

Revealing the Relevance of Sustainability Marketing using Technology Acceptance Model in the Indian context

Lincy Joykutty¹ and Anup KrishnaMurthy^{2*}

¹Research Scholar, St Joseph's Institute of Management, Research Centre University of Mysore

²Research Guide, St Joseph's Institute of Management

*Corresponding Author e-mail id: anup@sjim.edu.in

Abstract

This conceptual study looks at the significance of sustainability and marketing to humans and other social organisms. This paper's goal is to understand the essence of sustainability marketing within the framework of retail product research using Technology acceptance model in the era of artificial intelligence by reviewing existing literature. The continuous evolution and growing significance of sustainability among Indian customers, businesses, marketers, and societies worldwide do justify the development of conceptual approaches to theories of sustainability management for application to social science research, the environment, and practice. Research on green consumer behavior, namely purchasing and disposal patterns, has typically focused on sociodemographic factors and, or demographics. This study aims to understand the relevance of sustainability marketing in the modern era considers human beings & other resources of the society establish a relationship. The triple bottom line, which considers economic, environmental, and social factors, is typically used to define sustainable marketing. Nevertheless, it has seen from a completely different angle—marketing, which considers several aspects of sustainability.

Keywords: Sustainability, Marketing, environment, Technology, Consumer Behavior

Introduction

A different approach to business and marketing that views nature, the earth, and ecological sustainability equally as the source of all goods and services, as well as the source of human and other living things' well-being, can be developed by adopting an ecocentrism epistemology. We have observed the many phases of marketing strategy over time. Sustainability is the primary challenge that has surfaced in marketing strategy over time. Every consumer is now more conscious because of the rising level of education among them. Therefore, marketers must implement effective sustainable marketing to stand out in a competitive market. When discussing how to get a competitive edge through increasing productivity, attracting customers, and making money, environmental sustainability is commonly brought up. Marketing professionals must have a proper understanding of this component.

Aim of the Study

1. Assess relevance of sustainability marketing in the age of artificial intelligence.
2. Comprehend the discourses surrounding sustainability marketing.

Methodology of the Study

Researchers are using AI and machine learning to promote sustainable development goals by facilitating a circular economy and meeting the needs of present generations without compromising future generations' capabilities. This study provides a comprehensive review of AI and sustainability research. Exploratory research is used to have an insight into facts of sustainability marketing. Extensive review of literature is carried out to understand and define the term sustainability marketing. Secondary data is being used to collect the data and interpret the meaningful information. Conceptual analysis is used by the researcher to understand the concept "Sustainability Marketing" in the era of artificial intelligence.

Review of Literature

Sl.No	Definition	Source Paper	Other Paper	Purpose
1	Sustainable Marketing is the process of creating, communicating, and delivering value to customers in such a way that both natural and human capital are preserved or enhanced throughout.	Martin and Schouten (Martin & Schouten, 2014, p. 18)	Prothero, P. M. (2014). Sustainability marketing research: Past, Present & Future. <i>Journal of Marketing Management</i> , 1186-1219.	Accept the definition as researcher is trying to establish a relationship between marketing element & its nature
2	Sustainable development has been defined as, 'Development that meets the needs of current generations without compromising the ability of future generations to meet their own needs'	WCED, World Commission on Environment and Development. (1987). Our common future: Brundtland Report.	Kumar, V., Rahman, Z., & Kazmi, A. A. (2013). Sustainability Marketing Strategy: An Analysis of Recent Literature. <i>Global Business Review</i> , 14(4), 601–625.	It is not been used and is not clear about the current needs and future needs. This definition also consider only human is considered in this planet, other living and non-living species are not considered.

3	Marketing is also seen as the antithesis to sustainability	(Jones et al., 2008; Lim, 2016; Pereira Heath & Chatzidakis, 2012).	Kemper, Joya & Ballantine, Paul. (2019). What do we mean by sustainability marketing? Journal of Marketing Management. 35. 1-33.	It defines that marketing is opposite to sustainability. But here researcher is trying to establish both marketing & sustainability needs to go hand in hand. Today research with reference to sustainability marketing is defined from anthropocentrism perspective i.e. planet is for human being only. Human being and other resources are closely connected and it is important to understand environment and develop environment friendly technological products are produced and restore environment.
4	Sustainability recognizes that people live in a world with limited natural resources and fragile ecosystems, thus focusing on the ability to maintain what is valued in the ecosystem (i.e. the environmental perspective)	Jones, P., Hill, C.C., Comfort, D., et al. (2008) 'Marketing and Sustainability', Marketing Intelligence and Planning 26(2): 123–30	Lim, W. M. (2016). A blueprint for sustainability marketing: Defining its conceptual boundaries for progress. Marketing Theory, 16(2), pg no 232–249.	“Sustainability recognizes that people live in a world with limited natural resources and fragile ecosystems thus focusing on the ability to maintain what is valued in the ecosystem (i.e. the environmental perspective).” Because which is apt for the construct “sustainability” identified by researcher for the study. Sustainability

				construct may include the different variables such as Sustainability consumption, Environment, Economic, Social, soon., which can be well constructed in the research using Technology Acceptance Model (TAM).
5	In order to make sustainability part of the contemporary business doctrine, society must accept that our ethical responsibility transcends the care of “human and human only”	Achrol, R. & Kotler, P. 2012. ‘Frontiers of the marketing paradigm in the third millennium’, <i>Journal of the Academy of Marketing Science</i> , 40(1): 35-52.	Zehetner, D. P. (2016). Marketing and sustainability from the perspective of future decision makers. <i>South African Journal of Business Management</i> , 37-47.	This paper defines marketing as an emerging also contributing towards sustainability development.
6	Sustainability marketing encompasses a philosophy and a range of activities. It aims to satisfy consumers’ needs or wants and create a favorable position for the business in the marketplace by communicating how the business addresses environmental, social and economic concerns	Bridges CM and Wilhelm WB (2008) Going beyond green: the “why and how” of integrating sustainability into the marketing curriculum. <i>Journal of Marketing Education</i> 30: 33–46.	Villarino, J., & Font, X. (2015). Sustainability marketing myopia: The lack of persuasiveness in sustainability communication. <i>Journal of Vacation Marketing</i> , 21(4), 326–335.	Do not accept this definition because sustainability cannot be though through curriculum. It is relevant for both marketer and Consumer to understand in the same sense.
7	Some areas of marketing activity, particularly advertising, have been criticized	Laufer, W. S. (2003). Social accountability and corporate greenwashing.	Delmas, M. A., & Cuerel Burbano, V. (2011). The drivers of greenwashing.	In order to combat unsustainable behaviors, corporate greenwashing is becoming

	specifically for spurious claims in the promotion of sustainability, epitomized in the practice of “greenwashing” misleading consumers about a company’s environmental performance for businessgains	Journal of Business Ethics, 43(3), 253–261.	California Management Review, 54(1), 64–87. Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. Journal of sustainable tourism, 25(7), 869-883.	increasingly important. Understanding the appropriate sustainability marketing strategies would be aided by this study.
8	Sustainability Marketing is not restricted to firm behavior but also extends to consumers’ consumption patterns. Indeed, final users can contribute to sustainability or unsustainability	Nkamnebe, A.D. (2002), “Consumption pattern as correlates of environmental degradation: a case study of selected cities in Nigeria”, in Amole, D., Ajayi, A. and Okewole, A. (Eds), The City of Nigeria: Perspectives, Issues, Challenges, Strategies, Faculty of Environmental Design and Management, Obafemi Awolowo University, Ile-Ife, pp. 263-8	Nkamnebe(2011) "Sustainability marketing in the emerging markets: imperatives, challenges, and agenda setting", <i>International Journal of Emerging Markets</i> , Vol. 6 No. 3, pp. 217-232	Tries to establish relationship between marketing & Sustainability in emerging markets.
9	Sustainability means the maintenance of both environmental and human health,	Charter, M., Peattie, K., Ottman, J., Polonsky, M.J.,	Alan Pomeroy, Marketing for study. Extending the conceptualization of	Defines from the perspective of human health and

	through the use of renewable rather than finite raw materials and the minimization and eventual elimination of hazardous effluents and Wastes.	2002. Marketing and Sustainability, Centre for Business Relationships, Accountability, Sustainability and Society (BRASS), in association with The Centre for Sustainable Design.	marketing mix to drive the value for individuals and society at large, Australasian Marketing Journal (2017)	Environment but ignores every species or not specific about environment.
10	The interconnection between sustainability and marketing closer than it appears. According to one school of thought, the two concepts are incompatible because sustainability is attainable through the reduction of consumption while the objective of marketing is to increase it.	Jones, P., Clarke-Hill, C., Comfort, D., & Hillier, D. (2008). Marketing and sustainability. Marketing Intelligence and Planning, 26(2), 123—130.	Fabrizio Baldassarre, R. (2016). Sustainability as a marketing tool: To be or to appear to be? Business Horizons, 421-429.	Definition is not considered because like a mirror, object is seen too closer through mirror than it appears but it is a vague definition who all are the stakeholders considered in marketing & sustainability and kind of relationship established.
11	Mismatch between food sustainability and consumer acceptance toward innovation technologies among Millennial students: The case of Shelf Life Extension	McEachern, M.G. and Schroder, M.J.A. (2004), "Integrating the voice of the consumer within the value chain: a focus on value-based labelling communications in the fresh-meat sector", <i>Journal of Consumer Marketing</i> , Vol. 21 No. 7, pp. 497-509.	Cavaliere, A., & Ventura, V. (2018). Mismatch between food sustainability and consumer acceptance toward innovation technologies among Millennial students: The case of Shelf - Life Extension. <i>Journal of Cleaner Production</i> , 175, 641-650.	Do not accept this definition because there is no definite relationship between food knowledge and acceptance of sustainability.

12	Perception of fashion sustainability in online community	Chan, T. Y., & Wong, C. W. Y. (2012). The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision. <i>Journal of Fashion Marketing and Management</i> , 16, 193–215.	Bin Shen, Jin-Hui Zheng, Pui-Sze Chow & Ka-Yan Chow (2014) Perception of fashion sustainability in online community, <i>The Journal of the Textile Institute</i> 105:9, 971-979	The fashion industry generates billions of dollars from the initial process of raw materials production to the last stage of selling the products through sustainability practices.
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Source: Secondary Data

Findings

From the standpoint of the triple bottom line strategy, the researcher notes that the majority of writers are attempting to comprehend the significance of sustainable marketing in the era of AI using technology acceptance model. Jeffrey Sachs, a health policy and management professor at Columbia University, suggests that the world is entering a new Age of Sustainable Development, where nations must collaborate to tackle persistent poverty, social exclusion, economic injustice, poor governance, and environmental degradation (Margaret A. Goralski and Tay Keong 2020).

Research Implications

The research's findings may not be universally applicable due to the chosen methodology; hence, researchers are advised to use the appropriate approach. This research paper is a comprehensive resource for early researchers focusing on sustainability.

Originality

This paper focuses on the new dimension towards the definition of sustainable marketing. 4th dimension technological perspective can be added to the definition of sustainability marketing especially in the era of artificial intelligence.

Conclusion

Sustainability plays a vital role in an organization. Marketing and sustainability are a right strategy need to be implemented to develop best strategies for the betterment of an organization. Hence, researcher should rightly define sustainability marketing in the context of consumers in a society.

Conflict of Interest

There is no conflict of interest among authors.

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