

Communicating Sustainability: How Marketing Communication Shapes Consumption Patterns in Emerging Marketplace

Lipsa Das

PhD Research Scholar, School of Management

National Institute of Technology Rourkela

Dr. Sambashiva Rao Kunja

Assistant Professor, School of Management

National Institute of Technology Rourkela

Abstract

The preservation of the environment is increasingly recognised as a matter of great significance in contemporary times. A paradigm shift is currently occurring in the consumption patterns of customers. The domains of advertising and media have consistently exerted significant influence over consumer decision-making and consumption behaviours. There exists a necessity to conduct research on the impact of sustainable communication on the sustainable consumption behaviours exhibited by consumers. The purpose of this research paper is to examine the process of sustainable communication and its impact on promoting sustainable consumption among the consumers. The data was collected from people from different age groups who consume sustainable products. The collection of primary data was conducted through in-depth interviews with the customers. The researchers employed the purposive sampling technique to select participants for the purpose of gathering primary data. The analysis of the data explored key factors of sustainable communication and sustainable consumption patterns. The study developed a theoretical model by integrating the findings of the study with the S-O-R Theory. The current study holds relevance for managers seeking to ascertain the most effective means of media communication in order to influence sustainable consumption behaviours among young adults. The study also contributes to the comprehension of customer attention towards sustainable communication.

Keywords: Sustainability, advertisement, communication, sustainable consumption



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COMMUNICATING SUSTAINABILITY: HOW MARKETING COMMUNICATION SHAPES CONSUMPTION PATTERNS IN EMERGING MARKETPLACE

PRESENTED BY:

LIPSA DAS, RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT, NIT ROURKELA

AUTHORED BY:

LIPSA DAS, RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT, NIT ROURKELA

DR. KUNJA SAMBASHIVA RAO, ASSISTANT PROFESSOR, SM, NITR

THE MOTIVATION

- Growth of environmentally and socially conscious consumers.
- In an interview with BBS, Philip Kotler, known as the "father of marketing," stated:
"Sustainability will soon become a determining factor in business, as consumers want companies to care about them and the planet, not just their profits." (Bologna Business School, 2020).
- Consuming in a manner that is environmentally friendly and responsible is essential to ensuring that the needs of current and future generations of people are met (Kar & Harichandan, 2022).

INTRODUCTION



Sustainable consumption refers to the practice of using goods and services in a way that has the least amount of impact on the natural environment (Straughan & Roberts, 1999).



Sustainable communication that stresses the social, economic, and environmental advantages of products, services, or behaviours through paid advertising in the media (Smith, & Brower, 2012) and other marketing activities.

RESEARCH GAP



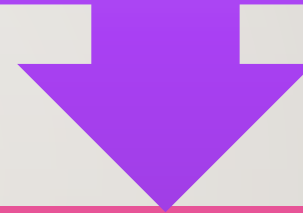
A relatively little body of research that investigates how the adoption of sustainable consuming practices is affected by the presence of sustainable communication.



There is a paucity of research that has been carried out employing a qualitative methodology to capture real-time consumer perceptions on environmentally responsible consumption.

RESEARCH OBJECTIVE

To examine the various factors that contribute to sustainable advertising and its impact on sustainable consumption.



To construct a theoretical framework that elucidates the interconnection between various elements, it is imperative to undertake a comprehensive analysis.

METHODOLOGY



Research design:
Qualitative



Data type: Primary data



Data collection: In-depth
interview



Sample size: 29



Data Analysis method:
Grounded theory



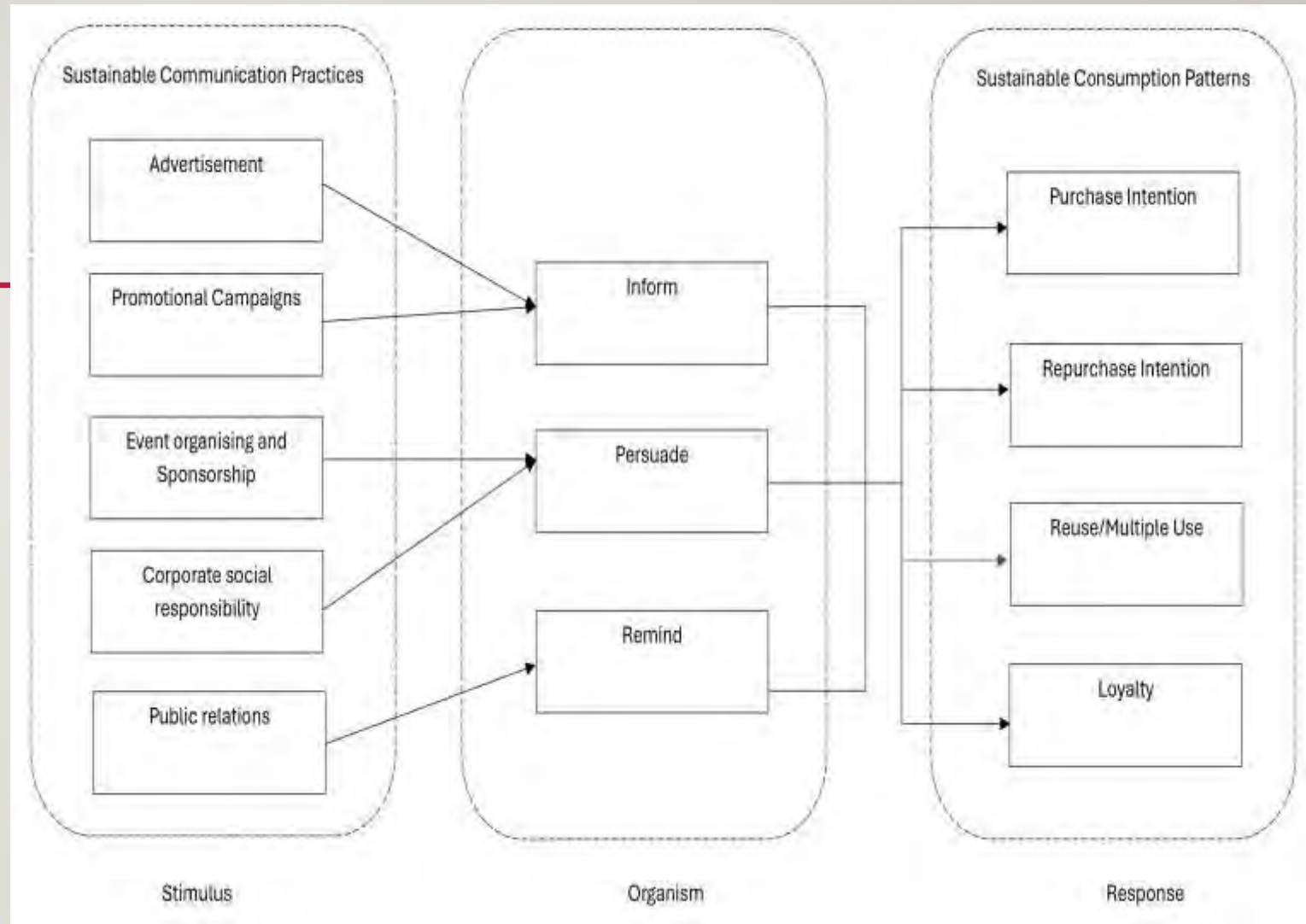
Data analysis technique:
Gioia technique by
Gioia et al. (2013)

FINDINGS

First Order Codes	Second Order Themes	Aggregate Dimension
Product is ecofriendly; Ad generates concern for environment; Ad gives message for sustainability	Advertisement	Sustainable Communication
Less use of harmful substances; innovative and reusable ad props; conducting ad campaign with locales	Promotion Campaign	
Plantation, cloth collection drives; cleanliness drives and recycling drives; funding to develop sustainable practices;	Corporate Social Responsibility	
Sponsoring events that promote sustainable practices; conducts events to celebrate environment days	Event sponsorship	
Wishes on environment related days; talk shows on environment consciousness; CRM activities	Public relations	
intend to try the product; tend to use the product;	Purchase intention	Sustainable Consumption
might buy if I like the product; impulsively buy known brands; like to contribute more to the environment	Repurchase intention	
Donate old products for secondary use; repurpose old things; upcycle the old items; take ideas from sustainable stores	Reuse/Multiple Use	
like to stick to sustainable brands; loyal to the belief of sustainability; buy from the brands who work for the environment	Loyalty	

DISCUSSION

- The study developed a model integrating S-O-R theory (Mehrabian and Russell, 1974) with the findings of the study. The study adopted the three dimensions of integrated marketing communication developed by Keller (2001) namely “Inform”, “Persuade” and “Remind”.



DISCUSSION (CONT.)



The sustainable communication practices by the brands act as stimulus, the factors propounded by Keller act as organism and the sustainable consumption patterns are categorized as the response. The sustainable communications are categorized into the three dimensions namely inform, persuade and remind.



The Advertisement and Promotion campaigns help to inform and increase awareness regarding the product and brand as well as the process of the company (Clow, 2013).



The event organization and sponsorship and corporate social responsibility activities tend to pose a positive image of the brand in front of the consumers persuading them to associate with the brand to collectively contribute to the betterment of environment (Reimann, 2024; Ferrand & Pages, 1996; Cha et al., 2016).



The public relation activities contribute to reminding the consumers regarding the product and brand which lead to increased consumer repurchase and loyalty (Papazolomou et al., 2014).

IMPLICATIONS

- **Theoretical** : This study contributes to the literature by highlighting the different kinds of sustainable communication and classifying them into different phases. It adds value to the consumer behaviour by identifying the impact of sustainable communication on the sustainable consumption pattern. Furthermore, it contributes to the consumer behaviour literature by identifying the impact of sustainable communication on the sustainable consumption pattern. The S-O-R integrated framework extends the theoretical literature by explaining the impact of sustainable communication practices on the sustainable consumption patterns.
- **Managerial** : The study helps managers to understand the promotion or advertisement activities with respect to the consumer behaviour. This study classifies the process of promotional activities into different phases, so that managers can focus on the promotional activities required at each stage. This study will help the managers to identify and formulate the promotional activity or marketing communication to be used at each stage in order to influence the consumers to take sustainable consumption practices.

CONCLUSION

- This study explores the sustainable communication and sustainable consumption phenomenon and the impact of sustainable communication on the sustainable consumption activity from a qualitative research viewpoint.
- The study developed a theoretical framework by adopting the Stimulus-Organism-Response Theory. The study also adopted the three dimensions of marketing communication proposed by Keller to establish the relationship between sustainable communication and sustainable consumption patterns.
- The previous studies focused on the phenomenon from a quantitative study viewpoint. However, this study did not focus on any specific demographics or any specific sector. Future researchers can test the relationships among them empirically. The future study can focus on specific brand for developing case studies or any specific demographic or industry to gain more insight on this.



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THANK YOU

