THE ROLE OF SUSTAINABLE MARKETING IN CREATING VALUE FOR CUSTOMERS AND SOCIETY

Moh. Yamin Darsyah
UIN Walisongo Semarang
mydarsyah@walisongo.ac.id

Felina C Young *[1]
Philippine Women's University
fcyoung@pwu.edu.ph

Mohammad Taqiuddin Mohamad
Department of Shariah and Economics, Academy Of Islamic Studies
University Malaya, Kuala Lumpur Malaysia
m.taqiuddin@um.edu.my

Mohd Syahrin
Universiti Islam Sultan Sharif Ali, Brunei Darussalam

Al-Amin
Universitas Airlangga, Surabaya,Indonesia
al.amin-2024@feb.unair.ac.id

Abstract

In the past decade, global awareness regarding sustainability has increased, fueling greater demand for socially and environmentally responsible business practices. This has led to the development of sustainable marketing as a key strategy for companies to not only meet consumer expectations but also to act as leaders in sustainability. This study aims to explore the effectiveness of sustainable marketing in creating value for consumers and companies. The study conducted in this research uses the literature research method. The results show that authenticity, transparent communication, and meaningful interaction with consumers are key factors in the effectiveness of sustainable marketing. Long-term success is also closely related to the company's ability to effectively integrate sustainability efforts into all aspects of business operations, from procurement to point of sale. The findings emphasize the importance of a holistic approach to sustainability marketing to create substantial value for consumers, increase brand loyalty, and positively influence firm performance.

Keywords: Sustainable Marketing, Value, Customer, Society.

---

[1] Correspondence author.

Introduction

In a globalized era where environmental and social issues are a major concern, many companies are beginning to steer their business strategies into more sustainable practices. Sustainable marketing not only refers to the creation of value for customers through the products or services offered, but also includes aspects of ethics, environmental responsibility, and contributions to social welfare more broadly.

Sustainable marketing has become an urgent necessity in the contemporary business world, where environmental and social issues are increasingly getting the spotlight. Society, now more than ever, demands transparency, authenticity and social responsibility from the brands they support (Abbas et al., 2020). In this context, conventional marketing practices that only emphasize short-term growth and profits are no longer sufficient. This encourages companies to integrate sustainability principles in their business motivation, not just as a post-production marketing endeavor but as the core of their strategy. This transformation reflects shifts in consumer values as well as expectations for more solid ethics in commercial transactions (Abdelmoety et al., 2022).

Furthermore, sustainability affects the long-term resilience of a brand and its success in a competitive market. The integration of sustainability in marketing not only strengthens brand image but also fosters innovation with an environmentally and socially centered approach (Abeza et al., 2020). Businesses that choose to ignore this trend will face the risk of reputational damage, loss of market share, and even legal risks from increasingly tightened regulations on corporate social responsibility. Ultimately, the urgency of sustainable marketing boils down to a company's ability to adopt a business approach that is responsive to current social challanges and the ability to meet the expectations of current and future consumers (Adam et al., 2020).

Demands for sustainable practices come not only from consumers, but also from regulators, investors and other stakeholders. Stricter regulations on environmental impacts, as well as social responsibility demands from investors, are forcing companies to take a closer look at the impact of their business activities on the environment and society (Aditi et al., 2022).

Sustainable marketing is also challenged to look beyond regulatory compliance or achieving a positive image; there is also consideration of long-term performance and economic value creation. Companies must find innovative ways to integrate sustainable practices that not only reduce negative impacts but also optimize efficiency, reduce costs, and open up new market opportunities (Agarwal et al., 2020).

Market and environmental demands for more responsible business practices signal a paradigm shift in the world of consumption and production. Modern consumers, especially from younger generations such as millennials and gen Z, have shown high social and environmental awareness. They not only demand quality products and services but also consider factors such as sustainability, production ethics,

and the social impact of their purchases (Al-Gasawneh et al., 2022). This encourages brands to innovate and introduce socially and environmentally responsible solutions, such as recyclable materials, eco-friendly production processes, and fair labor practices. In addition, transparency in business practices has become crucial, with consumers now having greater access to information and being more critical of companies' claims (Alzoubi & Inairat, 2020).

On the other hand, pressure on companies to improve their responsibility comes not only from consumers but also from other stakeholders such as regulators, investors, and non-governmental organizations (NGOs). Regulators in various jurisdictions are implementing stricter policies on corporate environmental responsibility, encouragement to report environmental impacts, and requirements for sustainability practices (Amin & Tarun, 2021). Investors, especially those focused on responsible investment or sustainable investment, are increasingly considering environmental, social, and corporate governance (ESG) factors, in their decisions. Sustainability-related risk assessment and transparent reporting on issues such as carbon emissions, natural resource management, and social impacts, have become important (Amoako et al., 2022). These demands have far-reaching implications for the way companies operate, pushing them to innovate and adopt more sustainable practices to ensure long-term success in an increasingly sustainability-focused market (Asnawi et al., 2020).

Sustainable marketing plays an important role in shaping customer experiences and creating long-term value through trust and brand loyalty. This strategy channels messages that demonstrate corporate social responsibility, creates stronger and more positive relationships with customers, and ultimately leads to competitive advantage (Barari et al., 2021).

This background explains the urgency and profound need to conduct in-depth research into the role of sustainable marketing in creating value for customers and society, opening new horizons for marketing practices and business strategies in the decades to come.

Research Methods

The study conducted in this research uses the literature research method. The literature research method is an approach that is carried out by collecting data through a study of existing literature, including books, journal articles, and other research reports that are relevant to the problem being studied. In this method, researchers review the literature to gain an in-depth understanding of the research topic, identify research gaps, and formulate hypotheses or research questions (Abdul et al., 2024); (Alfaisal et al., 2024).

Results and Discussion
Sustainable Marketing Concept

Sustainable marketing is an approach in marketing that not only focuses on short-term profits for the company, but also considers the impact of marketing activities on the environment, economy, and social for the long term. This concept emphasizes the importance of creating value for consumers, society, and the environment, through the products and services offered (Bhagwat et al., 2020). The ultimate goal is to meet the needs of the current market without compromising the ability of future generations to meet their needs. Through sustainable marketing, companies seek to integrate aspects of sustainability into their business strategies and marketing practices, which include product development, communication, distribution, and the selection of environmentally friendly raw materials and production processes (Boorsma, 2024).

The scope of sustainable marketing is broad and dynamic, as sustainability issues are constantly changing and becoming more complex. Environmental aspects are often the main focus, but sustainable marketing also encompasses corporate social responsibility (CSR) as it relates to labor practices, community involvement, and the protection of consumer rights (Boorsma & Chiaravalloti, 2024). At its core, sustainable marketing practices revolve around reducing the ecological footprint of products and services and increasing the positive aspects towards society. This can be done through various means, such as green product innovation, the use of recyclable or biodegradable packaging, ethical marketing that does not mislead consumers, and loyalty programs that support charity or sustainability (Bu et al., 2022).

The implementation of sustainable marketing demands long-term thinking and a possibly larger initial investment, but it is considered a strategic move that can strengthen a brand's position in the long run and build positive relationships with consumers who are increasingly aware of environmental and social issues. Modern consumers are now more likely to choose products from companies that they believe have strong sustainability values and missions (Chandy et al., 2021). Therefore, sustainable marketing is not only relevant in the context of ethics and corporate social responsibility, but also a strategic imperative that can result in market differentiation, consumer loyalty, and ultimately, long-term success for brands that implement it (Cheng & Jiang, 2022).

The principles of sustainable marketing consist of several key foundations, including full awareness of the environmental, social, and economic impacts of marketing activities; a focus on customer needs that align with the idea of sustainability; and a long-term commitment to the good of current and future generations. Supporting these principles, transparency and responsibility should be core elements of communication with consumers, ensuring that information about products and business practices is conveyed honestly and openly (Cheung et al., 2021). Restructuring supply chains to support sustainable production, the use of environmentally friendly

packaging, and the development of recyclable or biodegradable products are also applications of the sustainable marketing principle. Companies must innovate not only in their products or services, but also in their marketing strategies to promote sustainable lifestyles (Chou et al., 2020).

Sustainable marketing strategies can involve various initiatives, such as focusing on developing environmentally friendly products and designs that minimize waste, using renewable raw materials, encouraging responsible consumption practices through educational campaigns, and building partnerships with parties that share the same sustainability values (Christofi et al., 2020). In addition, leveraging digitalization and data analytics to gain better insights into consumer preferences and personalize offers can also play an important role in sustainable marketing. Marketing through social and digital media is key, providing a platform to share stories about social impact and sustainability initiatives, thereby inspiring and mobilizing consumer communities. Through strategic marketing that is responsive to consumer needs and values, companies can strengthen their brand reputation, build consumer trust, and ultimately lead to sustainable business growth (Chung, 2020).

As such, sustainable marketing is an important and strategic approach for companies seeking to not only operate ethically and responsibly, but also to secure long-term success in an increasingly sustainability-conscious market. Through the implementation of principles such as transparency, green innovation, and a focus on product development as well as marketing strategies that support the idea of sustainability, companies can ensure that they meet the needs of today's consumers without compromising the capabilities of future generations. Effective sustainable marketing strategies enable companies to differentiate themselves from competitors, build stronger relationships with consumers, and contribute positively to the environment and society. As such, sustainable marketing is not only an ethical choice, but also a strategic transformation that can drive innovation, growth and long-term business sustainability.

Value to Customers

Customer satisfaction is at the core of long-term business success. It is not just about meeting but rather exceeding customer expectations thereby creating a pleasant and memorable experience. This satisfaction arises from high product or service quality, positive customer interactions with staff, and service efficiency and speed (Confente et al., 2020). In a fast-paced and connected world, customer satisfaction is becoming increasingly important as reviews and feedback can be easily disseminated through social media and other online platforms, influencing the perception of potential customers. Therefore, businesses must continuously listen, act on customer feedback, and adapt to their dynamic needs and expectations to maintain high levels of satisfaction (Costinot & Martin, 2021).

Customer loyalty, on the other hand, is a direct result of sustained customer satisfaction and repeated positive experiences. Loyal customers not only return to make repeat purchases but also become valuable brand advocates, often recommending products or services to others and thus expanding the customer base through highly effective word-of-mouth (Dash et al., 2021). Nurturing customer loyalty requires more than just superior products or services; it requires companies to create deeper relationships with customers through personalization, loyalty rewards, and consistent and open communication. This strategy creates a sense of belonging and attachment to the brand, which makes customers more resistant to competitors (Ferraris et al., 2020). Thus, building and maintaining long-term relationships with customers through engaging and satisfying experiences is key to developing a loyal customer base (Ferrell et al., 2023).

A customer's perceived value of a product or service is the subjective judgment they make based on a comparison between the benefits received and the costs they have to incur, be it fiscal, time, or effort costs. This value is not only limited to the price aspect, but also includes functional value (such as quality and utility), social value (the product's influence on social status or self-image), emotional value (the feelings or experiences triggered by the product), and even ethical value (the product's conformity to moral or environmental standards) (Gao et al., 2020). Customers tend to seek the highest value, which may not necessarily mean the lowest price, but an optimal balance between cost and quality. Therefore, management of perceived value is crucial in marketing strategy, which requires a deep understanding of what customers value and clear communication of how products or services can meet or exceed these expectations (Hasan & Sohail, 2021).

Customer purchase preference is the behavioral tendency of consumers to choose one brand or product over another, usually for reasons related to perceived value, personalization, past shopping experience, or emotional attachment to the brand. Purchase preferences can be strongly influenced by positive personal experiences, personally resonant marketing campaigns, recommendations from trusted people, or brand loyalty that has been established over time (He & Harris, 2020). Customer psychology and behavioral science play a large role in shaping and changing these buying preferences, making it important for businesses to continuously explore and understand their buying motivations. Through data analysis, feedback review, and careful market research, companies can tailor products, services, and marketing campaigns to better match customer wants and needs, and ultimately, drive better purchasing decisions (Heerde et al., 2021).

Furthermore, in the increasingly intense market competition, market segmentation and targeting efficiently become important elements in capturing purchasing preferences. Businesses must be sensitive to customer diversity and understand that different wants and needs may require different approaches

(Hermann, 2022). Effective segmentation allows businesses to tailor their marketing strategies and products with more precision to sub-groups of customers, providing a richer and more customized experience. When these efforts are combined with the use of big data and analytics technologies, the ability to forecast and influence purchasing behavior is significantly improved, enabling well-timed offers with relevant messages, thereby increasing marketing effectiveness and driving sales (Hoffman et al., 2022).

Thus, perceived value and purchase preferences are two important components in the dynamics of customer interactions with brands. These two components not only play a role in determining short-term sales success but also in building long-term brand integrity and customer loyalty. By understanding and strategically managing perceived value and targeting purchase preferences, businesses can develop a competitive advantage, deliver higher customer satisfaction, and ultimately secure sustainable growth. Key to this success is a customer-centric approach that prioritizes customer needs and wants, and the intelligent use of data to customize and refine offerings, thereby creating a mutually beneficial relationship between the consumer and the product or service provider.

Contribution to Society

The social and environmental impacts of consumer behavior and business policies are coming under increasing scrutiny and the importance of this awareness is growing among consumers and companies alike. This trend encourages businesses to not only focus on profits, but also how they can contribute to social welfare and environmental sustainability (Hysa et al., 2021). Consumers who are increasingly aware of global issues tend to favor brands that demonstrate social and environmental responsibility, choose environmentally friendly products, and reject companies with unethical practices. The long-term impact of this shift in preferences is the creation of a more sustainable economy, where business success is measured not only by profitability, but also by its positive contribution to society and the environment (Iglesias et al., 2020). Businesses that are able to align with these values not only secure their market position but also contribute to positive social and environmental change (Islam et al., 2021).

Improving people's well-being is an important focus in sustainable development and covers various aspects such as education, health, equality and access to resources. By implementing programs that support job creation, quality education, and good health infrastructure, governments and business organizations play an important role in promoting inclusive economic growth that provides broad benefits to society (Jacobson et al., 2020). Investments in human capital through training and competency development can increase productivity and innovation, while initiatives such as microcredit, support for local businesses, and development of appropriate technologies can enable wider access to economic opportunities. Social sustainability supported by

coherent policies and community participation leads to greater well-being, reduced inequality, and creates a solid foundation for future generations, ensuring that communities not only survive but thrive (Jamil et al., 2022).

Furthermore, to maximize the potential for improving community welfare, a multi-faceted and collaborative approach between different sectors is essential. The government, private sector, and non-profits need to work together to identify societal challenges and create innovative and sustainable solutions (Joshi et al., 2021). Technology integration in education and health, for example, can improve access and quality of services, while policies that support social justice and gender equality can accelerate the reduction of inequalities. Economic growth must also be balanced with environmental conservation efforts, as a healthy environment is the foundation of long-term human well-being (Jr et al., 2021).

In conclusion, improving community welfare is a complex process that involves the active participation of various actors in society. Actions taken should be strategic, focused on holistic human development, and seek a balance between economic progress and environmental preservation. Utilizing innovation and technology while maintaining sensitivity to local social and cultural values will lead to inclusive development. A prosperous society is not only measured by its health or income, but by the overall quality of life it ensures, including a healthy environment, good education, equal opportunities, and a sense of belonging to national development.

Sustainable Marketing Implementation

Sustainable marketing incorporates environmentally, socially, and economically responsible business practices while meeting the needs of today's consumers without compromising the ability of future generations to meet their needs. This strategy involves the development of environmentally friendly products, transparency in the supply chain, and ethical and effective communication of business sustainability practices (Junaidi et al., 2022). For example, businesses can implement waste reduction and energy efficiency strategies in their production processes or create products that use recycled materials. It is important for brands to authentically integrate sustainability principles into their values and operations, not just as a marketing endeavor (Jung et al., 2020).

However, sustainability marketing is not without challenges. One of the main challenges is the consumer perception of green products that are often associated with higher prices. Educating consumers on how their purchases contribute to environmental and social well-being can help, but still requires significant effort (Kaur et al., 2020). In addition, inconsistent sustainability standards and lack of clear labeling can leave consumers confused about what is truly "green" or sustainable, creating skepticism towards a brand's sustainability claims. Therefore, transparency and honest

communication are essential to build trust and credibility with consumers (Key et al., 2020).

Finally, adopting a sustainable marketing approach requires a change in mindset and internal operations that is not always easy. It demands continuous innovation and cooperation across sectors in the business. For example, ensuring an ethical supply chain requires close collaboration with suppliers to ensure they also follow sustainable practices. In addition, companies need to invest in research and development for sustainable product innovation (Iglesias et al., 2020). Ultimately, sustainable marketing is not just about selling products but also about upholding corporate social responsibility, which if done right, can unite profitability with a positive impact on society and the environment.

Sustainable marketing has a meaningful influence on consumer purchasing decisions, especially in today's era of global awareness where many consumers evaluate the environmental and social impacts of the products they buy. Consumers are increasingly looking for brands that reflect their personal values, which often involve sustainability concerns (Khan et al., 2022). For example, products that are made from sustainable materials, have a low carbon footprint, or are made by a fair-wage workforce are more likely to find a place in the hearts of socially conscious consumers. In this regard, marketing strategies that emphasize a brand's commitment to environmental stewardship and integration of socially responsible principles can strongly influence consumer decisions, either directly through environmental labels on products or through marketing campaigns that convey such messages (Kim & Lee, 2020).

Sustainable marketing has a meaningful influence on consumer purchasing decisions, especially in today's era of global awareness where many consumers evaluate the environmental and social impacts of the products they buy. Consumers are increasingly looking for brands that reflect their personal values, which often involve sustainability concerns (Korschun et al., 2020). For example, products that are made from sustainable materials, have a low carbon footprint, or are made by a fair-wage workforce are more likely to find a place in the hearts of socially conscious consumers. In this regard, marketing strategies that emphasize a brand's commitment to environmental stewardship and integration of socially responsible principles can greatly influence consumer decisions, either directly through environmental labels on products or through marketing campaigns that convey such messages (Kumar, 2021).

Sustainable marketing depends not only on the products produced, but also on the way companies communicate and interact with consumers. Campaigns that promote awareness about sustainability, as well as ways consumers can contribute to the cause, play a crucial role (Kuncoro & Kusumawati, 2021). Education and showcasing activities that demonstrate a company's commitment to sustainable practices can help attract and retain consumers who are committed to a greener lifestyle. For example,

organizing recycling initiatives or holding events that support community sustainability can have a tangible impact that is visible to consumers, strengthening the connection between brands and consumer values (Liao et al., 2020).

Thus, sustainability marketing is not just a passing trend but an essential element that consumers are increasingly looking for in their purchasing decisions. Brand involvement in sustainability must be authentic and deeply integrated in all aspects of a company's operations. This spans from product development to communication strategies and customer interactions. Today, consumers not only buy products based on quality and price, but also based on what they believe about a company's ethics and social responsibility. Through effective and authentic sustainable marketing, companies not only improve their position in the market but also contribute to a more sustainable world, bringing long-term benefits both to the business and to society and the environment as a whole.

Conclusion

Sustainable marketing has proven effective in creating value for companies and their consumers, based on the understanding that today's consumers are increasingly looking for products and services that not only meet their needs but also align with environmental and social sustainability values. Companies that integrate sustainable practices into their operations and marketing strategies often see increased brand awareness, customer loyalty and ultimately, profitability. The key success point here is authenticity; companies must actually implement sustainability practices and communicate those efforts to consumers in a transparent and credible way.

The effectiveness of sustainability marketing also lies in the company's ability to communicate with consumers about how their purchases make a difference. This may be through reducing their carbon footprint, using more sustainable materials, or contributing to society through fair business practices. Effective marketing emphasizes the story behind the product and the positive impact the purchase brings, which is often an important factor in consumers' purchasing decisions. Marketing initiatives centered on consumer education and participation in achieving sustainable goals can increase engagement and build a loyal consumer community.

Finally, value creation through sustainable marketing is not only measured through increased sales or brand awareness, but also through the company's contribution to the solution of environmental and social issues. Companies that successfully execute sustainable marketing are not only seen as profit-seeking entities but also as thought leaders who contribute towards a more sustainable future. As such, the effectiveness of sustainable marketing can be seen as a blend of commercial success and commitment to responsible business practices, creating lasting value for all stakeholders.

References

Abbas, A., Nisar, Q., Mahmood, M., & … (2020). The role of Islamic marketing ethics towards customer satisfaction. *… of Islamic Marketing, Query date: 2024-06-12 19:34:13*. https://doi.org/10.1108/JIMA-11-2017-0123

Abdelmoety, Z., Aboul-Dahab, S., & Agag, G. (2022). A cross cultural investigation of retailers commitment to CSR and customer citizenship behaviour: The role of ethical standard and value relevance. *… of Retailing and Consumer …, Query date: 2024-06-12 19:34:13*. https://www.sciencedirect.com/science/article/pii/S0969698921003623

Abdul, M., Ingabire, A., Lam, C., Bennett, B., & … (2024). Indigenous food sovereignty assessment—A systematic literature review. *Nutrition & …, Query date: 2024-05-10 07:14:07*. https://doi.org/10.1111/1747-0080.12813

Abeza, G., O'Reilly, N., Finch, D., Séguin, B., & … (2020). The role of social media in the co-creation of value in relationship marketing: A multi-domain study. *… of Strategic Marketing, Query date: 2024-06-12 19:34:13*. https://doi.org/10.1080/0965254X.2018.1540496

Adam, M., Ibrahim, M., & … (2020). The role of digital marketing platforms on supply chain management for customer satisfaction and loyalty in small and medium enterprises (SMEs) at Indonesia. *International …, Query date: 2024-06-12 19:34:13*. http://download.garuda.kemdikbud.go.id/article.php?article=1730558&val=13549&title=THE%20ROLE%20OF%20DIGITAL%20MARKETING%20PLATFORMS%20ON%20SUPPLY%20CHAIN%20MANAGEMENT%20FOR%20CUSTOMER%20SATISFACTION%20AND%20LOYALTY%20IN%20SMALL%20AND%20MEDIUM%20ENTERPRISES%20SMES%20AT%20INDONESIA

Aditi, B., Nabell, S., Djakasaputra, A., & … (2022). The Trigger For Falling Loyalty Originating From Public Relations And Customer Values And Satisfaction. *International …, Query date: 2024-06-12 19:34:13*. http://repo.stie-pembangunan.ac.id/id/eprint/29/1/ARTIKEL%20PENELITIAN%201.pdf

Agarwal, R., Dugas, M., Gao, G., & Kannan, P. (2020). Emerging technologies and analytics for a new era of value-centered marketing in healthcare. *… of the Academy of Marketing …, Query date: 2024-06-12 19:34:13*. https://doi.org/10.1007/s11747-019-00692-4

Alfaisal, R., Hashim, H., & Azizan, U. (2024). Metaverse system adoption in education: A systematic literature review. *Journal of Computers in Education, Query date: 2024-05-10 07:14:07*. https://doi.org/10.1007/s40692-022-00256-6

Al-Gasawneh, J., AlZubi, K., Anuar, M., Padlee, S., & … (2022). Marketing performance sustainability in the Jordanian hospitality industry: The roles of customer relationship management and service quality. *Sustainability, Query date: 2024-06-12 19:34:13*. https://www.mdpi.com/2071-1050/14/2/803

Alzoubi, H., & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication …. *Uncertain Supply Chain …, Query date: 2024-06-12 19:34:13*. https://research.skylineuniversity.ac.ae/id/eprint/8/

Amin, S., & Tarun, M. (2021). Effect of consumption values on customers' green purchase intention: A mediating role of green trust. *Social Responsibility Journal, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/SRJ-05-2020-0191

Amoako, G., Dzogbenuku, R., Doe, J., & ... (2022). Green marketing and the SDGs: Emerging market perspective. *Marketing Intelligence & ... , Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/MIP-11-2018-0543

Asnawi, N., Sukoco, B., & Fanani, M. (2020). The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks. *Journal of Islamic Marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/JIMA-03-2017-0033

Barari, M., Ross, M., Thaichon, S., & ... (2021). A meta-analysis of customer engagement behaviour. *... Journal of Consumer ... , Query date: 2024-06-12 19:34:13.* https://doi.org/10.1111/ijcs.12609

Bhagwat, Y., Warren, N., Beck, J., & ... (2020). Corporate sociopolitical activism and firm value. *... of Marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1177/0022242920937000

Boorsma, M. (2024). A strategic logic for arts marketing. *A Reader on Audience Development and Cultural ... , Query date: 2024-06-12 19:34:13.* https://doi.org/10.4324/9781003142102-3

Boorsma, M., & Chiaravalloti, F. (2024). Arts marketing performance: An artistic-mission-led approach to evaluation. *A Reader on Audience Development ... , Query date: 2024-06-12 19:34:13.* https://doi.org/10.4324/9781003142102-4

Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer ... , Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S0969698921004707

Chandy, R., Johar, G., Moorman, C., & ... (2021). Better marketing for a better world. *... of Marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1177/00222429211003690

Cheng, Y., & Jiang, H. (2022). Customer–brand relationship in the era of artificial intelligence: Understanding the role of chatbot marketing efforts. *Journal of Product &Brand Management, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/jpbm-05-2020-2907

Cheung, M., Pires, G., & ... (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *... Marketing Journal, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1016/j.ausmj.2020.03.006

Chou, S., Horng, J., Liu, C., & Lin, J. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer ... , Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S0969698919310793

Christofi, M., Vrontis, D., Leonidou, E., & ... (2020). Customer engagement through choice in cause-related marketing: A potential for global competitiveness. *International Marketing ... , Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/IMR-04-2018-0133

Chung, K. (2020). Green marketing orientation: Achieving sustainable development in green hotel management. *Journal of Hospitality Marketing & Management*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1080/19368623.2020.1693471

Confente, I., Scarpi, D., & Russo, I. (2020). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value. *Journal of Business Research*, *Query date: 2024-06-12 19:34:13*. https://www.sciencedirect.com/science/article/pii/S0148296319306186

Costinot, A., & Martin, S. (2021). PRICE EFFECT ON CONSUMER BUYING INTEREST WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES (Case Study of Community Users of Health …. *MEDALION JOURNAL: Medical …*, *Query date: 2024-06-12 19:34:13*. http://medalionjournal.com/index.php/go/article/view/33

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, *Query date: 2024-06-12 19:34:13*. https://www.sciencedirect.com/science/article/pii/S0148296320306688

Ferraris, A., Giudice, M., Grandhi, B., & … (2020). Refining the relation between cause-related marketing and consumers purchase intentions: A cross-country analysis. *International Marketing …*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1108/IMR-11-2018-0322

Ferrell, O., Hartline, M., Hochstein, B., & Boivin, M. (2023). *Marketing strategy*. books.google.com. https://books.google.com/books?hl=en&lr=&id=vky-EAAAQBAJ&oi=fnd&pg=PR11&dq=the+role+of+marketing+value+for+customers+society&ots=B4syNv-WWP&sig=EKMikJ5Ps76oA70ZFym-qXKNE_U

Gao, L., Melero-Polo, I., & Sese, F. (2020). Customer equity drivers, customer experience quality, and customer profitability in banking services: The moderating role of social influence. *Journal of Service Research*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1177/1094670519856119

Hasan, M., & Sohail, M. (2021). The influence of social media marketing on consumers' purchase decision: Investigating the effects of local and nonlocal brands. *Journal of International Consumer Marketing*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1080/08961530.2020.1795043

He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*, *Query date: 2024-06-12 19:34:13*. https://www.sciencedirect.com/science/article/pii/S0148296320303295

Heerde, H. V., Moorman, C., Moreau, C., & … (2021). Reality check: Infusing ecological value into academic marketing research. *… of Marketing*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1177/0022242921992383

Hermann, E. (2022). Leveraging artificial intelligence in marketing for social good—An ethical perspective. *Journal of Business Ethics*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1007/s10551-021-04843-y

Hoffman, D., Moreau, C., Stremersch, S., & … (2022). The rise of new technologies in marketing: A framework and outlook. *… of Marketing*, *Query date: 2024-06-12 19:34:13*. https://doi.org/10.1177/00222429211061636

Hysa, B., Karasek, A., & Zdonek, I. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0 idea. *Sustainability, Query date: 2024-06-12 19:34:13.* https://www.mdpi.com/2071-1050/13/3/1018

Iglesias, O., Markovic, S., Bagherzadeh, M., & … (2020). Co-creation: A key link between corporate social responsibility, customer trust, and customer loyalty. *Journal of Business …, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1007/s10551-018-4015-y

Islam, T., Islam, R., Pitafi, A., Xiaobei, L., & … (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production …, Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S2352550919304944

Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *… of Retailing and Consumer …, Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S0969698918307744

Jamil, K., Dunnan, L., Gul, R., Shehzad, M., & … (2022). Role of social media marketing activities in influencing customer intentions: A perspective of a new emerging era. *Frontiers in …, Query date: 2024-06-12 19:34:13.* https://doi.org/10.3389/fpsyg.2021.808525

Joshi, Y., Uniyal, D., & Sangroya, D. (2021). Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence. *Journal of Cleaner Production, Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S0959652621038166

Jr, W. P., Cannon, J., & McCarthy, E. (2021). *Essentials of marketing: A marketing strategy planning approach.* thuvienso.hoasen.edu.vn. https://thuvienso.hoasen.edu.vn/handle/123456789/13195

Junaidi, J., Wicaksono, R., & Hamka, H. (2022). The consumers' commitment and materialism on Islamic banking: The role of religiosity. *Journal of Islamic Marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/JIMA-12-2020-0378

Jung, J., Kim, S., & Kim, K. (2020). Sustainable marketing activities of traditional fashion market and brand loyalty. *Journal of Business Research, Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S0148296320302356

Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics, Query date: 2024-06-12 19:34:13.* https://www.sciencedirect.com/science/article/pii/S0736585319308135

Key, T., Clark, T., Ferrell, O., Stewart, D., & Pitt, L. (2020). Marketing's theoretical and conceptual value proposition: Opportunities to address marketing's influence. *AMS Review, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1007/s13162-020-00176-7

Khan, R., Salamzadeh, Y., Iqbal, Q., & … (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. *… of Relationship Marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1080/15332667.2020.1840904

Kim, S., & Lee, S. (2020). The role of marketing communication mix on Korean customers' coffee shop brand evaluations. *Journal of Hospitality and Tourism Insights, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/JHTI-07-2019-0097

Korschun, D., Martin, K., & ... (2020). Marketing's role in understanding political activity. *... Policy &marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1177/0743915620949261

Kumar, J. (2021). Understanding customer brand engagement in brand communities: An application of psychological ownership theory and congruity theory. *European Journal of Marketing, Query date: 2024-06-12 19:34:13.* https://doi.org/10.1108/EJM-04-2018-0290

Kuncoro, H., & Kusumawati, N. (2021). A Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing Towards Purchase Decision of Sleeping Product in .... *Advanced International Journal of ..., Query date: 2024-06-12 19:34:13.* https://www.academia.edu/download/88108370/AIJBES-2021-09-09-21.pdf

Liao, Y., Wu, W., & Pham, T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability, Query date: 2024-06-12 19:34:13.* https://www.mdpi.com/2071-1050/12/18/7461