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Practice of Sustainable Concept In Marketing Communication and Management

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Abstract

Sustainability is now an important idea in marketing communication and business operation at present. As people become more environmentally conscious and demand more social responsibility from companies, the old marketing approach is no longer effective. Sustainable Marketing aims to integrate environmental protection, social responsibility and long-term economic interests in all aspects of business. This paper studies the theoretical foundation and application of sustainability in marketing communication and management. It focuses on Green Advertising, Consumer Trust, Sustainable Branding, Responsible Product Development, Supply Chain Management and Organisational Coordination. Pay particular attention to greenwashing, misleading environmental claims and the problem of reconciling profitability with the goal of sustainability. Based on the above research by scholars, some practical measures will be taken to improve communication transparency and the participation of stakeholders in the company's governance system. It can be concluded that sustainability will boost the company's image among the public and market, enhance consumer confidence, and drive sustained development.

Keywords

Sustainable Marketing; Marketing Communication; Greenwashing; Corporate Social Responsibility; Sustainable Management

1. Introduction

Business leaders in today's demanding, environmentally aware economy are paying more and more attention to the problem of sustainability. Climate change, resource depletion, environmental pollution and social inequality have increased the public demand for corporate responsibility. The company should achieve financial success and reduce the adverse effects of its operations. Therefore, marketing professionals have begun to rethink the relationship between commercial results and consumer behaviour in the long run.Marketing Strategies typically aim to increase sales, expand the market, raise brand awareness and satisfy customers. These are the goals, but if we focus too much on short-term commercial results, we will have to

consume excessively and waste resources. Sustainable Marketing takes into account the environment and society in its design of products, pricing, distribution, promotion, etc.

Marketing and communication are used to spread information about a company's sustainability efforts to the public. Advertising Campaigns, Product Labels, Social Media Content and Corporate Reports can communicate environmental achievements and motivate responsible consumption. However, inaccurate claims and exaggerated promotional remarks will decrease people's trust.Therefore, the basic problem is to ensure that sustainability communication reflects the company's actual situation. Businesses need to integrate sustainability in their daily operations and not just use it for public relations.This paper investigates the application of the concept of sustainability in marketing communication and management in actual cases and presents the theoretical foundation, communication strategies, implementation methods, problems in implementation, and future directions.

2. Theoretical Foundations of Sustainable Marketing

2.1. Sustainable Marketing and Corporate Responsibility

Sustainable Marketing is marketing activity that meets the needs of consumers and promotes the environment, society and the economy in the long run. Traditional methods are only concerned with transactions and profitability and fail to consider other effects of business decisions. The concept is closely related to sustainable development, which promotes the economic activities of today to meet the needs and opportunities of future generations. According to this rule for marketing, a company should consider the environmental and social costs of its production, distribution, consumption and disposal[1]. A manufacturer promoting environmentally friendly packaging should consider the materials used, transportation conditions, recyclability and actual disposal circumstances, etc. A product is not considered environmentally friendly simply because its advertisements promote ecological awareness.

Corporate Social Responsibility is also a foundation. Businesses Interact with Employees, Suppliers, Customers, Communities and Regulatory Authorities. Therefore, the board of directors is also responsible for ethics, protecting consumers and using resources responsibly. The responsibility to conduct marketing now extends to more aspects of the company and customers.

2.2. The Triple Bottom Line Perspective

The three components of sustainable business performance according to the Triple Bottom Line are people, the environment and profit.The environment problems are greenhouse gas emissions, energy consumption, waste generation, poor resource utilisation and pollution. To improve efficiency, we will strengthen good corporate governance, reduce unnecessary inventory and strengthen transportation

management.Fair Employment Practices, Consumer Safety, Community Development and Ethical Supplier Relationships are the Social Dimension. Sustainable Marketing should therefore not mislead consumers or promote products in a way that violates social responsibility. The economic aspect is about profit and loss, financial health, etc. The environment needs to be kind to the public and long-lasting in promoting good governance[2]. These are the dimensions. Reduce the Quantity of Packaging Materials to Reduce Environmental Pollution and Distribution Costs. Improve Working Conditions to Enhance Employee Morale and Ensure Business Continuity.

However, Potential Trade-offs Must Also Be Considered. Ecological materials will be more expensive to produce, and a low-cost option will have other environmental problems. Sustainable development should consider the impact of achieving a particular aim in light of all other aims.

2.3. Stakeholder Theory and Consumer Expectations

Stakeholder Theory is concerned with the interests of all groups affected by a company's activities. The groups mentioned are consumers, employees, suppliers, shareholders, local communities and government departments.Different Stakeholders will weigh the importance of sustainability differently. Consumers are often concerned about product quality, affordability and environmental protection. Employees hope to have a safe and fair working environment; investors are more concerned with the environment and a company's long-term development. Marketing Managers Should Understand These Expectations When Developing Sustainability Strategies.

Consumer behaviour needs to be addressed because environmental awareness does not always lead to eco-friendly consumption behaviour. The customers are unaware of the environmental benefits and cannot be bothered with the new green products.Moser (2015) investigated the factors influencing environmentally responsible purchasing behaviour and pointed out that, in order to know what actually motivates consumers' decisions, one must learn about it. Therefore, to reduce the practical barriers to green consumption, the company should release more accessible information, reliable products and convenient-to-buy options.

3. Sustainable Concepts In Marketing Communication

3.1. Green Advertising and Responsible Communication

Green Advertising is a typical way to inform consumers about the environment. Companies can use advertisements, packaging labels, websites, promotional activities, etc., to present product attributes and corporate environmental responsibilities. Effective green advertising should provide information that is accurate, specific and understandable.General expressions such as "eco-friendly" or "completely green" may attract attention, but if they are not supported by facts, they

may be misleading. Consumers need to know which product features have been improved and whether the advertised effects apply to the whole product or just some parts.

A company that reduces the weight of its packaging should present the change in an understandable way. A clothing manufacturer that uses recycled fibres should be aware of the relevant materials and not claim that the product is environmentally friendly.The Presentation of Environmental Information Can Also Influence Consumer Evaluations.Pancer, Mcshane and Noseworthy (2017) have investigated how, for example, the environment can influence people's feelings towards the quality of a product. Their work shows that the environmental signal is not in favour of sustainability. Marketing Managers Should Therefore Consider Both Message Credibility and Consumer Interpretation When Designing Advertisements[3]. Responsible Communication Requires a Balance Between Persuasive Presentation and Factual Accuracy.

3.2. Greenwashing and Corporate Credibility

Greenwashing is a company exaggerating or fabricating its good environmental deeds. There may be no sustainability data, only some of it, inaccurate comparisons, or promotional pictures that look environmentally friendly but lack proof. Greenwashing is likely to harm a company's reputation because its environmental claims will not be supported by facts. Delmas and Burbano (2011) have studied the reasons for greenwashing and found that some organisational and institutional factors are responsible for false environmental disclosures.

According to the above discussion, greenwashing is not merely a problem of advertising. It may be that there are problems in corporate governance, internal incentives and organisational accountability.Nyilasy, Gangadharbatla, and Paladino (2014) have studied the effect of green advertising on a company's environmental performance and found that it is necessary to consider how consumers perceive inconsistencies.These Findings Have Direct Implications For Marketing Management.Before publishing environmental claims, the company should verify the supporting data, clarify the scope of the statements, and ensure consistency with actual business operations.

The Marketing Department should work with Sustainability Specialists, Product Developers and the Legal Department to avoid any false advertising.Be cautious about announcing that the problems have been fixed entirely; some still exist.Transparency Enhances Trust; Therefore, Consumers can learn more specific information and are thus more likely to believe it.

3.3. Digital Marketing and Consumer Engagement

New Forms of Continuous Marketing Communication from Digital Platforms. Corporate Websites, Social Media, Mobile Apps and Online Communities can be used

to spread environmental information and talk directly with the public. These Platforms Can Support Responsible Consumption Through Practical Education. An electronics company may publish information on the maintenance of equipment, replacement of batteries, recycling services, etc. A Clothing Company Can Provide Garment Care Instructions That Help Consumers Extend Product Life. Digital communication can also motivate consumers to participate in many types of environmental protection activities, such as packaging collection and recycling, product repair services, etc.

However, Digital Marketing Presents Challenges.Short promotional messages may oversimplify the problems of the environment, and sponsored content is often not independent of the recommendations[4]. Companies Should Clearly State Commercial Partnerships and Verify Environmental Information Before Publication. Add a channel for customer comments on Digital Communication. Consumer Questions and complaints can reveal problems in product design, packaging, sustainability claims, etc. The company will improve its operation to address this issue and use digital marketing to talk with all parties concerned, not just promote the company.

4. Application Of Sustainability In Marketing Management

4.1. Sustainable Product Development

Product Development is one of the links in continuous marketing management; Design affects the use of resources, durability, packaging requirements and disposal.To promote sustainability, some companies will reduce waste of materials, select appropriate components, improve energy efficiency, develop products that are convenient to operate or repair, etc. An Appliance Manufacturer can use replaceable parts to extend the life of its products. A Cosmetics Company Will Introduce Refillable Packaging to Reduce the Demand for New Containers.

Sustainability Enhancement Should Not Compromise on the Quality, Safety and Other Needs of Consumers.A product with few resources and poor performance will result in dissatisfaction and early replacement. The Marketing Department should work with the Product Development Team to understand consumer demands and then present the related ecological benefits. According to the life cycle of the product, managers can make certain alterations. The decision should be based on the relevant technical data, not on assumptions about the packaging appearance or promotional words.

4.2. Sustainable Pricing And Consumer Value

Price Affects People's Willingness to Buy. Good materials for the product, responsible sourcing and clean technology will all increase production costs.The Marketing Manager should consider the expenses and the cost to consumers over time.For durable goods, the message will be about their long life, necessary

maintenance and possible operational savings. The operating expenses of energy-saving equipment will be relatively low in the coming years.Nevertheless, Such Claims Should Be Based On Realistic Calculations.

Sustainable Pricing Should Not Assume that all consumers can afford high-end products. To reduce the company's long-term customer costs, it may offer affordable choices, repair services, reusable and refillable packaging, etc.Improve the production and distribution efficiency of the business to reduce costs and meet environmental goals. Therefore, the sustainable price should create economic value for all parties in the industry.

4.3. Responsible Supply Chain Management

Supply Chain Activities Influence The Environmental and Social Characteristics Of Products. Raw material procurement and production, transportation, packaging and inventory management are all sources of resource consumption and operating risks.Responsible Supply Chain Management is a company's consideration of the behaviour of its suppliers, environmental requirements, working conditions for staff, etc.A supplier evaluation system will be established by the company to improve the production efficiency of both sides. Distribution Decisions Also Affect Sustainability Performance.Better inventory forecasts will reduce overstocking and waste of goods. Optimise the size of the packaging to improve the efficiency of transport and reduce waste in delivery[5]. Businesses Should Consider the Above Improvements Carefully. A Packaging Material with a Low Transportation Weight May Not be Recyclable in Some Cases. Marketing Managers Should Understand Such Trade-Offs Before Communicating Sustainability Benefits. Cooperation Among the Procurement, Logistics, Operations and Marketing Departments is required to ensure consistency between the company's claims and actual business operations.

4.4. Sustainable Branding and Customer Relationships

Sustainable Branding Needs to be Consistent in Corporate Values, Product Attributes, Customer Experiences and Operations. A Company Cannot Build a Credible Sustainable Identity by Only Using Environmental Slogans and Nature-Inspired Images. Consumers Must Observe Evidence That Corporate Commitments Influence Business Decisions.A brand promoting the durability of its products should provide sensible maintenance instructions, reliable repair services and convenient customer service. Build good relationships with long-term customers through excellent after-sales service, provide clear product information, and handle complaints reasonably. Chen and Chang (2013) have studied the effect of greenwashing on green trust and found that green consumer confusion and perceived risk are the mediating factors.

Therefore, it is hoped that misleading environmental communication will not reduce public trust in eco-friendly products.Thus, the company should establish clear

communication rules and provide information that helps consumers assess the environmental claims. Sustainable Branding Is Most Effective When Environmental Responsibility Becomes Part of The Customer Experience Rather Than a Temporary Advertising Theme.

5. Challenges and Improvement Strategies

5.1. Financial and Organizational Challenges

The Implementation of Sustainable Marketing will have some financial and organisational problems. Cleaner Production Technology, Sustainable Materials, Supplier Assessment and Improved Reporting Systems all need to be strengthened.The cost may harm the short-term profit and long-term stability of the company.Marketing Department Performance is usually judged by sales revenue, conversion rates and market share. The above indicators will not favour projects that have a long payback period[6]. Organizational Coordination Presents Another Challenge.The Marketing Department can set the general sustainability objectives without notifying the Procurement and Production Departments. As a Result, Promotional Messages May Not Accurately Reflect Operational Capabilities.Businesses Should Establish Clear Responsibilities and Realistic Implementation Schedules. Senior management support is needed to provide funds and attention from the organisation for the goal of sustainability.

5.2. Information Reliability and Performance Measurement

Reliable Sustainability Communication Depends On Accurate Information.The company cannot get the environmental data of its suppliers, production bases and distribution partners. The measurement methods are not the same in all places or for all businesses. Environmental Indicators are also various manifestations of sustainability. Carbon emissions, energy consumption, water use and waste generation cannot always be expressed in a single index.Therefore, the company should set performance indicators based on its actual operations and management needs.A packaging enterprise is concerned with the use of materials and recyclability; an electronics company focuses on energy efficiency and the lifespan of its products.Marketing Performance should also be judged by traditional indicators of customer satisfaction, brand trust and retention.Using various business and sustainability indicators, one can gain a complete picture of the company's health.

5.3. Practical Strategies For Sustainable Management

Start by setting specific sustainability goals for the products, operations and other parties concerned with the business. Every goal should have an implementation plan, a responsible department and related performance indicators.Reduce packaging waste, the company should first determine how much packaging

materials it currently uses; then adjust the design reasonably, and periodically review the results.Cross-Departmental Cooperation Can Improve Implementation.Marketing Teams should confirm the promotional claims with the product developers, and Procurement will provide related information on suppliers and materials.

Employee Training Is Also Important.Staff responsible for advertising, customer service and sustainability reporting need sufficient knowledge to explain environmental information accurately. Establish a Process for Reviewing Sustainability Claims and Correcting Misleading Statements in the Company.Digital Systems can organise the information and observe the results, but the automatic results need to be verified. Collect customer feedback from all sides, and make corresponding improvements in product and service development, communication, etc.The above methods can help the company incorporate the concept of sustainability into its daily operations and make decisions in this regard.

6. Conclusion

To realise the idea of sustainability in marketing communication and management effectively, enterprises should integrate their environmental and social responsibilities with actual operations. Sustainable Marketing now includes the concepts of green advertising, responsible product development, ethical supply chains, transparent communication and long-term customer relationships.

Credible Sustainability Communication should provide true information and reliable evidence that are consistent with the company's actual business operations. Greenwashing and unverified information will harm the public's confidence in the company, so please share truthfully.There should be clear responsibility for the implementation, cross-departmental cooperation, and both measurability and sustainability. Although there are issues of financial constraints, lack of information and changes in consumer behaviour, good design can improve operating efficiency and increase customer loyalty over the long run.

In the future, the marketing concept will be product durability, responsible consumption, circular business models and transparent environmental information. Digital Technology Can Improve the Efficiency of Communication and Management with Good Verification.Therefore, to promote the development of the company, the sustainability principle should be integrated into all aspects of business. The company will be able to achieve long-term business prosperity and promote ecological civilisation in daily operations through the integration of these responsibilities.

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