONS TOWARD SUSTAINABLE MARKETING

Now days, most companies have grown to embrace sustainability marketing principles as a way to create greater immediate and future customer value and strengthen customer relationships.

#### Sustainable Marketing Principles

Under the sustainable marketing concept, a company's marketing should support the best long-run performance of the marketing system. It should be guided by five sustainable marketing principles: consumer-oriented marketing, customer-value marketing, innovative marketing, sense-of-mission marketing, and societal marketing.

[1] **Consumer-Oriented Marketing-** Consumer-oriented marketing means that the company should view and organize its marketing activities from the consumer's point of view. It should work hard to sense, serve, and satisfy the needs of a defined group of customers—both now and in the future.

[2] **Customer-Value Marketing-** According to the principle of customer-value marketing, the company should put most of its resources into customer-value-building marketing investments. Many things marketers do—one-shot sales promotions, cosmetic packaging changes, direct-response advertising— may raise sales in the short run but add less value than would actual improvements in the product's quality, features, or convenience.

[3] **Innovative Marketing-** The principle of innovative marketing requires that the company continuously seek real product and marketing improvements. The company that overlooks new and better ways to do things will eventually lose customers to another company that has found a better way.

[4] **Sense-of-Mission Marketing** Sense-of-mission marketing means that the company should define its mission in broad social terms rather than narrow product terms. When a company defines a social mission, employees feel better about their work and have a clearer sense of direction. Brands linked with broader missions can serve the best long-run interests of both the brand and consumers.

[5] **Societal Marketing-** The principle of societal marketing, a company makes marketing decisions by considering consumers' wants, the company's requirements, consumers' long-run interests, and society's long-run interests. Companies should be aware that neglecting consumer and societal long-run interests is a disservice to consumers and society. Alert companies view societal problems as opportunities.

### 4 ROLE OF ETHICS IN MARKETING

Good ethics are a cornerstone of sustainable marketing. In the long run, unethical marketing harms customers and society as a whole. Further, it eventually damages a company's reputation and effectiveness, jeopardizing its very survival. Thus, the sustainable marketing goals of long-term consumer and business welfare can be achieved only through ethical marketing conduct.

### 5 CONCLUSION

**In this paper, we addressed many of the important sustainable marketing concepts related to marketing's sweeping impact on individual consumers, other businesses, and society as a whole. Sustainable companies are those that act responsibly to create value for customers in order to capture value from customers in return—now and in the future. Marketing's impact on individual consumer welfare has been criticized for its high prices, deceptive practices, high-pressure selling, shoddy or unsafe products, planned obsolescence, and poor service to disadvantaged consumers. Marketing's impact on society has been criticized for creating false wants and too much materialism, too few social goods, and cultural pollution. Under the sustainable marketing concept, a company's marketing should support the best long-run performance of the marketing system. It should be guided by five sustainable marketing principles: consumer-oriented marketing, customer-value marketing, innovative marketing, sense-of mission marketing, and societal marketing. Increasingly, companies are responding to the need to provide company policies and guidelines to help their managers deal with questions of marketing ethics.**

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