

What is sustainable marketing?

[Business](#), [Marketing](#)



Environmental movements have been placing strict demands on large corporations to go "green" because of how many have been affecting the earth's environment. Marketing concept holds that cleaving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than the competitor businesses do. Under this concept, focusing on the customers and valuing them is the key to making profit and increasing sales.

Good customer service and making sure that the customer is pleased with the product and the service can be the most important thing when it comes to bringing in more customers which results in more sales and profit.

Businesses that use this concept do not look for customers that are interested in their product but actually the opposite, they look what product the customers that they have are interested in. This concept involves researching customers and getting to know them better, to figure out their needs and wants and to implement that knowledge into creating new product for those customers.

The societal marketing concept questions whether the pure marketing concept overlooks possible conflicts between consumer short-run wants and consumer long-run welfare. There's always the question of whether satisfying consumers immediate needs is beneficial to the consumers in the future. This concept holds that marketing strategy should deliver value to customers in a way that maintains or improves both the consumer's and society's well-being.

Broadly stated, leading businesses are now preaching the concept of shared value, this is where they recognize that societal needs also define markets like economic needs do. The difference between these concepts is that marketing concept is driven by profit while focusing on the customer and their value whereas in sustainable marketing and societal marketing look towards meeting the immediate needs and wants of consumers as well as the future needs of them. This makes sustainable marketing go "green" basically, unlike marketing concept.

Companies try to cut down on waste and be more energy efficient and try to recycle energy. Sustainable marketing drives companies to go towards this direction due to all the "go green" affecting the earth's environment.

Marketing concept holds that achieving delivering the desired satisfactions better than the competitor businesses do. Under this concept, focusing on the customers and valuing them is the key to making profit and increasing sales. Good customer service and making sure that the customer is movements and the fact that we really are killing the planet.