



Sustainable Marketing With Mindful Consumption : The Next Logical Step of Marketing Management

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Abstract

The ultimate goal of marketing management is to satisfy consumers with the business value delivered. So increasing demand, sales and ultimately consumption is in the fundamental objectives of marketing. But in today's era where natural resources are decreasing; ecological, societal and environmental concerns are emerging, the marketers are looking towards sustainable marketing. A marketing that try to combine the two extremes of consumption and sustainability. A marketing with responsible consumption, meeting today's demand with saving research for future generations.

This paper is finding the applicability of sustainable marketing as a next logical step of marketing management. This paper is based on the review of various related quality research papers to find the changing marketing management concepts towards sustainable marketing. This paper also reviews marketing management as a tool to achieve sustainable development goals and changing marketing mix together sustainable marketing mix.

In a net shell this paper focus on the shift of marketing towards sustainable marketing with the analysis of the concept of Triple bottom Line, Planet, People and Profit.

This research paper is to develop the conceptual framework and the model for sustainable marketing as a next logical step of marketing management. It finds the logical transformation of Marketing towards sustainability.

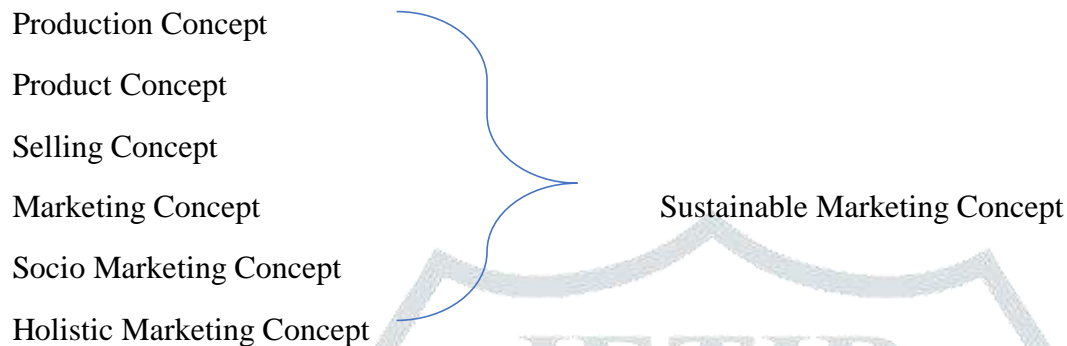
Key Words

sustainable marketing, sustainable development, responsible consumption, mindful consumption, ecological marketing, green marketing

Introduction

The hunt for resources is as old as the evaluation of human existence. Marketing management is a also having it existence from the beginning of the economic activities. But like every other field of knowledge the marketing management also changes with the time. This paper is a logical analysis to find out how the marketing management is changing and how this change has led the transformation towards sustainability. Sustainable marketing, as corporate practice and a domain of academic inquiry, has begun to take center stage

(Hult et al. 2018; Hunt 2011; Kramer 2020; Winston 2019). In very simple words marketing management means creating something based on needs and wants and make it to be sold. So by very definition marketing management is to increase the sales and consumption of resources. Since very long time the marketing management has same image as a tool to increase sales and eventually increase the consumption of resources. So in today's world where resources are decreasing, pollution and climate change are real threat, marketing seems to be irrelevant. But no marketing management is still very relevant because as we know it changes itself and this time marketing management has change itself with sustainability and will help us to change the consumption of resources with sustainable consumption.



Understanding marketing concepts, sustainable marketing, and mindful consumption

Marketing concepts:

Marketing management is the process of creating, communicating and delivering the business value with profitability. (Kotler Philip, 2008). So marketing is the grand child of industrial revolution. Based on mass production, produce as much as industry can, with very little focus on consumer preferences. This idea of marketing management is called as production concept. The philosophy is if you can build it you can sell it. But we know marketing changes with time and it changed to another concept called product concept. It is logical next step as no one can sell anything just because it is being produced. The quality and other features of the product is also important. So this product concept had all the focus on product improvement. Product was the central idea of product concept of marketing (Fuller 1992, Kotler 1995). As time changes marketing changes itself, the next concept was selling concept. Firms competed with each other through aggressive advertising and sales tactics, with the philosophy of became caveat emptor, or let the buyer beware (Belz and Peattie 2012). This marketing concept was based on the assumption that buyer will buy and product, having huge advertising and sales efforts. So the focus of marketers of this era was on sales and advertising. Time passes and new concept of marketing arises as next logical step, called socio marketing concept with the idea of social responsibility of business. Socio marketing was not just looking towards society but towards welfare and good image building in society (Langdon et al 1999). So with this socio marketing concept marketers were trying to get more and more advantage of image building with social welfare and trying to sell maximum with this image building. Holistic marketing came later to this as a new source of understanding. Holistic marketing concept was talking about all aspects of marketing important to increase sales and consumption. Holistic marketing is concept with the aspects of all previous concepts of marketing (Andre P. 2002). So as time changes new marketing concept emerge to solve changing problems and fulfillment new demands. But in this entire journey of marketing management the main focus was on to increase sales and consumption.

Sustainable Marketing:

Sustainable marketing is the process of fulfilling the present demand with saving the resource for future generations (wbcSD 2020). The natural resources such as wood, water, soils, and minerals are decreasing. Ever increasing consumption has let to pollute air, water, soil and even the entire ecosystem. Sustainable marketing talks about ecological footprint or the Earth's resources to support a particular lifestyle. Sustainable marketing, as a corporate practice and a domain of academic inquiry, has begun to take center stage (Hult

2018; Karmer 2020). So sustainable marketing is the answer to environmental damage, ethical business practices, fair trade, organic and local choices over consumption and addictive consumption and other issues facing by consumers in the marketplace (Grewal et al 2017). Sustainable marketing has a concept of 3Ps, like the three dimensions of sustainable marketing. The first P is 'Planet' means marketing responsibility towards natural resources, climate change and pollution. The second P is 'People', means the responsibility of marketing towards people and society. The third and last P is 'Profit', the ultimate goal of a business to make profits and increase shareholders wealth.

Mindful Consumption:

Mindful consumption is viewed as a process requires consumers to pay attention to their bodily sensations, thoughts and emotions with the attitude of acceptance as an ongoing process of inquiry to make consumption choices that are based on one's direct experience of needs, values and insight (Bahl et al 2016). Mindful consumption is closely related with sustainability and sustainable marketing as consumer start consumption with the feelings toward nature, society and future of the planet. Mindful consumption is the logical base of sustainable marketing, as the holistic marketing concept talks about the relationship marketing but not include the changing behaviour of consumers towards mindful consumption. Here sustainable marketing becomes the logical next step to answer this changing consumer behaviour. Mindfulness is negatively related to the practice of overeating or skipping meals. Those individuals who practiced mindfulness have lower incidents of these negative habits (Jordon et al 2014). Another consumption context that has applied mindfulness for transformation is smart phones (Kim et al 2018) show that young consumers are vulnerable to smart phone addiction due to in part their lack of mindfulness. In terms of social transformation, authors (Benett and O'Reilly, 2010) began to recognize the use of mindfulness shopping as an approach to overcome the mindless hyper consumption that had been occurring in decades prior. In addressing environmentalism with mindfulness, research has found connections to being mindful and helping the environment. Research shows is linked to sustainability. (Amhel et al, 2009; Armstrong, 2012 Jacob et al, 2009).

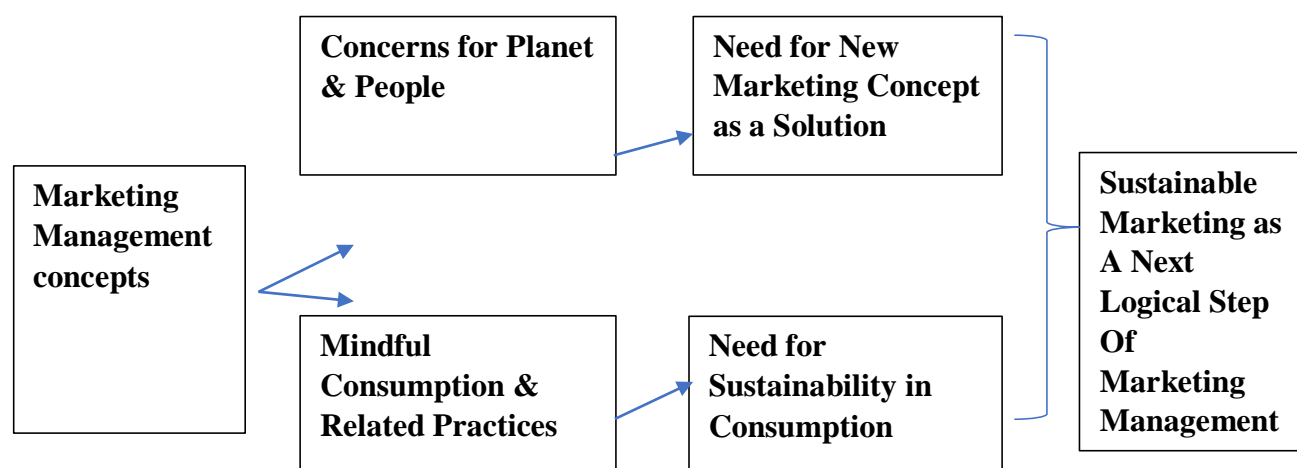
Proposition

Two propositions have been presented on the basis of literature review.

Proposition 1: Mindful consumption positively impacts sustainable buying behaviour.

Proposition 2: Sustainable marketing is the logical answer for changing marketing ideology.

Figure 1 (Conceptual Framework)



Analysis & Conclusion

We understand that marketing management changes with time. It has completed a long journey from production to holistic marketing. It changes with the changing needs, wants, demands, expectations and ideology of consumers. In today's world the questions are again changing, new consumer ideology is based on global warming, pollution, climate change, rapid decreasing natural resources and so on. If these are the problems and concerns of today's consumer, obviously marketing has a logical answer as sustainable marketing. A marketing with the hope for mindful consumption, preservation of natural resources for future generations, reduction in pollution and climate change, meeting the sustainable development goals, reduction in carbon emissions and so on.

So on the basis of comprehensive review of literature and analysis we can conclude that our propositions are true and marketing changing with this new concept of sustainable marketing, where marketing taking its next logical step to cater the 3Ps (people, planet, profit) and other current issues of consumer behavior and marketing.

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