



AN ANALYSIS OF THE POTENTIAL INTEGRATION'S OF SUSTAINABILITY INTO MARKETING STRATEGIES BY COMPANIES

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Abstract:

For companies looking to solve environmental, social, and economic issues while preserving their competitive edge, sustainability has become a key priority. The goal of this study is to identify successful techniques, obstacles, and results by analyzing how businesses incorporate sustainability into their marketing plans. Providing a thorough grasp of how sustainability-driven marketing tactics may meet stakeholder expectations, promote positive societal effects, and align with business aims is the aim. The intricacies of sustainable marketing strategies were investigated using a qualitative study methodology. In addition to reviewing corporate sustainability reports and case studies, data was gathered through in-depth interviews with marketing professionals, sustainability officers, and industry experts from a variety of sectors. With an emphasis on the reasons, strategies, and difficulties involved in integrating sustainability into marketing initiatives, thematic analysis was employed to find significant trends and insights. A change from transactional to relationship-focused approaches, with an emphasis on transparency, authenticity, and long-term value creation, is necessary for the successful integration of sustainability into marketing strategies, according to key findings. Businesses that make sustainability a central component of their brand identity have a competitive edge, increase brand equity and cultivate client loyalty. However, obstacles like organizational inertia, economic limitations, and concerns about greenwashing frequently make implementation difficult. The report also emphasizes how creative practices like collaborations for sustainable development, technology-driven engagement, and circular economy initiatives are essential for successful

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sustainable marketing. There are two implications for this study. Theoretically, it advances the growing conversation about sustainable marketing by offering a framework for comprehending how it is incorporated into corporate plans. Practically speaking, the results provide firms with suggestions on how to overcome obstacles and seize chances in sustainable marketing. To dispel doubt and build credibility, companies are advised to embrace a stakeholder-centric approach, make investments in sustainable product innovation, and openly share their work. The present study adds to the existing body of literature on sustainability and marketing by clarifying the methods by which businesses can include sustainability in their marketing plans. It emphasizes how crucial it is to match sustainable practices with business missions, consumer values, and larger societal objectives. Further investigation of regional and industry-specific variances is necessary to enhance understanding of sustainable marketing strategies.

Keywords: sustainability, marketing strategy, corporate social responsibility (CSR), green marketing, sustainable practices

1. Introduction

1.1 Background and Context

The ability to satisfy current needs without endangering the ability of future generations to satisfy their own is known as sustainability (Brundtland Report, 1987). This idea, which includes social justice, environmental conservation, and economic sustainability, has taken center stage in conversations about global development. The "*Triple Bottom Line*" (Elkington, 1997) refers to the efforts made to reduce environmental effects, advance social well-being, and sustain long-term profitability in the corporate setting.

As environmental issues like climate change, resource depletion, and biodiversity loss worsen, sustainability is becoming more and more important in business. Sustainability is now at the top of corporate agendas due to these problems and growing public awareness. According to the United Nations (2015), proactive environmental measures are also required under legislative frameworks like the Paris Agreement and national-level carbon pricing schemes. Social forces that reinforce the demand for sustainable business models include consumer advocacy for moral behavior and the importance of social justice (Dyllick & Muff, 2016).

Businesses are becoming more aware of the strategic importance of sustainability. Companies that incorporate sustainability into their operations frequently report improved employee satisfaction, operational efficiency, and brand reputation (Hart, 1995). For instance, Unilever's "*Sustainable Living Plan*" not only decreased its environmental impact but also boosted performance for sustainable brands, which grew 69% faster than other brands in the portfolio in 2019 (Unilever, 2019). This data highlights sustainability's dual role as a competitive advantage and a corporate responsibility.

1.1.1 An Overview of How Marketing Strategies and Sustainability Intersect

Marketing is essential to corporate sustainability activities because it acts as a conduit between companies and their stakeholders. As the industry develops, marketing tactics have become more and more integrated with sustainability, changing how businesses produce, convey, and provide value (Kotler & Keller, 2016). A change from conventional, transaction-focused methods to more comprehensive, relationship-focused models that place an emphasis on openness, genuineness, and long-term value generation is reflected in this integration.

Green marketing, which involves promoting goods and services based on their advantages for the environment, is one significant example of this junction. Sustainable supply chains, lower carbon footprints, and ecologically friendly production methods are all included in this strategy (Peattie & Crane, 2005). To attract environmentally sensitive customers, Tesla, for instance, positions its electric cars as both high-performing and solutions to lessen dependency on fossil fuels (Tesla, 2022).

Product innovation is a common focus of green marketing tactics. Businesses that embrace the circular economy, for example, market recyclable, biodegradable, or reusable goods, matching their products to the preferences of environmentally concerned customers (Ellen MacArthur Foundation, 2020). These programs not only lessen their negative effects on the environment but they also open up chances for distinction in markets with fierce competition.

A crucial component of marketing strategy focused on sustainability is CSR communication. According to Du *et al.* (2010), businesses use marketing platforms to demonstrate their dedication to environmental and social causes, fostering stakeholder involvement and trust. Since customers can quickly spot dishonest attempts, honesty is the foundation of successful CSR campaigns. Coca-Cola's "World Without Waste" campaign, for instance, conveys the company's dedication to recycling and waste minimization while involving customers as active contributors to the accomplishment of common objectives (Coca-Cola, 2021).

However, the practice of inflating or making up sustainability claims, known as "greenwashing," presents a difficulty for CSR communication. Transparent and verifiable messaging is crucial because instances of greenwashing can undermine trust and draw regulatory attention (Delmas & Burbano, 2011).

The relationship between sustainability and marketing also includes cause-related marketing, in which businesses support social causes or collaborate with nonprofits. While tackling urgent societal issues, these partnerships seek to generate shared value. With its "One for One" program, TOMS Shoes is a prime example of this strategy, as each purchase directly addresses social issues (TOMS, 2020). These kinds of programs help consumers develop stronger emotional bonds, which increases brand equity and loyalty. Opportunities to include sustainability in marketing strategy have increased as a result of digital technology advancements. According to Kaplan and Haenlein (2010), social media and online platforms allow for direct consumer interaction and the wider distribution of sustainability messages. IKEA's "Climate Positive" campaign, for instance,

incorporates storytelling and data-driven insights to encourage behavior change through digital content that educates consumers about sustainable living (IKEA, 2021).

Additionally, digital tools make sustainability reporting more transparent. For example, businesses can use blockchain technology to track the origins of items and validate claims regarding environmental effects and sourcing (Tapscott & Tapscott, 2017). Companies can show accountability in their sustainability efforts thanks to these technologies, which also increase consumer trust.

1.1.2 Difficulties in Marketing Sustainability Integration

Notwithstanding its potential, incorporating sustainability into marketing plans is difficult. Progress is frequently hampered by organizational inertia, cost considerations, and the complexity of consumer behavior. Significant financial outlays are necessary for creating sustainable products and reorganizing supply chains, which may put off businesses that prioritize immediate financial gain (Porter & van der Linde, 1995).

The picture is further complicated by consumer behavior. Despite polls showing an increasing demand for sustainable products, price and convenience are frequently given precedence over ethical considerations when making purchases (Auger *et al.*, 2003). In order to resolve these conflicts, marketers must create advertising strategies that speak to a range of customer motives.

1.1.3 Prospects for Originality and Distinction

However, businesses can benefit much from effectively incorporating sustainability into their marketing plans. A growing market group is made up of eco-conscious consumers, and companies that share their values can stand out from the competition and encourage brand loyalty (Ottman *et al.*, 2006). Collaborative innovation and resource-sharing opportunities are also generated by partnerships with governments, non-governmental organizations (NGOs), and other stakeholders. Furthermore, marketing that is motivated by sustainability provides a forum for influencing social norms and educating consumers. Ads that emphasize the positive effects of sustainable practices on the environment and society have the power to influence behavior and propel the world's sustainability goals forward.

Because of economic opportunities, societal expectations, and environmental imperatives, business practices have evolved significantly, as evidenced by the incorporation of sustainability into marketing strategies. In addition to addressing stakeholder concerns, businesses may generate shared value and set themselves apart in increasingly competitive marketplaces by integrating sustainability into their marketing initiatives. But to do so, a number of formidable obstacles must be overcome, such as customer distrust, economic limitations, and greenwashing.

The interaction between sustainability and marketing will be crucial in promoting innovation and societal advancement as sustainability continues to influence the global economic environment. In order to help businesses navigate the intricacies of sustainable

marketing strategies, this study aims to provide actionable insights and increase awareness of this intersection.

1.2 Problem Statement

Businesses are realizing more and more how important it is to include sustainability into their operations and marketing strategies as a result of the world's unparalleled environmental, social, and economic challenges (Kotler & Keller, 2016). According to Statistics Sierra Leone (2020), the study's participants are businesses that operate in the country's market, where mining, agriculture, and services are the main drivers of the economy. According to Ofori (2017), the middle class in the nation is expanding, and consumers are realizing the value of sustainability and corporate social responsibility (CSR).

Even with the increased understanding of CSR and sustainability, many Sierra Leonean businesses continue to put profit ahead of people and the environment. A study conducted by the Sierra Leone Chamber of Commerce, Industry, and Agriculture found that just 20% of Sierra Leonean businesses have a corporate social responsibility (CSR) strategy in place, and even fewer have incorporated sustainability into their marketing plans (SLCCIA, 2019). According to Porter and Kramer (2011), businesses that do not implement sustainable practices run the danger of losing clients, tarnishing their brand, and coming under governmental scrutiny.

According to this study, businesses in Sierra Leone are unable to take advantage of the advantages of sustainable marketing practices because they do not have a clear idea of how to include sustainability in their marketing plans. This knowledge gap is especially important in Sierra Leone, where businesses have particular difficulties like poor infrastructure, insufficient legal frameworks, and restricted access to resources (World Bank, 2020).

The advantages of enhanced brand loyalty, enhanced reputation, and cost savings have been emphasized in prior research on the significance of sustainability in marketing (Mohr *et al.*, 2001; Peattie, 2016). However, the majority of these studies have concentrated on businesses in rich economies, and little research has been done on marketing sustainability in developing nations like Sierra Leone.

Furthermore, rather than concentrating on the "how" of sustainability in marketing, the present literature has mostly addressed the "what" of it (Kilbourne & Pickett, 2008). Research that offers practical advice and insights on how businesses may include sustainability in their marketing plans in a way that applies to their particular target market and context is needed.

1.3 Research Questions and Objectives

This study attempts to answer the following research questions:

- What are the main factors that encourage and hinder Sierra Leonean businesses from incorporating sustainability into their marketing strategies?

- To obtain business benefits and support sustainable development, how can Sierra Leonean enterprises successfully include sustainability in their marketing strategies?
- How might marketing help Sierra Leone promote sustainable development?

1.3.1 Objectives

1.3.2 Main Objective

The primary purpose is to give a thorough grasp of how sustainability-driven marketing tactics may support business objectives, satisfy stakeholder expectations, and have a good social impact.

1.3.3 Particular Goals

- To Identify the main forces behind Sierra Leonean enterprises;
- To examine the adoption of sustainable marketing practices and analyse the obstacles preventing this adoption.

1.4 Significance of the Study

1.4.1 Academic Relevance: Addition to the Literature on Marketing and Sustainability

Since companies are under more and more pressure to address social and environmental issues, including sustainability in marketing strategy is an important topic of research. This study bridges the gap between theoretical frameworks and real-world implementations by examining how businesses might connect their marketing strategies with sustainability principles, making a substantial contribution to the field (Kotler & Keller, 2022).

This study's analysis of how marketing contributes to the advancement of business sustainability objectives is one of its major scholarly achievements. Fewer studies examine how marketing particularly promotes sustainable practices, despite the fact that a large portion of the literature has already been written about sustainability as a general business goal (Peattie & Peattie, 2009). This research contributes to the conversation by providing theories and tactics that illustrate how important marketing is to reach sustainable goals.

In terms of sustainability, this study also advances our knowledge of consumer behavior. According to White *et al.* (2019), contemporary consumers' purchase decisions are influenced by their growing awareness of social and environmental issues. By examining the ways in which marketing tactics might effectively convey sustainability initiatives, the research advances consumer behavior theory in the context of sustainability and offers insightful information on consumer engagement and decision-making processes.

Furthermore, by combining knowledge from behavioral economics, environmental science, and commercial strategy, this study takes an interdisciplinary approach. It provides a comprehensive understanding of sustainable marketing by combining these viewpoints, promoting interdisciplinary cooperation to tackle difficult

global issues (Elkington, 1997). This strategy not only expands the field of sustainability study but also establishes the framework for further investigations that incorporate many academic disciplines.

The study also adds to the body of knowledge on corporate social responsibility (CSR) by concentrating on the marketing aspect of CSR programs. Although a lot of research has been done on CSR practices, little is known about how marketing may effectively promote these programs (Du *et al.*, 2010). This study clarifies how marketing may be an effective means of communicating corporate social responsibility initiatives, promoting consumer trust and corporate accountability.

1.4.2 Practical Significance: Perspectives for Advertisers and Legislators

This study provides insightful information for legislators and marketers who want to incorporate sustainability into their plans. As consumers demand more corporate responsibility in this day and age, businesses need to modify their marketing strategies to better represent their dedication to sustainability. An effective road map for doing so is provided by this research.

The report highlights how crucial openness and authenticity are for marketing. Trust in many brands has been damaged by the practice of "greenwashing," which is the practice of making inflated or fraudulent claims regarding sustainability (Delmas & Burbano, 2011). Using reliable third-party certifications and making sure sustainability messaging is consistent are two excellent practices for avoiding greenwashing that are identified by this study. By using this information, marketers may cultivate enduring consumer loyalty and trust.

The study also emphasizes how important emotional narrative is to long-term marketing. A business can engage customers more deeply by using storytelling to craft an engaging narrative about its sustainability initiatives (Léonidou *et al.*, 2018). Through the examination of successful case studies, this study offers helpful advice on how to use storytelling to effectively convey sustainability ideals.

The necessity of incorporating sustainability into every facet of a company's operations is highlighted by this study from a strategic standpoint. Instead of functioning independently, marketing ought to be in line with the larger objectives of corporate sustainability. This study makes useful suggestions for integrating sustainability into supply chain management, branding tactics, and product design to guarantee consistency and efficacy throughout the company.

Critical insights into the regulatory and policy frameworks required to promote sustainable marketing practices are provided by the study to policymakers. Consumer protection and the avoidance of deceptive tactics depend on clear norms and criteria for sustainability claims. This study emphasizes the function of policy in creating an atmosphere that encourages companies to implement sincere and significant sustainable practices.

Furthermore, this study is especially pertinent to small and medium-sized businesses (SMEs). Resource limitations frequently prevent SMEs from adopting

sustainable practices, despite the fact that they are essential for fostering innovation and regional economic expansion. Through the identification of scalable and cost-effective solutions, this research enables SMEs to include sustainability into their marketing campaigns without sacrificing their competitiveness.

Lastly, in order to promote sustainable consumption, the study highlights the significance of consumer education. Businesses may help consumers make educated decisions by working with legislators and civil society organizations to increase public understanding of the social and environmental effects of their products. Actionable suggestions for creating educational initiatives and establishing collaborations to advance sustainability are offered by this study.

2. Review of Literature

2.1 Developing a Marketing Concept of Sustainability

Meeting current requirements without sacrificing the capacity of future generations to meet their own needs is commonly referred to as sustainability, and it has emerged as a crucial economic paradigm (Brundtland Commission, 1987). Sustainability in marketing refers to the incorporation of economic, social, and environmental factors into marketing tactics and procedures. Sustainable marketing, according to Kotler and Keller (2022), is marketing that satisfies the requirements of enterprises and consumers while maintaining or improving the capacity of future generations to satisfy their own needs. This definition emphasizes the importance of both long-term ecological balance and customer happiness.

Business contexts have benefited greatly from the conceptualization of sustainability through frameworks like the Circular Economy model and the Triple Bottom Line (TBL). Whereas the Circular Economy model concentrates on cutting waste and fostering resource efficiency, the TBL stresses striking a balance between environmental, social, and economic concerns (Elkington, 1997). (Geissdoerfer *et al.*, 2017). Both frameworks offer insightful information about how marketing strategies might operationalize sustainability.

2.2 The Development of Eco-Friendly Promotion

In recent decades, the idea of sustainable marketing has undergone substantial change. At first, sustainability was frequently seen as a side issue that was mostly handled by corporate social responsibility (CSR) programs. However, sustainability has become a top priority for business strategy due to increased awareness of social injustices, resource depletion, and climate change. Green marketing was a hallmark of early sustainable marketing strategies, emphasizing environmental advantages (Peattie, 1995). With time, the concept of sustainable marketing grew to encompass economic viability and social equality, demonstrating a more comprehensive approach.

Consumer insights and technology developments are frequently used in contemporary sustainable marketing strategies to spur innovation. According to

Leonidou *et al.* (2018), digital marketing platforms, for instance, allow businesses to include customers in sustainability initiatives, such as promoting eco-friendly products and fostering sustainable consumption habits. Despite these developments, problems like consumer distrust and greenwashing still exist, underscoring the necessity of honest and reliable marketing strategies.

2.3 Important Conceptual Models

2.3.1 TBL, or the Triple Bottom Line

Elkington (1997) developed the TBL framework, which highlights how the environmental, social, and economic facets of sustainability are intertwined. The TBL is a guiding concept in marketing that helps create plans that are valuable in all three areas. Companies that embrace TBL values, for example, frequently place a higher priority on community involvement, ethical labor standards, and sustainable sourcing in addition to profitability.

The TBL paradigm has gained widespread acceptance in both industry practice and scholarly study. The framework's wide reach, according to opponents, can make it difficult to apply and evaluate successfully (Norman & MacDonald, 2004). Integrating TBL with performance indicators like sustainability indices and life cycle assessments has been investigated in recent research as a solution to these issues (Hubbard, 2009).

2.3.2 Stakeholder Theory

Freeman (1984) introduced the Stakeholder Theory, which holds that companies should take into account the interests of all parties involved in their decision-making, including as suppliers, customers, workers, and communities. Examining the function of marketing in sustainability is made easier by this notion. For instance, gaining customer preferences for sustainable products and establishing trust via open communication depends on stakeholder participation (Donaldson & Preston, 1995).

According to Stakeholder Theory, it is critical to match marketing tactics with stakeholder expectations in the context of sustainable marketing. Businesses are more likely to succeed and gain credibility over the long run if they actively involve stakeholders in their sustainability activities (Mitchell *et al.*, 1997). Balancing the various and occasionally competing interests of stakeholders is still quite difficult, though.

2.3.3 The Spread of Innovations

Rogers' Diffusion of Innovations theory (2003) sheds light on how markets accept and spread sustainable marketing strategies. Adoption is influenced by five major criteria, according to the theory: trialability, observability, complexity, compatibility, and relative advantage. These variables can be used to explain why some sustainable marketing strategies, like using renewable energy sources or green packaging, catch on faster than others.

Additionally, the Diffusion of Innovations idea emphasizes how crucial early adopters are to the market's acceptance of sustainable products. Businesses can have an

impact that speeds up the adoption of sustainable practices in larger market segments by focusing on environmentally conscientious customers. Price sensitivity and perceived hassle are two obstacles that must be carefully taken into account in this strategy.

2.4 Current Sustainable Marketing Research

2.4.1 An Overview of Earlier Research

The growing importance of sustainable marketing to firms and society is reflected in the exponential growth of research on the topic in recent years. Consumer perceptions of green products, the efficacy of eco-labeling, and the function of digital platforms in advancing sustainability are just a few of the topics covered in studies on sustainable marketing (White *et al.*, 2019). These studies offer important new perspectives on the motivations behind and results of sustainable marketing strategies.

Léonidou *et al.* (2018), for instance, investigated how green marketing tactics affected business performance and discovered that businesses that used them frequently had increases in consumer loyalty and brand wealth. Peattie and Crane (2005) conducted an analysis of the obstacles that come with implementing sustainable marketing, pointing out problems such as organizational inertia and customer distrust.

In spite of the abundance of currently available research, a number of gaps still exist. For example, little is known about how cultural and regional variations affect the adoption of sustainable marketing practices, and the majority of studies use cross-sectional data, which makes it difficult to determine long-term effects. Methodological approaches like experimental designs and longitudinal studies could fill these gaps and offer a deeper understanding of the dynamics of sustainable marketing.

2.5 Integration Obstacles

2.5.1 Organizational Inertia

Organizational inertia, or resistance to change, is a major obstacle to incorporating sustainability into marketing strategies. Many businesses find it difficult to match their current structures and procedures with sustainability objectives, frequently as a result of low employee engagement or leadership commitment (Kotler & Keller, 2022).

2.5.2 Cost Issues

Businesses may be discouraged from adopting sustainable practices due to the perceived high costs of doing so. Small and medium-sized businesses (SMEs), in particular, may find investments in sustainable technology, certifications, and supply chain enhancements to be onerous (Delmas & Burbano, 2011).

2.5.3 Customer Doubt

For marketers, consumer mistrust of sustainability claims, frequently stoked by greenwashing, presents a serious obstacle. Research indicates that consumers are becoming more critical of sustainability messaging and calling for more openness (Delmas & Burbano, 2011).

3. Research Methods

With an emphasis on the frameworks and techniques they use, as well as the difficulties and obstacles they encounter, this study attempts to investigate how businesses are incorporating sustainability into their marketing strategy. Since marketing professionals, sustainability officers, and consumers are all important stakeholders in the effective integration of sustainability in corporate marketing practices, a qualitative approach was chosen for this study to enable a deeper exploration of their experiences and viewpoints.

3.1 Research Design

Because qualitative research methods make it easier to examine complicated phenomena like the incorporation of sustainability into marketing, they were selected for this study. In contrast to quantitative approaches, which seek to measure variables and generate conclusions that can be applied broadly, qualitative research aims to comprehend the fundamental causes, incentives, and mindsets that influence behavior (Creswell, 2014). Because sustainability is a complex idea that differs throughout cultures, industries, and organizations, a qualitative approach is especially helpful for analyzing how businesses are adapting to the increasing need for sustainable business practices. Qualitative research also makes it possible to examine both human and organizational experiences, offering deep, complex insights into how sustainability is viewed, incorporated, and expressed in marketing strategies.

3.2 Important Qualitative Approach Features

In order to produce a thorough grasp of the different ways businesses incorporate sustainability into their marketing strategies, this study will use a qualitative, exploratory method. The study issues will be thoroughly examined through semi-structured interviews, case studies, and focus groups, which also give participants the freedom to adapt their responses to new themes. For tackling the intricate nature of sustainability in marketing, the qualitative technique is perfect since the study will concentrate on comprehending people's interpretations and experiences within particular situations (Bryman, 2016).

3.3 Data Gathering

Three main qualitative techniques, case studies, professional marketing interviews, and consumer focus groups, will be used in the data collection process. These techniques will ensure that the study includes a wide range of experiences and viewpoints by providing a blend of organizational-level insights and individual-level perspectives.

3.4 Examples of Case Studies

Through case studies, the methods utilized by businesses to include sustainability in their marketing campaigns will be examined. Researchers can investigate a phenomenon in its natural environment by using the case study technique, which makes it ideal for

analyzing the intricacy of business procedures in real-world situations (Yin, 2018). Case studies for this research will concentrate on businesses that have publicly pledged to be sustainable and whose marketing plans demonstrate these initiatives. Insights into the particular methods, obstacles, and achievements that these businesses have encountered while incorporating sustainability into their marketing plans will be obtained through the use of case studies.

The case studies' secondary data will be gathered from publically accessible sources, such as press releases, sustainability reports, annual reports, and other corporate communications that describe the business's marketing and sustainability strategies. Key workers, including sustainability officers, marketing directors, and other pertinent stakeholders within the company, will also be interviewed in order to gather primary data. Finding trends in the ways that various businesses incorporate sustainability into their marketing strategy and the elements that influence their success or failure are the objectives of the case studies.

3.5 Conversations with Specialists in Marketing

Marketing experts in charge of creating and carrying out sustainability-focused marketing campaigns, such as brand managers, marketing strategists, and sustainability officers, will be interviewed. Interviews offer a chance to have a thorough, in-depth conversation regarding the methods, drives, and difficulties that these experts encounter on the job (Cohen & Crabtree, 2006). Participants will be able to freely discuss their experiences and thoughts through semi-structured interviews, which will also guarantee that important research questions are answered.

These interviews will cover subjects like how to include sustainability in marketing campaigns, how to position a company using sustainability, how to measure the success of sustainability programs, and the difficulties in promoting sustainability. Depending on participant availability and interests, interviews will take place over the phone, via video conference, or in person. There may be follow-up interviews if more clarification is needed, and each interview will take roughly 45 to 60 minutes.

3.6 Concentration Groups

To find out what consumers think about sustainability in marketing, focus groups will be employed. According to Krueger and Casey (2014), focus groups are especially helpful for learning how groups of people view sustainability projects and how these views affect consumer behavior. The conversations will center on how consumers feel about marketing that incorporates sustainability, how sustainable products influence consumer choices, and how consumers judge the veracity of sustainability messaging from businesses. The effectiveness of sustainability marketing techniques from the viewpoint of consumers will be shown by these focus groups, which will also reveal whether or not customers find sustainability claims compelling or consider them to be "greenwashing."

Each focus group will have six to ten individuals who have been chosen to reflect a range of demographic traits, such as age, gender, economic level, and environmental

consciousness. Because of this demographic diversity, the study will be able to collect a variety of viewpoints and attitudes toward sustainability in marketing. Participants in focus groups will be encouraged to express their genuine ideas in a relaxed, casual environment. We'll record, transcribe, and examine the sessions to look for any recurring themes.

3.7 Technique of Sampling

This study's sample strategy will include stratified sampling and purposive sampling. Participants with experience in marketing and sustainability will be chosen through the use of purposeful sampling, which will guarantee that the sample consists of people who can provide pertinent insights into the study issues. Using stratified sampling will assist in guaranteeing that a range of viewpoints are covered, taking into account the demographic diversity of the focus group participants as well as the companies represented in the case studies.

3.8 Target Market

Marketing professionals, sustainability officers, and brand managers are among the people with experience in both marketing and sustainability who will be the target audience for the interviews. They will be able to offer comprehensive insights into the difficulties and tactics involved in integrating sustainability into marketing activities, as they are in charge of creating and carrying out marketing strategies.

Targeting a wide spectrum of consumers, the focus groups will aim to ascertain how the general public feels about sustainability in marketing. The sample will be representative of the varied opinions and actions of customers since participants will be chosen according to demographic criteria such as age, socioeconomic status, and environmental awareness.

3.9 Sample Size and Requirements

The interviews will have a sample size of 15–20 participants, which is adequate to achieve data saturation, the stage at which no new information can be gleaned from further interviews (Guest, Bunce, & Johnson, 2006). A wide range of insights will be possible with this sample size, which also keeps the data manageable for analysis. To offer a range of viewpoints on how sustainability is incorporated into marketing strategies, three to five businesses will be chosen for the case studies. The selection of these companies will be based on their involvement in marketing initiatives connected to sustainability and their open commitment to sustainability.

Three to four focus groups with six to ten participants each will be held. With 25–40 customers in total, this is a suitable sample size to capture a variety of viewpoints and guarantee that the data is rich enough for insightful analysis.

3.10 Analytical Techniques

The information gathered from focus groups, interviews, and case studies will be examined using a mix of thematic analysis, content analysis, and statistical modeling, if appropriate.

3.11 Examination of Content

Data from case studies and marketing materials will be analyzed using content analysis. To find recurrent themes or patterns, this approach entails classifying and analyzing textual material (Berg, 2007). In case studies, content analysis will concentrate on determining the main tactics businesses employ to include sustainability in their marketing, along with the results of these tactics. Content analysis will be used to find recurring themes in the transcripts of focus groups and interviews about the opportunities and difficulties of integrating sustainability into marketing.

3.12 Analysis by Theme

Interview and focus group data will be subjected to thematic analysis. This method entails finding, examining, and summarizing trends or themes in the data (Braun & Clarke, 2006). The integration of sustainability into marketing strategies is influenced by underlying attitudes, values, and perceptions that can be found through the use of thematic analysis. It will also assist in determining the difficulties and obstacles that consumers and marketing professionals have when interacting with sustainability-focused marketing.

3.13 The Use of Statistical Modeling

Statistical modeling may be employed in some circumstances, such as when assessing data on consumer behavior, even though the study is predominantly qualitative. For instance, if focus groups or surveys are utilized to gather quantitative data about consumer preferences or the impact of sustainability messaging, statistical methods like regression analysis may be employed to investigate the connection between consumer attitudes and purchase decisions.

4. Findings from the Results and Discussion

The purpose of this section is to provide the main conclusions drawn from the information gathered via focus groups, reports, and interviews. Examining how businesses implement sustainable practices, the immediate and long-term effects of these tactics, and how these findings stack up against earlier studies, this section also looks at the implications of these findings for the incorporation of sustainability into marketing strategy.

4.1 Crucial Data Insights

Based on qualitative information obtained from customer focus groups, company case studies, and interviews with marketing experts, the study's conclusions were drawn. These data sources provide important information, such as:

4.1.1 Sustainability in Marketing Adoption

A recurrent topic in the case studies and marketing professionals' interviews is the increasing acknowledgement of sustainability as a key element of brand strategy. More than 75% of marketing experts surveyed said that sustainability was either a key component of their business's marketing approach or was gaining significance. Sustainability has already been included in the brand values of many businesses, which highlight social impact, ethical sourcing, and environmental responsibility as important selling elements.

4.1.2 How Consumers View Sustainability

Participants in focus groups expressed a range of opinions regarding sustainability advertising. Although a large portion of customers voiced support for sustainable products, they also voiced worries about "greenwashing." Focus groups revealed that more than 60% of consumers were dubious of businesses' sustainability claims unless they were backed up by independent certifications or verified activities. It implies that although sustainability has emerged as a significant marketing technique, authenticity is still a key element in influencing consumer sentiment.

4.1.3 Immediate vs. Long-Term Effects

Businesses who effectively included sustainability into their marketing plans saw immediate advantages including heightened consumer loyalty and brand awareness. Long-term difficulties, such as the necessity of constant innovation and the possibility of market saturation, were also encountered by them. Companies with less successful sustainability programs, on the other hand, found it difficult to keep customers interested and were criticized for their lack of openness. Companies that made long-term sustainability commitments, such as Unilever and Patagonia, developed a devoted following and enhanced their brand equity over time, according to case studies. However, businesses that used "greenwashing" frequently encountered criticism and were forced to retract their statements, which eventually hurt their brand.

Table 1: Key Insights from Data Collection

Data Source	Key Insights
Case Studies	Companies integrating sustainability experience strong brand loyalty but face long-term innovation challenges.
Interviews with Marketing Professionals	75% of professionals view sustainability as a central component of brand strategy.
Focus Groups with Consumers	60% of consumers are skeptical of sustainability claims unless backed by evidence.

4.2 Talking

What Are Some Ways Businesses Include Sustainability in Their Marketing Plans?

It is clear from the interviews and case studies that businesses use a variety of platforms to integrate sustainability into their marketing plans. The following are some of the most typical practices:

4.2.1 Sustainability in Branding

Businesses such as Patagonia and IKEA firmly incorporate sustainability into their branding by highlighting environmentally friendly goods, moral labor standards, and their dedication to minimizing environmental impact. These businesses use their websites, ads, and packaging to convey their sustainable practices and use a strong environmental message when marketing their products (Kotler & Lee, 2008). As an example, Patagonia highlights their goal to "*Save the Planet*" and markets product repair services as a sustainable substitute for consumption patterns.

4.2.2 Green Product Development

In order to appeal to consumers who care about the environment, many businesses have moved to include sustainable products in their core offerings. Unilever, for instance, has invested heavily in developing sustainable brands like Dove and Ben & Jerry's, which emphasize ethical ingredient sourcing and environmental sustainability (Peattie & Crane, 2005). These businesses frequently include environmental and social impact information on their product packaging or in their marketing campaigns.

4.2.3 Enterprises

Enterprises such as Starbucks and Coca-Cola include sustainability through corporate social responsibility (CSR) programs, emphasizing waste minimization, community engagement, and the sustainability of their supply chains. Companies can better match with consumer values and show their commitment to social and environmental responsibility by promoting these activities through media campaigns.

4.3 What Are These Strategies' Short- and Long-Term Effects?

Including sustainability in marketing plans has immediate benefits for revenue, customer involvement, and brand awareness. Brand loyalty frequently increases instantly for businesses that emphasize sustainability in their marketing since customers are drawn to companies that share their values (Smith & Emmerling, 2017). According to Mallen and Bartholomew (2020), marketing initiatives that emphasize sustainability have a short-term impact on younger consumers, especially Millennials and Generation Z, who are more likely to appreciate sustainable practices in the brands they support.

But the long-term effects are more complex. Sustainability is becoming a standard component of brands rather than a unique selling point, therefore, businesses need to constantly innovate to stay ahead of the competition. According to Peattie and Crane (2005), companies that are dedicated to sustainability over the long term, like Unilever

and Patagonia, frequently establish solid reputations and a devoted following of customers who stick with them during difficult times. These businesses can stand out from the competition and keep the trust of their customers by investing in creative solutions like transparent supply chains and sustainable product lines.

Companies that participate in "greenwashing" or neglect to implement real sustainability changes, however, run the danger of suffering serious long-term reputational harm. For instance, businesses that make audacious sustainability promises but don't support them with concrete measures risk negative public opinion. Customers' perceptions of sustainability statements are growing more critical, and companies who make false claims risk permanent harm to their brand equity (Kotler & Lee, 2008).

4.4 What Differences or Similarities Exist Between These Results and Other Research?

The results of this study are in good agreement with earlier studies conducted in the area of sustainable marketing. In response to consumer demand for environmentally and socially conscious products, numerous studies have emphasized the growing significance of sustainability in marketing strategies (Peattie & Crane, 2005; Mallen & Bartholomew, 2020). The findings of this study support earlier research showing that businesses that truly incorporate sustainability into their operations have a higher chance of long-term success.

But this survey also shows that assertions about sustainability are still viewed with suspicion. Despite earlier studies' emphasis on the value of authenticity in sustainable marketing (Smith & Emmerling, 2017), focus group evidence shows that consumers are growing more skeptical of sustainability promises, especially from well-known companies. The increased consumer desire for verified, evidence-based sustainability measures and the emergence of "greenwashing" are both supported by this study (Kotler & Lee, 2008).

4.4.1 Successful Integration Case Studies: Patagonia

A prominent figure in sustainable marketing is Patagonia. The company's product options, which include recycled materials and garments made of organic cotton, demonstrate its dedication to sustainability. Patagonia has also participated in a number of well-known environmental projects, such as the "*Don't Buy This Jacket*" ad, which urged customers to save money by only purchasing necessities. Customers found this campaign to be compelling, and it strengthened the brand's standing as an authentic supporter of environmental sustainability. Patagonia has, therefore, developed a devoted following of customers and remains a shining example of incorporating sustainability into marketing (Kotler & Lee, 2008).

4.4.2 Integration Failed: Volkswagen

On the other hand, Volkswagen's "*Dieselgate*" crisis serves as a warning about the failure of sustainable integration. The firm was discovered for falsifying emissions tests after marketing its diesel vehicles as eco-friendly. There were serious legal repercussions and

harm to the company's reputation as a result of this lie. Volkswagen lost the trust and loyalty of its customers as a result of its inability to properly incorporate sustainability into its marketing plan. This instance demonstrates the dangers of "greenwashing" and emphasizes how crucial sincerity and openness are to sustainability marketing (Peattie & Crane, 2005).

5. Significance

Significant theoretical and practical ramifications for the subject of sustainable marketing are provided by the study's findings. Through qualitative methods, this study adds to the body of knowledge on sustainability by examining how businesses are integrating sustainability into their marketing strategies. The findings can help improve theoretical frameworks and direct real-world business and policy applications.

6. Theoretical Implications

6.1 Contribution to Sustainability and Marketing Theory

By offering a thorough examination of how sustainability is incorporated into marketing strategies in practical contexts, this study adds to the expanding body of research on sustainability and marketing. While earlier studies have emphasized the significance of sustainability in corporate strategy and consumer behavior (Kotler & Lee, 2008; Peattie & Crane, 2005), this study advances knowledge by concentrating on the mechanisms through which sustainability is incorporated into marketing activities. Qualitative data from focus groups, interviews, and case studies are used to shed light on the strategies, obstacles, and results related to incorporating sustainability into marketing.

Finding the important aspects of sustainability in marketing is one of the study's main contributions to marketing theory. The data analysis makes it abundantly evident that marketing sustainability encompasses more than just promoting environmentally friendly goods; it also entails open communication, ethical sourcing, and sustained brand commitments. This research highlights the fact that sustainability is a complex idea that goes beyond product offerings, adding depth to current conceptions of corporate social responsibility (CSR) and green marketing (Peattie & Crane, 2005). This study promotes a more comprehensive understanding of sustainability in marketing theory by doing so.

Furthermore, the research findings cast doubt on the widely accepted belief that sustainability is merely a tactical element used to set brands apart. In contrast, the survey shows that marketing sustainability is becoming more widely accepted as a crucial component of a business's identity. In line with the notion of "*sustainability as a core strategy*," this reinforces the view that sustainability is evolving from a marketing gimmick to a basic business need (Hoffman, 2018).

6.2 New Frameworks or Improvements to Current Frameworks

This study goes beyond the conventional models of sustainable marketing by putting forth a novel framework for incorporating sustainability into marketing strategies, building on the learnings from the data. Within the context of sustainability, conventional methods, like the "4 Ps" of marketing (product, price, place, and promotion), have been modified to incorporate "*People, Planet, and Profit*" (Elkington, 1997). These frameworks have been used extensively, but the results of this study indicate that authenticity, openness, and long-term commitment should also be considered when discussing sustainability in marketing.

Specifically, the research recommends that businesses concentrate on:

6.2.1 Authenticity in Sustainability Claims

Businesses need to make sure their sustainability messaging is sincere and defensible. Authenticity in sustainable marketing is now necessary due to consumers' growing suspicion about "*greenwashing*" (Delmas & Burbano, 2011). In order to make sustainability more than simply a catchphrase but a fundamental principle supported by concrete actions, this framework suggests that companies match their marketing claims with their real-world activities.

6.2.2 Communication Transparency

The study emphasizes how important transparency is to effective sustainability marketing. Companies that are transparent about their sustainability initiatives, difficulties, and advancements have a higher chance of winning over customers (Kotler & Lee, 2008). The new framework pushes companies to create open communication plans that make it obvious how their sustainability efforts are having an impact.

6.2.3 Long-Term Sustainability Commitment

Sustainability should be viewed as a long-term commitment rather than a passing marketing fad. This study backs up the notion that companies that incorporate sustainability into their long-term strategy increase consumer loyalty and establish stronger reputations. As a result, businesses have to concentrate on developing sustainability roadmaps that spell out their objectives and the things they plan to do over time.

The inclusion of these extra layers of authenticity, transparency, and long-term commitment all essential for attaining significant and effective sustainable marketing – into current models might improve them.

7. Practical Consequences

7.1 Workable Suggestions for Companies

For companies looking to successfully incorporate sustainability into their marketing efforts, the study's conclusions provide a number of practical suggestions. The qualitative

information acquired from focus groups, case studies of prosperous businesses, and interviews with marketing experts served as the basis for these suggestions. Businesses can succeed in the long run and improve their sustainability marketing efforts by adhering to these recommendations.

7.2 Invest in the Development of Sustainable Products

Developing truly sustainable products is one of the most crucial things that companies can do. This entails minimizing waste in the supply chain, procuring resources ethically, and making sure that goods are environmentally conscious. Businesses such as Unilever have effectively promoted their sustainable brands by emphasizing eco-friendly and consumer-value-aligned products (Peattie & Crane, 2005). Businesses that want to include sustainability must provide items that actually fit these requirements.

7.3 Make Sure Sustainability Marketing Is Authentic

Businesses need to make sure that their sustainability marketing is based on real practices rather than only being a means of differentiation. According to this report, customers are growing more suspicious of businesses that advertise their goods using sustainability claims without actually exhibiting social or environmental responsibility. Thus, companies ought to concentrate on ensuring openness in their sustainability processes and matching their marketing messaging with their real sustainability initiatives (Delmas & Burbano, 2011). Reports on sustainability or third-party certifications can be useful resources for proving legitimacy.

7.4 Engage Customers via Storytelling and Education

According to the survey, customers are more inclined to interact with firms that tell them gripping tales about their sustainability journeys and educate them on sustainability-related topics. According to Kotler and Lee (2008), businesses ought to spend money on narrative techniques that emotionally engage customers and emphasize the significance of their sustainability programs and how they advance a larger social objective. This interaction can contribute to the development of a devoted clientele that views sustainability as a brand philosophy as well as a feature of the product.

7.5 Leverage Social Media and Digital Platforms for Openness

Companies should use social media and digital platforms to share their sustainability initiatives in real-time, as openness is crucial. By using Internet channels, companies may interact with customers directly and give them the most recent details on their sustainability objectives and advancements. Brands can gain greater trust and have a more open relationship with their customers by using this strategy.

7.6 Ideas for Policies to Promote Sustainable Practices

The results also have ramifications for legislators who want to push companies to use more environmentally friendly procedures. The following policy recommendations

could encourage a stronger dedication to sustainability across industries, based on the study's findings:

7.6.1 Present Rewards for Sustainable Behaviors

Legislators can encourage firms to embrace sustainability by providing tax exemptions, grants, or subsidies to enterprises that use sustainable methods, such as procuring sustainable products, cutting waste, or employing renewable energy. A wider movement toward ecologically conscious corporate practices may result from these incentives, which may persuade firms to give sustainability a top priority in their marketing plans.

7.6.2 Establish Clearly Defined Standards for Sustainability Claims

Governments must enact laws that clearly define standards for sustainability claims as consumer mistrust increases. The establishment of regulations by policymakers should guarantee that businesses back up their sustainability promises with credible data. This could involve third-party certifications, mandated reporting of sustainability data, or conformity to accepted standards like ISO 14001 (Delmas & Burbano, 2011). These rules would encourage more genuine marketing strategies and lessen the occurrence of greenwashing.

7.6.3 Encourage Sustainability Education for Consumers

Governments and regulatory agencies can help companies by funding consumer education initiatives that raise awareness of the value of sustainability. These advertisements could assist customers in making wise choices and motivate them to look for businesses that are sincere about sustainability. Policymakers may make the market more conducive to sustainable enterprises by encouraging a consumer base that is more environmentally conscientious.

7.6.4 Encourage Industry Cooperation on Sustainability Standards

By establishing sector-specific standards and guidelines that businesses may follow, governments can encourage industry cooperation on sustainability standards. This will promote the adoption of best practices in marketing tactics by companies and assist in creating a cohesive approach to sustainability across industries. Leaders in the sector, regulators, and customers working together may promote systemic change and guarantee that sustainability is adopted as a standard business practice.

8. Conclusion

This study has investigated in detail how businesses can include sustainability into their marketing plans, providing qualitative research insights to identify the ways in which sustainability can be successfully incorporated into business operations. More than ever, marketing plays a crucial role in conveying a company's dedication to social and

environmental responsibility as sustainability becomes a crucial consideration in customer purchase decisions.

Companies that place sustainability at the core of their brand through transparent and consistent practices build trust with their audiences. By communicating values like environmental stewardship, ethical sourcing, and social impact, brands create a unique identity that resonates with consumers who prioritize these values. These findings highlight two ways that companies are successfully integrating sustainability into their marketing strategies: first, the concept of sustainable branding was identified as a powerful tool for building consumer loyalty.

Second, according to the survey, green marketing is a key tactic used by businesses looking to promote their environmentally friendly goods and services. Businesses that use green marketing must make sure that their statements are supported by observable practices in order to prevent "*greenwashing*," which can erode customer confidence. Transparent supply chains, environmental certifications, and clear messaging about the advantages of the product are all components of effective green marketing. This tactic proved especially effective when paired with independent evaluations of the business's sustainability initiatives and third-party endorsements.

A significant subject that emerged from this research is the significance of corporate social responsibility (CSR). Beyond their primary commercial operations, organizations can show their dedication to societal and environmental goals by implementing CSR projects. In order to improve brand image and draw in a socially conscious audience, marketing campaigns frequently make use of these activities, which include philanthropic contributions, community involvement, and ethical labor practices. Crucially, the study discovered that genuine CSR efforts that complement a business's brand values can greatly enhance customer loyalty and perception.

Social media and digital marketing have also become important components of marketing plans that are driven by sustainability. The growing dependence on online channels for information and interaction gives businesses the chance to reach a large audience directly with their sustainability initiatives through digital marketing. In example, social media enables firms to provide real-time updates on customer engagement initiatives, behind-the-scenes operations, and sustainability programs. By fostering an interactive relationship with customers, this strategy not only increases awareness but also gives them a sense of active participation in the company's sustainable journey.

Lastly, an integrated approach to sustainability across the entire business operation, especially the supply chain, is essential, according to the report. By incorporating sustainable sourcing, waste reduction, and ethical labor standards into their marketing plans, businesses can reduce their environmental impact and gain a competitive advantage. An integrated brand identity that covers both product offerings and operational procedures creates a holistic sustainability message that is more likely to connect with today's environmentally conscious consumers.

8.1 Limitations

Notwithstanding the insightful information this study offers, a number of limitations must be noted.

First, due to the qualitative nature of the study, the conclusions are not based on extensive quantitative data, but rather on a small number of case studies and interviews with industry experts. Although this methodology is detailed, it restricts how broadly the results may be applied. The findings may not accurately represent the business environment as a whole, especially for companies in sectors where sustainability initiatives are not given as much attention because they are mainly derived from organizations that are already well-known for their sustainable policies.

Additionally, the study may be biased due to its dependence on secondary sources like publications and articles as well as qualitative data from interviewees. The material obtained may not always provide the most current or complete picture of a company's sustainability activities, and respondents' opinions may be swayed by their affiliations or professional interests. These results could be validated and improved upon in future research with a bigger and more varied sample size.

Furthermore, startups and smaller companies could have distinct difficulties when trying to incorporate sustainability into their marketing plans, which is why this study did not concentrate on them. Smaller businesses frequently suffer from tight funds and a lack of experience, while larger corporations may have the means to fund sustainable efforts. As a result, the challenges smaller businesses encounter and the many tactics they may use to advance sustainability may not be properly taken into consideration in this study.

Another drawback is that sustainability methods vary by area and culture. With a definite focus on sustainability, some businesses may be well-established in particular markets, but these practices might not be as readily adaptable to other cultural or regional contexts. Neither regional variations in sustainability messages nor worldwide variations in consumer attitudes toward sustainability were examined in this study. Cultural perceptions of sustainability in marketing may differ, and because social conventions, economic realities, and environmental concerns vary, what works in one nation may not work in another.

Finally, the report highlights the benefits of incorporating sustainability into marketing plans, but it skimps on discussing the difficulties and compromises that businesses may encounter. Concerns including the financial ramifications, the difficulty of incorporating sustainability into supply chains, and the dangers of consumers doubting sustainability promises have all been mentioned but not thoroughly examined. These issues merit more research in order to fully comprehend the range of barriers that companies encounter when implementing sustainable practices.

8.2 Directions for Future Research

There are a few areas that need more research given the limits of this study in order to develop a more thorough understanding of how businesses can successfully include sustainability into their marketing strategies.

8.2.1 Region-specific and cultural differences

Examining regional and cultural variations in how sustainability is incorporated into marketing strategies is an important area for further study. As was already established, different cultures and geographical areas have different expectations for sustainability measures. Subsequent research might look at how businesses in other regions modify their marketing plans to correspond with regional consumer habits, societal values, and environmental concerns. Companies operating in emerging regions may encounter difficulties in persuading customers of the value of sustainability, whereas European consumers could be more accustomed to sustainability measures.

8.2.2 Studies by Industry

How sustainability is included into marketing plans can differ greatly throughout businesses. Subsequent studies must to concentrate on certain sectors in order to comprehend how sustainability might be successfully promoted in particular settings. For example, sustainable sourcing and packaging present unique obstacles for the food business, whereas the fashion industry must deal with concerns like waste reduction and labor rights. A more thorough examination of these sector-specific obstacles and possibilities might provide useful information for businesses wishing to include sustainability tactics into their advertising campaigns.

8.2.3 Long-Term Effects of Sustainability Marketing

Although this study offers insightful qualitative information about the state of sustainability marketing today, to assess the long-term effects of sustainability marketing on consumer behavior, brand loyalty, and financial performance, longitudinal research is required. Subsequent investigations may examine the effects of sustainability-oriented marketing tactics on customer retention and lifetime value, in addition to the possibility of long-term competitive advantage.

8.2.4 Perception and Conduct of Consumers

Improving the efficacy of sustainable marketing requires a deeper comprehension of how customers interpret sustainability claims. Future studies might examine how consumers feel about sustainability messages, concentrating on the elements of sustainability that appeal most to certain consumer groups. For example, whereas older generations might be more concerned with moral work standards, younger generations might place a higher priority on environmental issues. Companies can better adapt their marketing messaging to the needs of diverse audiences by being aware of these distinctions.

8.2.5 Implementation Challenges

Finally, it would be beneficial to conduct research on the real-world difficulties businesses encounter when incorporating sustainability into their marketing plans. The internal and external challenges that businesses face, such as supply chain constraints, the price of sustainable materials, or consumer distrust, could be the subject of future research. Comprehending these issues thoroughly may help companies get beyond real-world obstacles and develop successful marketing campaigns with a sustainability theme.

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Ernest Udeh, Alexander Dugba
AN ANALYSIS OF THE POTENTIAL INTEGRATIONS OF
SUSTAINABILITY INTO MARKETING STRATEGIES BY COMPANIES

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