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ABSTRACT

In my Studies the term sustainability is the new trend of the time and it has been defined and explained by a number of writers. According to (Martin and Schouten)(2012) sustainability is the phenomena of auto renewing of earth's natural resources. Earth has a mechanism of putting back all the recourses in one way or another that it has once used but mankind cannot do that naturally. Another point of view of the concept is that sustainability is that it is the process through which humans put back a portion of the earth's used resources that are necessary for the survival of mankind on this planet (Martin and Schouten). Thus the entire concept revolves around the issues of fulfilling the natural mix of the planet on which we are destined to live for as long as we are meant to.

Sustainable marketing deals with the understanding of the importance of preserving the natural resources that are used by businesses in order to maintain a balance on the planet. It deals with the provision of values to the end customers as well as to the natural environment at the same time thus enhancing both human and non human capital (Martin and Schouten). Thus all in all, sustainable marketing is about formulating such a solution through which products are advertised and communicated to the end users in such a way that it creates no negative impact on the sustainability of the earth (Gordon and Carrigan).

Because of increasing industrialization and a consumption rate of resources that is much greater than before, the adoption of sustainable activities is no longer an option for all organization but is rather a necessary evil of the time. The aim must not only be to associate any organization with such activities but to embed it in the culture of our planet (Martin and Schouten). Only then can our planet be a safer place to live in. to achieve such promising future, it is important that organization along with practicing sustainable activities, also spread the message with the help of various marketing tools to better support their projects (Gordon and Carrigan). The main focal point is to link the two behaviors i.e. sustainable activities that are performed by various organizations and whether to communicate and advertise these activities to the general public in underdeveloped countries like Pakistan.

It is very evident from the analysis of the survey that Pakistani customers as well as businesses lacks far behind when compared with the global sustainability standards. Pakistan still lacks in the availability of basic human necessities thus the concept of being socially responsible is not digested by most of the population. Young generation of Pakistan is aware of the importance of incorporation of sustainable practices but they do not trust initiatives taken by local organization thus the entire cycle are less productive.

Another critical element that can be concluded from this research is that in order to make initiatives successful, government need to intervene and encourage organization that are involved in sustainable practices so that other organization in specific and consumer market on the whole is aware of the significance of the initiatives. Last but not the least, awareness campaigns must be initiated by organization and government that educate general public regarding issues that are far greater than individual level like global warming, forest protection and even child labor that is pretty prevalent in Pakistan.