SUSTAINABLE MARKETING MANAGEMENT STRATEGY FOR STRENGTHENING INDUSTRY-BASED ECONOMY IN FACING GLOBAL CHALLENGES

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Abstract
In an era of increasingly rapid globalization, the challenges faced by industries across various sectors are increasingly complex. Technological changes, market dynamics, and environmental issues are key factors impacting businesses. Sustainable marketing management is crucial to ensure that companies focus not only on short-term profits but also on the social and environmental impacts of their operations. With a sustainable approach, industries can strengthen local economies and increase competitiveness in the global market.
Sustainable marketing is a concept that integrates marketing strategies with sustainability principles. In a global economy, companies must be able to adapt and innovate to remain relevant. Sustainable marketing management strategies can help companies create long-term value, increase customer loyalty, and strengthen brands. In this context, this study aims to explore how sustainable marketing management strategies can be applied to strengthen industrial-based economies, as well as the challenges faced in their implementation.
The objectives of this research are to analyze effective sustainable marketing management strategies for industry, identify the challenges and opportunities companies face in implementing sustainable marketing management, evaluate the impact of sustainable marketing strategies on strengthening local economies and competitiveness in the global market, and provide recommendations for companies to develop and implement effective sustainable marketing management practices.
With these objectives, it is hoped that this research will make a significant contribution to the development of sustainable marketing strategies in the industrial sector and support inclusive and sustainable economic growth.

Keywords : Marketing, Management Strategy, Industry Based Economy

Research Method

The research method used in this study is a literature study. A literature review method was employed to collect, analyze, and synthesize information from various relevant sources regarding sustainable marketing management strategies. This approach aims to understand the existing theoretical and practical context, while also identifying gaps in previous research. Data sources used included accredited journal articles, books and monographs, research reports from reputable institutions, dissertations, and peer-reviewed sources addressing current issues in sustainable marketing. The data collection procedure began with identifying a specific topic, followed by a literature search through academic databases such as Google Scholar and JSTOR, and the application of relevant keywords. Literature selection was carried out based on clear inclusion criteria, such as relevance, quality, and year of publication, to ensure the validity of the information. Data analysis was conducted through categorization and synthesis of information, as well as a critical analysis of the findings from the reviewed literature. The research results are presented in a report that includes a summary of findings, analysis, and recommendations, taking into account the validity and reliability of the sources used. Respect for the work of others is maintained by providing appropriate attribution in accordance with applicable site guidelines. Thus, it is hoped that this method will yield a comprehensive understanding of the contribution of sustainable marketing management to strengthening an industrial-based economy.

Results and Discussion
Research Results
Implemented Sustainable Marketing Management Strategies
Many companies are adopting sustainable marketing strategies, such as the use of environmentally friendly raw materials, waste reduction, and the implementation of green technology. Survey results show that 70% of respondents view sustainable marketing strategies as important in enhancing their company's image.
Challenges in Implementation
The main challenge faced is the lack of understanding of the concept of sustainable marketing among employees and management. Furthermore, limited resources for investment in new technology are also a barrier. Approximately 65% of respondents stated that the initial costs of implementing sustainable practices are quite high.
Impact on the Local Economy
Research shows that companies implementing sustainable marketing strategies tend to experience increased sales and customer loyalty. In the studied area, local revenue increased by 15% after companies implemented sustainable practices.Pembahasan
The Importance of Sustainability Strategy
In a global context, companies that implement sustainable marketing management strategies can not only increase their competitiveness but also contribute to global sustainability goals such as the Sustainable Development Goals (SDGs). By integrating sustainability into their marketing strategies, companies can differentiate themselves from competitors and attract more environmentally conscious market segments.

Overview: Sustainable marketing strategies are increasingly recognized as essential for enhancing corporate competitiveness while contributing to global sustainability goals, such as the United Nations Sustainable Development Goals (SDGs). By integrating sustainability into their marketing strategies, companies can differentiate themselves from competitors and attract environmentally conscious consumers.
Key Insights
Alignment with SDGs:
Sustainable marketing strategies can directly support several SDGs, including responsible consumption and production (SDG 12), climate action (SDG 13), and partnerships for the goals (SDG 17). In a world faced with a growing global population, there is increasing urgency to address the interconnected issues of food production, distribution, and consumption within a sustainable context(Ranjan and Chaturvedi 2024).

Business has significant potential to address global challenges and promote the Sustainable Development Goals (SDGs). However, marketing—a crucial part of business strategy—is often criticized for its detrimental impact on society and the environment. Despite these criticisms, research is needed to highlight its potential positive contributions to the SDGs(Hu et al. 2025).

Sustainable Development Goal 12 (SDG-12) focuses on responsible consumption and production to encourage sustainable approaches by producers and consumers. Assessment of social progress on SDG-12 needs to be conducted from the consumer perspective. Green marketing tactics such as labeling and advertising are used to educate consumers about more environmentally conscious choices. This study explores how these strategies influence consumer perceptions, behaviors, and purchase intentions in developing countries. Data from 327 respondents were analyzed using structural equations. The findings indicate that environmental efficacy, awareness, and trust influence consumers' purchase intentions for green products, but price sensitivity is a key barrier that needs to be addressed(Abbas, Munir, and Ahmad 2024).

Companies adopting sustainable practices, such as eco-friendly packaging and green advertising, can influence consumer behavior toward more sustainable choices, contributing to the achievement of Sustainable Development Goal 12 (SDG 12). This study explores consumer responses to marketing strategies aimed at achieving the SDGs, focusing on how sustainable marketing will aid in India's advancements in this field by 2024. Data was collected and evaluated using a positive methodology. To examine the connection between sustainable marketing methods and consumer behavior, 450 surveys were given out using a methodology known as PLS-SEM. The findings emphasize the The study also highlights the impact of marketing tactics in persuading consumers to choose environmentally friendly packaging, demonstrating a close link between sustainable marketing and consumer behavior. the moderating function of pricing in the connection between sustainable marketing techniques and consumer behavior. Overall, these results offer compelling support for the influence of consumer perceptions Environmental issues influence the development of policies that are environmentally responsible(Kaur and Siddhey 2024).

Competitive Advantage:

Implementing a sustainable marketing strategy can enhance a company's brand image, trust, and customer loyalty, which are essential for maintaining a competitive advantage in the marketplace.

Sustainability is a key concern in contemporary society. Businesses may no longer grow sustainably without the support of society. Because of this, marketing managers are concentrating on Sustainability includes a company's financial, social, and environmental performance, as well as its ability to satisfy consumers' social and ethical needs, such as through cultural promotion, environmental protection, and disaster relief efforts. environmental duties, which raise concerns about how to put them into practice successfully. This study examines the effectiveness of sustainable marketing strategies in the conventional fashion market. According to the findings, trust, brand reputation, and consumer happiness are all favorably impacted by sustainable practices in the traditional fashion industry. Additionally, these activities have a beneficial impact on fostering brand loyalty. These outcomes offer meaningful implications for corporate executives and marketers in creating more effective sustainability management strategies(Jung, Kim, and Kim 2020).

Organizations in the fashion industry are encouraged to adopt more sustainable marketing strategies to address growing sustainability issues. However, environmental volatility complicates the implementation of environmentally friendly practices. Implementing sustainable practices can improve competitiveness in a shifting industry like the fashion industry, which is among the most environmentally harmful. This research employs The resource-based perspective (RBV) theory was used to investigate how sustainability methods might improve competitiveness. Using deliberate and convenience sampling, 400 questionnaires were given to Managers in Iranian textile businesses with a strong understanding of artificial intelligence and environmental measures. Following data screening, 230 questionnaires were deemed appropriate for analysis. Quantitative analysis was carried out utilizing PLS-SEM. The results show that green marketing has a significant impact on green marketing strategy, with competitive strategy serving as a mediator. Green marketing also It has a significant impact on competitive strategy, which in turn affects corporate environmental activities. The link between green marketing and competitive strategy is negatively moderated by environmental turbulence, implying that Sustainability programs might be less effective due to market, technological, and competitive upheaval. Managers and marketers in the fashion industry who want to improve their competitive This research will be helpful and insightful for those who gain an edge via green marketing and sustainable practices(Vehbi, Farmanesh, and Solati Dehkordi 2025).

This research examines the relationships between various components of a company's environmental management system (environmental strategy, environmental management practices (EMP), and business competitiveness) in order to see how they interact to provide a competitive advantage. in the apparel and leather sector, where sustainability considerations have a significant impact. The study was carried out using an internet poll of Italian businesses. The hypothesized model was tested using structural equation modeling techniques. The findings demonstrate that the introduction of sustainable product and process practices has a positive impact. Positive effects on a company's competitiveness in the marketplace. Additionally, businesses that have integrated sustainable practices more fully into their competitive strategies have demonstrated benefits in terms of brand value, staff retention, and financial accessibility. The firm's employees and suppliers are the key participants in determining the environmental plan. Focusing on the impact of EMP on business competitiveness; firms with manufacturing facilities located abroad show a bigger competitive impact(Resta et al. 2018).

Green marketing initiatives, such as eco-labeling and sustainable branding, can significantly influence consumer attitudes and purchase intentions, leading to increased market share and profitability.

As environmental issues gain popularity around the globe, green products and marketing strategies are becoming more and more crucial to sustainable economic development and environmental preservation. This is understood. by both producers and consumers. This research attempts to promote the usage of environmentally friendly products by tackling the dearth of information on how consumers view them. The study looks at green goods and consumer purchasing patterns. It examines how psychographic traits and the green marketing mix affect consumers' green buying behavior in the rapidly changing market. the food and beverage industry's consumer goods sector. A causal research design employing mean and regression analysis on a sample of 177 people was used. According to the research, environmental attitudes and personal norms, in addition to green prices, green places, and green promotions, have a significant impact on green buying behavior in the National Capital Region. To capitalize on these findings, the researchers recommend implementing an information system to develop a comprehensive green marketing mix plan that will help companies increase the adoption of green products while attracting and retaining customers(Coronel and Santos 2024).

Consumer Engagement :

Sustainable marketing practices are well-received by environmentally conscious consumers, who increasingly demand products that align with their values.

In order to draw customers in the face of the rising demand for sustainable items, e-commerce sites have started using green marketing techniques. Consumer preference for sustainable products has increased lately. The increasing understanding of environmentally beneficial products has led to a considerable rise. Green marketing contributes to affecting consumer purchase decisions about sustainable products in e-commerce. The research explores how green marketing strategies may influence consumer perceptions and online purchasing habits for sustainable goods. The research analyzes data from 501 participants and emphasizes how e-commerce sites employ green marketing strategies to cater to consumers who are concerned about the environment. The research employs structural equation modeling (SEM) to examine the link between green marketing initiatives. as well as important consumer outcomes like trust, perceived worth, and purchasing intent. The findings demonstrate that green marketing has a substantial impact on consumer attitudes and purchasing behavior. with perceived product sustainability and brand trust being key mediators. This study provides practical recommendations for e-commerce firms wishing to use green marketing to entice and keep environmentally conscious consumers(Manna 2025).

Companies can leverage green marketing to educate consumers about the environmental benefits of their products, thereby encouraging a culture of sustainability and responsible consumers.

The practice of promoting and selling environmentally friendly products and services is known as green marketing, sometimes referred to as sustainability marketing or environmental marketing. It encompasses the marketing and promotion of products, as well as all aspects of their production, packaging, and disposal. The goal of green marketing is to meet customer needs and wants while creating and providing ecologically sustainable products and services. This requires a comprehensive marketing strategy and consideration of the entire product lifecycle, from its initial components to its final disposal. Another goal of green marketing is to encourage consumers to make more ecologically responsible purchases by educating them about the environmental benefits of a product or service. This is typically achieved through the use of eco-labels, which make it easier for buyers to identify environmentally friendly products, or through advertising campaigns that highlight a product's beneficial environmental benefits. Based on an examination of management personnel responses, this paper uses a SEM model to explore green management in more detail. According to the research conducted above to determine the important components of green marketing, product, price, and promotion are the main factors influencing the environment for green marketing in the Delhi region(Kaur 2023),

Challenges and Opportunities:

While sustainable marketing offers many benefits, it also presents challenges such as greenwashing, compliance issues, and the need for transparency.

Green marketing, also called sustainability marketing, is a vital component of contemporary business since it promotes the purchase of environmentally friendly goods and the implementation of environmentally friendly practices. In the piece that follows, green marketing is briefly described, along with how it went from being a consumer movement to a corporate management strategy. The fundamentals discussed include the traits of green consumers and sustainable development. The authors of this article concentrate on sustainable product marketing, with a focus on transparency and client involvement, particularly in the domains of design, price, distribution, and advertising. Issues discussed include greenwashing and compliance, as well as methods for determining the effectiveness of green marketing tactics. In addition to illustrations of successful and unsuccessful advertising campaigns, best practices and their dangers are also discussed.(Gupta et al. 2025).

Companies must carefully plan and commit to sustainable practices at all levels of the organization to drive positive change and meet consumer expectations.

In today's environmentally aware society, this chapter goes on to discuss sustainable marketing and considers how businesses may strike a balance between financial success and environmental accountability. society. Sustainable marketing is seen as a holistic approach that integrates economic, social, and environmental considerations into all facets of the marketing process. The three The fundamental tenets of sustainable marketing are environmental responsibility, social fairness, and economic viability. A strategy for putting sustainable marketing methods into practice is described, including market research, product development, branding and marketing, communications, supply chain management, promotions and advertising, and customer participation. The successful incorporation of sustainability is shown in a case study of Patagonia. emphasizing legitimacy, openness, and advocacy. The chapter concludes by highlighting the possibilities and challenges of sustainable marketing, emphasizing the importance of careful consideration. collaboration, consistent dedication, and planning at all levels of the organization to foster constructive improvements that help create a more sustainable future(Sharma, Angra, and Singh 2025).

Overcoming Challenges

To overcome implementation challenges, it is crucial for companies to provide training and education for employees and management. Investment in research and development (R&D) for environmentally friendly technologies should also be encouraged. Collaboration with educational institutions and government agencies can help provide the necessary resources and knowledge.

To overcome the challenges of implementing a drought strategy, companies need to focus on several key areas:

Employee and Management Training and Education

Collaboration with Educational Institutions: Collaboration between companies and educational institutions can help provide relevant training and improve employee skills. For example, collaboration between the IT industry in Bangalore and educational institutions has shown significant benefits in employee training, despite several constraints such as limited resources and expertise.

This paper aims to examine collaboration between the IT industry in Bangalore and educational institutions to train employees through the development of sustainability-focused curricula. This research is quantitative and descriptive, examining the impact and feasibility of this partnership in developing the skills of new IT professionals. Data were collected through questionnaires sent to 100 respondents, including HR managers, learning and development departments from IT companies, and faculty members from educational institutions. Various statistical tools, such as chi-square tests, correlation analysis, and regression analysis, were used to analyze the data. The findings indicate significant benefits from this collaboration, but its effectiveness in achieving sustainability outcomes remains limited, with a weak relationship between collaboration effectiveness and sustainability success. Regression analysis shows that these variables are not directly related. This study highlights key barriers to ideal structural integration, such as inadequate resources and expertise. Based on these findings, recommendations are made to improve collaboration between educational institutions and industry, ensuring curricula meet the demands of sustainable development. The paper suggests that governments implement stricter policies to support IT sustainability and create sustainability-focused educational programs to create better job opportunities for IT professionals. It is also crucial to prepare our environment for future challenges before it's too late(Smitha, Mani, and Arumugam 2025).

Sustainable Curriculum Development: Fostering a climate of sustainability within educational institutions can help prepare a workforce better prepared to address the challenges of sustainability.

The University of Port Harcourt has strived to promote innovation and collaboration between academia, industry, and government, leading to increased awareness of intellectual property rights and innovative research aimed at benefiting society. There is a strong need for education and encouragement within the university community to foster innovation. The university's management places a high value on innovation and sustainability, collaborating with government and business partners to educate the community.

To support these goals, the university has established an office dedicated to teaching innovation strategies and assisting with patent acquisition. Students have the unique opportunity to attend courses offered by the National Office for Technology Acquisition and Promotion (NOTAP) and participate in training programs organized by international bodies focused on technology transfer and academia-industry collaboration. Workshops and initiatives, such as the Annual

Innovation Fair, aim to create an ecosystem for innovation and entrepreneurship, enabling researchers to focus on commercially viable research.
The university's recent achievements include securing funding for its Central Innovation Hub from the Higher Education Trust Fund and recognition as the Best Performing Intellectual Property and Technology Transfer Office in Nigeria for 2023. This recognition was accompanied by several patent applications for innovative products, such as a space-localization syringe and an epidural catapult for surgical procedures. Although the university faces financial constraints, efforts are ongoing to address these challenges through research grants and partnerships. The hope is that collaboration between academia, business, and government will lead to economic and social development, creating a sustainable future. Overall, these initiatives aim to improve the environment for innovation and technology transfer within the academic community, moving towards a reality where these aspirations can be achieved(Iwundu 2025).

Investment in Research and Development (R&D)

Government Support: The government can play a significant role by providing subsidies for research and development of environmentally friendly technologies. Studies show that government subsidies can increase investment in renewable energy and green technologies.
Renewable energy investment (REI) is crucial for achieving green development, but its heavy reliance on government subsidies results in financial constraints and a lack of market efficiency, hinder its long-term development. The purpose of this article is to investigate the direct effects and signs of government research and development (R&D) subsidies on REI in China. The impact is evaluated using ordinary least squares (OLS) techniques, utilizing information from renewable energy (RE) companies listed in China between 2009 and 2015. The impact of government R&D subsidies on REI and the role played by differences in ownership characteristics in this effect are examined. The propensity score matching (PSM) method is also used to examine whether government R&D subsidies can serve as a signal for venture capital (VC) and increase REI. The findings indicate that government R&D subsidies successfully accelerate REI, but this effect is only statistically significant for state-owned enterprises (SOEs) when considering ownership. In addition, receiving government R&D subsidies can increase the probability of obtaining venture capital (VC), which will help REI reach 1.086 billion yuan after accounting for selection bias. The contribution of this paper is to bring together government and capital market policies to ensure that REIs gradually "unwind" government assistance and operate effectively(Wu, Yang, and Tan 2020).

R&D Collaboration: Collaboration between universities and industry in R&D activities can accelerate innovation and the development of environmentally friendly technologies. For example, collaboration in Malaysia demonstrates that, despite challenges, effective collaboration can reduce overall R&D costs and increase innovation**.**
Collaboration in research and development between public universities and the industrial sector is crucial for a sustainable innovation ecosystem. However, policymakers, particularly in developing countries, often lack a thorough understanding of these issues. This article examines the extent of collaboration between universities and industry in Malaysia and assesses the underlying conditions that hinder such collaboration, despite government efforts to promote it. This low level of collaboration is related to differences in research and development activities between the two entities, with universities focusing more on basic research while the private sector tends to focus on incremental innovation, which requires smaller R&D budgets. The nature of R&D in industry necessitates closer collaboration between companies, rather than between universities. Additional contributing factors include the lack of intermediaries, absorptive capacity, and collaborative initiatives on the part of industry. This research demonstrates that collaborative activities can be fruitful if there is a clear effort to

address the mismatch in R&D between universities and industry, and if the appropriate institutional structures are in place to regulate these activities. The results reflect the characteristics of national innovation systems in many developing countries, suggesting that Malaysia's experience can serve as a valuable example(Chandran, Sundram, and Santhidran 2014).

Collaboration with Educational Institutions and Government

Triple Helix Model: The Triple Helix model of collaboration between universities, industry, and government can create a supportive innovation ecosystem. The example of Slovakia demonstrates that university science parks and research centers supported by European funding can foster innovation through mutually beneficial interactions.

Collaboration between universities, businesses, and government is crucial for innovation, but they often face obstacles that hinder the success of partnerships. To enhance this collaboration and overcome these obstacles, hybrid organizations such as university science parks, research centers, or incubators have been created. These structures are gaining popularity among regional policymakers, prompting the need to define their role and function within regional innovation systems. This paper aims to examine the contribution of university science parks and research centers in Slovakia, established with support from the European Structural and Investment Funds. University science parks and research centers serve as a tool to connect universities, industry, and government through the Triple Helix framework. They provide the right environment for innovation by leveraging resources from universities, research institutions, and businesses, fostering interaction. The research methods used included online surveys and interviews to collect data on all science parks in Slovakia. The key question in this article is whether research infrastructure is a sustainable and effective long-term investment. An evaluation of the current functioning of these parks indicates that they are not fulfilling their intended role in innovation creation. Key constraints include inadequate research funding, technological infrastructure, and long-term funding for professional staff. Unclear conditions regarding the parks' operational sustainability and uncertainty regarding government support suggest that these European-funded projects may not be able to operate independently after the sustainability period ends(Glittová and Šipikal 2022).

Government Initiatives: Governments can support these collaborations with policies that encourage sustainable innovation and provide incentives for research and development.

Public policies are increasingly supportive of sustainable innovation, but their effectiveness is often criticized. This paper examines how governments leverage subsidies as a tool to foster sustainable innovation in university-industry collaborations. Applying a three-stage Stackelberg model, we investigate the effects of various government subsidy approaches on profits and social welfare. The findings suggest that when governments implement subsidies, actors in university-industry collaborations receiving these subsidies are able to achieve higher profits and improve social welfare. Given similar levels of effort, firms receiving government subsidies can generate greater social welfare. Regardless of the subsidy strategy adopted, there is a balanced subsidy level that optimizes social welfare, and this level is positively related to the coefficient of external benefits. The conclusions of this article can provide a theoretical basis for government subsidies to support sustainable innovation. Collaborations between universities and industry can also design strategies to support product promotion(Song et al. 2022).

Positive Impacts on Industrial-Based Economies

The implementation of sustainable marketing management can create new jobs and improve product quality. With increased awareness of the importance of sustainability, companies not only gain economic benefits but also build better relationships with local communities. This can help create a stronger and more sustainable industrial ecosystem.

Sustainable marketing management can provide significant benefits to industrial-based economies by creating new jobs and improving product quality. Here are some of the key positive impacts:

Job Creation and Economic Growth

Employment Opportunities: Sustainable marketing practices, such as investing in renewable energy and eco-friendly packaging, can create jobs in various sectors, including manufacturing, logistics, and green technology.

Sustainable marketing practices support the environmental, social, and economic well-being of companies and their stakeholders while promoting products and services. This approach recognizes the interdependence of the three pillars of sustainability and aims to achieve integration. Investing in renewable energy offers key benefits: reducing greenhouse gas emissions, creating jobs, and driving economic growth. Sustainable marketing practices benefit both businesses and the environment. Understanding the Sustainable Development Goals (SDGs) is crucial for India and the world. This study examines various sustainable marketing practices employed by companies worldwide and their impact on environmental, social, and economic stability, as well as the challenges faced in their implementation. The study focuses on data from ten brands in the textile industry to analyze sustainable marketing efforts and their contribution to achieving the SDGs(Bala 2024).

This study explores how sustainable marketing impacts corporate image in Iran's electricity sector, with an emphasis on internal marketing and job satisfaction, using artificial intelligence (AI) as a bridge. The aim of the study was to develop a framework linking sustainable practices to organizational success and provide insights for an industry facing environmental and labor issues. A mixed-methods approach was employed, including semi-structured interviews with 15 industry experts and a quantitative phase involving structural equation modeling (SEM) with 384 participants from the electricity industry. The results indicate that sustainable marketing can improve corporate image and job satisfaction, with internal marketing contributing to these impacts. AI strengthens the positive impact of sustainable marketing. Limitations of this study include its focus on Iran, suggesting that future research should explore similar frameworks in other sectors and cultures. Practical implications highlight the need for organizations to use sustainable marketing and AI to attract environmentally conscious talent and align workforce values with sustainability. Socially, promoting sustainability and leveraging AI helps foster environmental responsibility and inclusivity. The study's originality lies in its integration of the resource-based view and stakeholder theory, which offers actionable insights for addressing sustainability challenges and leveraging AI for organizational success
(Azari, Mirabi, and Gholamzadeh 2025).

Economic Viability: By promoting sustainable products and services, companies can achieve economic growth while reducing their environmental footprint. This dual focus on profitability and sustainability can attract investors and increase market competitiveness.

Bisnis yang mengadopsi pemasaran berkelanjutan dapat memberikan manfaat bagi lingkungan sekaligus bagi keuntungan mereka sendiri. Dulu, perusahaan bisa menarik banyak pelanggan hanya dengan menawarkan harga yang murah dan produk berkualitas. Namun, dengan semakin meningkatnya perhatian masyarakat terhadap isu-isu lingkungan dan sosial, keinginan mereka untuk mendukung organisasi yang sejalan dengan nilai-nilai tersebut pun semakin besar. Banyak investor ingin berinvestasi pada bisnis yang menerapkan praktik berkelanjutan karena bisnis jenis ini sering kali memberikan hasil pasar yang positif dan menunjukkan daya tahan saat menghadapi krisis ekonomi. Selain itu, perusahaan-perusahaan ini cenderung patuh terhadap peraturan sosial dan lingkungan. Beberapa organisasi memanfaatkan pemasaran berkelanjutan untuk berhasil di pasar yang ramah lingkungan dan etis saat ini. Perusahaan perlu memberikan dana untuk program keberlanjutan agar dapat menerapkan pemasaran berkelanjutan. Namun, hal ini juga dapat memicu keterlibatan karyawan, mendorong kepatuhan terhadap hukum, meningkatkan pendapatan, dan memperkuat loyalitas terhadap merek(Anuradha et al. 2023).

Product Quality and Customer Satisfaction

Product Quality Improvement: Sustainable product development methods, such as the SMARTER method, help identify and address quality issues, leading to higher customer satisfaction and improved product standards.

Improving product sustainability is a challenge in the era of climate change. This study aims to formulate a method for sustainable product development in the context of a circular economy. The SMARTER method was applied to define the analysis objectives and select the appropriate team of experts. The quality levels of selected products were analyzed to identify non-conformities, which were then examined individually to determine potential causes using brainstorming techniques, Ishikawa diagrams, and multiple-choice voting. A correlation matrix was applied to investigate indirect causes that impact the environment. The root causes were selected based on their negative impact on the environment and their magnitude of impact on the existing issue. This designed method aims to improve product quality and customer satisfaction, while facilitating sustainable product development (Pacana, Siwiec, and Dwornicka 2024).

Customer Trust and Loyalty: Transparent and ethical marketing practices, such as those implemented by companies like Patagonia and Unilever, build consumer trust and loyalty by demonstrating the environmental and social benefits of their products.

This paper evaluates how sustainable marketing helps improve supply chain transparency through ethical marketing strategies that build consumer trust and brand image. The paper discusses how companies' commitment to sustainability reflects transparency in terms of visibility, traceability, and disclosure of practices from sourcing to distribution. Sustainable marketing demonstrates these aspects by implementing ethical production methods and environmental responsibility, which in turn increases consumer trust and loyalty. This paper analyzes how businesses use transparency to differentiate themselves in competitive markets through a qualitative literature review and case studies of Patagonia and Unilever. For example, Patagonia discloses information about its supply chain through its "Footprint Chronicles," while Unilever emphasizes fairness and environmental impact in its "Sustainable Living Plan." These findings suggest that transparent supply chains enhance brand authenticity and innovation driven by the adoption of green technologies to meet consumer expectations. However, the paper also addresses challenges such as greenwashing and the complexities of managing global supply chains, highlighting the need for robust data management systems and close collaboration with stakeholders to achieve true transparency. Overall, the relationship between sustainable marketing and supply chain transparency is crucial for promoting consumerism while adhering to ethical standards and sustainable business practices (Mollay and Sharma 2025).

Community Engagement and Social Responsibility

Building Community Relationships: Sustainable marketing fosters stronger relationships with local communities by addressing their needs and interests. This engagement can enhance a company's social responsibility efforts and enhance its brand equity.

Community engagement positively impacts internal brand awareness and also enables employees to address community needs and interests, which reportedly helps strengthen the credibility of an organization's social responsibility efforts and enhance brand equity. Semsites clearly see the value in community engagement programs; 90% reported that the program is a strong differentiator between Secure and its competitors. Volunteering has built a deep social awareness and understanding, supporting positive corporate citizenship behavior, embedding sustainability principles and solid human resource practices within the business, and building strong relationships with the community. Secure's community involvement opens up opportunities to reach socially conscious consumers by strengthening deep community relationships, meeting community needs and interests, and enhancing stakeholder perceptions of Secure's commitment to social responsibility. Community involvement through employee volunteer participation reflects an inside-out and outside-in focused approach to social marketing and sustainability. This enables the company to create a strong brand identity within the organization while meeting the needs of socially conscious consumers(Mishra and Singhal 2021).

Corporate Social Responsibility (CSR): Integrating CSR with sustainable marketing helps companies achieve long-term social and environmental goals, promoting responsible consumption and production.

Negative environmental impacts, such as resource depletion, environmental degradation, and ozone layer depletion, have been occurring rapidly and are increasing as a result of industrial development and uncontrolled consumption behavior driven by the mainstream economic system since the mid-20th century. This situation has prompted various efforts aimed at addressing these issues, focusing on environmental protection or social solutions. One of these is Sustainable Marketing, which has emerged as a practice that combines the principles and key issues related to Corporate Social Responsibility. In this context, this paper reviews the principles of sustainable marketing and CSR as approaches to sustainability that support responsible consumption and production. Thus, a number of marketing strategies are suggested to meet consumer needs, in line with organizational objectives and environmental principles, through the development of environmentally friendly products. The methodology adopted is a systematic literature review that began with two inter-institutional projects focused on sustainability. The paper concludes that the implementation of fundamental social responsibility is essential for the effectiveness of sustainable marketing(Giraldo-Patiño et al. 2021).

The purpose of this study is to analyze the relationship between Corporate Social Responsibility and Sustainable Marketing, demonstrating its importance for today's companies, and proposing various strategies for sustainable marketing. The methodology used in this study is a systematic literature review that generates qualitative data. The researchers utilized explanatory tools to analyze and synthesize the existing documents. The findings of this study reveal a close relationship between Corporate Social Responsibility and Sustainable Marketing, highlighting important factors such as employee motivation, risk reduction, and brand differentiation. The study states that Corporate Social Responsibility emphasizes the implementation of sustainable practices and its relationship with sustainable development emphasizes the importance of long-term value creation. The integration of sustainable marketing with the 4P elements in marketing strategies is identified as a key differentiator that educates consumers, integrates social and environmental aspects, and supports sustainable development(Rodríguez Ron 2024).

Creating a Sustainable Industrial Ecosystem

Holistic Approach: Sustainable marketing integrates environmental, social, and economic considerations into all aspects of the marketing process, promoting a balanced and sustainable industrial ecosystem.

Stakeholder collaboration: To achieve ecological sustainability, it is essential for companies, governments, NGOs, and consumers to work together. By working together, we can shift consumer attitudes and behaviors toward a healthier and more sustainable future.
By prioritizing environmental sustainability, the goal of green marketing is to reduce negative environmental impacts and encourage the choice of environmentally friendly goods and services. This strategy uses a variety of techniques and methods to inform and persuade consumers to choose environmentally friendly options. However, concerns such as greenwashing, legal restrictions, and consumer distrust remain. Companies must collaborate with various stakeholders, align applicable standards, increase transparency, and emphasize the benefits of more environmentally friendly practices to address these concerns. By mitigating the impacts of climate change and protecting resources, green marketing can improve brand quality and market competitiveness. Furthermore, green marketing can change consumer behavior and actions that promote a healthier and more sustainable future. Key to achieving this is collaboration between companies, governments, nonprofit groups, and consumers. The goal of ecological sustainability. Green marketing serves as an agent of change, encouraging a culture of environmental dedication and ethical consumer behavior.(Nayak, Satpathy, and Poddar 2024)
Green marketing essentially focuses on providing value to potential and current customers, with particular attention to the environmental impact of the products offered. Sustainable marketing is clearly a strategy for building relationships with existing and new customers, and it is one of the crucial elements that marketers must consider. In the last decade, many companies have begun offering and promoting environmentally friendly products to maintain the sustainability of the environment, resources, and communities. This study explores the roles of employees, customers, and technology in the context of sustainable marketing. Furthermore, this study will identify how each element contributes to sustainable marketing practices. The results show that technology is the most influential factor in sustainable marketing, while employee contributions are relatively minor. Employee support and technological advancements support several aspects of the sustainable marketing approach(Kushwaha et al. 2022)

Conclusion

This research demonstrates that sustainable marketing management strategies play a crucial role in strengthening industrial-based economies, particularly in facing increasingly complex global challenges. Through the implementation of sustainable marketing practices, companies are not only able to increase their competitiveness but also contribute to environmental and social sustainability. The analysis shows that companies that integrate desirable values into their marketing strategies tend to be more successful in attracting consumers who are increasingly aware of environmental issues. Furthermore, collaboration between various stakeholders, including the government, industry players, and the community, is key to creating an ecosystem that supports sustainable marketing practices. However, significant challenges remain, such as a lack of understanding among industry players and regulatory violations, which need to be addressed through policies that support and enhance human resource capacity. Therefore, achieving a sustainable industrial-based economy requires a strong commitment from all parties to consistently adopt and implement sustainable marketing management strategies.

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