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SUSTAINABLE MARKETING STRATEGIES FOR BIOLOGICAL WELL-BEING : AN PRAGMATIC APPROACH

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ABSTRACT

Biological well-being of their customers are becoming increasingly important for the contemporary organizations. This can be enabled through their CSR activities toward the society and the environment. These activities go beyond profit-making goals and focus on ethical, social, and environmental impacts. Purpose-driven marketing refers to strategies that actively involve and engage the public or consumers in the marketing process and focusing on biological well-being of their customers. This can include user-generated content, crowdsourced ideas, and participatory campaigns that leverage the collective input and influence of the audience to shape and promote a brand or product. The CSR and Purpose Driven Marketing is important to a Company or the Business to Get a Unique value proposition of the company and Optimizes its Brand image. In this new purpose-driven culture, Gen Z leads the way. As of 2020, individuals under 25 years old account for 41 percent of the global population. This digitally native and astute generation is deeply committed to transparency, social care, mental health, and addressing climate change. Moreover, Gen Z possesses a wide range of technological tools like smartphones and social media platforms, which establish them as agile and self-taught catalysts for change. Entities simply cannot overlook the consumption patterns of this generation, as they prioritize causes. The COVID19 crisis has further augmented the demand from this generation for an innovative, globally accountable approach to purposeful business. With each passing day, it becomes increasingly clear that sustainable organizational success cannot be solely dependent on the conventional model of financial affluence. This paper novel attempts to bring innovative purpose driven marketing strategies initiated by marketers and their impact on creating goodwill and achieving customer confidence.

Key Words: Purpose Driven Marketing, Corporate Social Responsibility, Marketing Strategies, Creating goodwill, customer touch points. Biological well-being

REVIEW OF LITERATURE

Iram Hasan, Shveta Singh, Smita Kashiramka(2023) made a study on the CSR initiatives and stakeholder engagement amidst COVID-19 pandemic: insights using content analysis and literature review The coronavirus disease (COVID-19) has impacted all economies, businesses, and societies. The purpose of this paper is to analyse and present a case for corporate social responsibility (CSR) in terms of its relevance amidst the turmoil caused by the pandemic. the pandemic, corporations from both developed and developing countries have been pursuing CSR measures for stakeholder engagement. The systematic literature review signals positive outcomes that companies might expect at the organizational level. Archie B. Carroll (2021) has made a study on Corporate social responsibility (CSR) and the COVID-19 pandemic: organizational and managerial implications. It was found that the COVID-19 pandemic has had important impacts and implications for most spheres or sectors of the business world. Employees, consumers, and communities have been the most significantly affected, but other stakeholder groups in societies are being impacted as well. The global pandemic is putting CSR to the test, and the emerging evidence supports the idea that many companies are striving to reset their CSR thinking and initiatives to accommodate this crisis and to meet what the public expects of them. . Enjang Pera Irawan, et'al (2022) made a study on A Review on Digitalization of CSR during the COVID19 Pandemic in Indonesia: Opportunities and Challenges. The COVID-19 pandemic has become a global problem since first appearing in 2020. Not only does it heavily affect the health sector, but it also spreads to other sectors such as social, economic, and education. Studies have shown that many global companies, including those based in Indonesia, contribute to the global pandemic mitigation by implementing Corporate Social Responsibility (CSR) programs. Hongwei He, Lloyd Harris (2020) made a study on how Covid-19 pandemic can influence the developments of CSR and marketing. Covid-19 pandemic offers a terrific opportunity for businesses to shift towards more genuine and authentic CSR and contribute to address urgent global social and environmental challenges. The paper discuss some potential directions of how consumer ethical decision making will be shifted to due to the pandemic. Eunice Abimbola Adegbola (2020) made a study on Corporate Social Responsibility as a Marketing Strategy for Enhanced Performance in the Nigerian Banking Industry: A Granger Causality Approach. This research study looks at corporate social responsibility as a marketing strategy for organizational performance. The objective of the study is to examine the impact of corporate social responsibility on marketing strategy in an organization. The firms should endeavour to apply the best practices of CSR in their marketing activities to protect the interests of consumers and society.

Emrah Gülmez (2022) made a study on Purpose Driven Marketing wars: Dishwashing Detergent Brands, Purpose – Driven marketing Campaigns in turkey. Purpose is a definitive statement about the difference that a brand is trying to make in the world. It is becoming increasingly popular every day, especially because Gen Y and Gen Z are more interested in economic, political, environmental, and social problems in the world. The interest and sensitivity of these issues have also been reflected in marketing and brand communication. Tahir Islam, et'al (2021) made a study on Corporate social responsibility has been extensively discussed and linked to the firm performance by the researchers. However, a significant research gap remains unexplored and that is measuring the association between corporate social responsibility and customer loyalty in the developing countries' context. Sajith Narayanan, Jyoti Ranjan Das (2022) did a research on Can the marketing innovation of

purpose branding make brands meaningful and relevant. Purpose branding is a concept that has gained momentum in recent years. It is a marketing innovation that has the potential to change why and how companies work. Still, academic research on purpose branding is scarce. Gottliebsson, Julia (2023) did research on *At the Messy Crossroads Between Femvertising and Femwashing: A multimodal analysis of three purpose-driven advertisements aimed to attract female consumers*. The purpose is to analyze how women are visually represented, and what strategies are being used to reproduce or challenge gender stereotypes. As well as lift this discussion around the differences between femvertising and femwashing.

INTRODUCTION

Purpose Driven Marketing is an innovative strategy which is used by companies to align values and actions with the needs to target the audience. Purpose-driven marketing aims to connect with customers by demonstrating shared beliefs and a commitment to making a positive impact. It can also help create value and a positive image for a brand. This can help the brand to be noticed by the customer through crowded market, increase customer loyalty, and even drive Business performance. According to a study by Cone Communications, 89% of consumers said they would switch to a brand associated with a noble cause, given comparable price and quality. Additionally, purpose-driven companies witnessed a growth rate nearly triple that of their competitors on average, according to a report by EY Beacon Institute and Harvard Business School. Corporate social responsibility (CSR) marketing is a way for companies to attract customers by supporting social causes and using an ethical business structure. It is also known as socially responsible marketing (SRM) or green marketing. Corporate social responsibility (CSR), is it just a fancy term or does it have a more profound meaning? Traditionally CSR was considered as a part of an organization's strategy that gives back to society, let us say, more in the sense of charity. However, the definition of CSR initiatives gradually changed. Hence, now CSR includes activities that can also deliver business results. And here's how CSR marketing comes into play. Marketers and businesses can leverage this smart way of creating and achieving shared value for society and business. A study by public relations and marketing firm Cone Communications found that 87% of Americans will purchase a product because its company advocated for an issue they cared about.

OBJECTIVES

- To explore the purpose driven marketing strategies leveraged by customer centric organizations toward the biological well-being of their customers
- To identify the factors which are driving those companies to pursue purpose driven marketing strategies
- To examine how purpose driven marketing strategies are enhancing the brand image through their effective MARCOM

RATIONALE BEHIND CHOOSING THE COMPANY

The authors are trying to explore the effective marketing communications by selected companies which are engaged in purpose driven marketing campaigns, and customer-centric marketing efforts, during the pandemic. The mentioned companies in this study are having a greater impact on their customers' wellbeing rather than making profits.

MARCOM MODEL



PROPOSED WORK

Customer touch point has been an important aspect for any marketers who are aimed to enhance Brand image towards their prospects. Pandemic has created a lot of out of box thinking among marketers to win their customers' confidences by various goodwill marketing efforts towards their customers. This paper is a novel attempt to identify a handful of effective purpose driven marketing campaigns by customer centric brands across the globe.

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR) is a strategy which is undertaken by companies to not just grow profits, but also to take an active and positive social role in the world around them. Corporate Social Responsibility is also associated with the term corporate citizenship. Consumers are more likely to act favourably toward a company that has acted to benefit its customers as opposed to companies that have demonstrated an ability to deliver quality products. Customers are increasingly becoming more aware of the impacts, the companies can have on their community, and many now base purchasing decisions on the CSR aspect of a business. As a company engages more in CSR, it is more likely to receive favourable Brand Recognition.

DURING AND POST PANDEMIC

From a Pandemic perspective, companies are placed into three categories depending on their response and the way the pandemic has directly impacted them: The covid-thriver describes those organisations that have naturally thrived during the pandemic due to the nature of the services they offer – such as gaming companies or online delivery services like Amazon. The covid-proofer includes those companies that are resistant to the pandemic's impact, such as supermarkets, some FMCG companies, and essential product manufacturers. The covid-sufferers are those companies that have endured the most of the pandemic's impact, namely service, hospitality, travel, and tourism companies. For all three variations, the challenges and opportunities can differ significantly, particularly in the short term, but it is the longer-term impact that will see these categories shift.

Below are some companies that have incorporated CSR and Purpose Driven Marketing into their campaigns and activities during and after Pandemic.

Tata Consultancy Services

The companies' activities help bridge the opportunity and accessibility gaps. They use their resources to build programs and initiatives, incorporating an inclusive approach into their frameworks so that the needs of women, youth, and marginalized groups. 38,662 crores as per section 135(5), TCS's CSR obligation for the year stood at Rs. 773 crores, constituting two percent of the average net profit. In an impressive demonstration of commitment towards society, the company surpassed its obligation, spending a total of Rs. 783 crores in this domain.

Byju's

Many young kids have been forced into child labour or child marriage and are cut off from the early development stages of childhood. With an aim to bridge this gap, the institution launched its CSR initiative called 'Education for All' last year. This CSR initiative often involves partnerships with NGOs, schools, and government organizations to reach out to marginalized communities and provide them with educational support. This may include setting up digital learning centers, distributing tablets or smartphones loaded with educational content, conducting teacher training programs, and offering scholarships to meritorious students from disadvantaged backgrounds. Byju's also strives to raise awareness about the importance of education and advocates for policy changes to ensure equal access to quality education for all children.

Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is a consumer goods company established in 1931. The company's products are immensely popular in Indian households, making it the sixth-largest company in the country by market capitalization. In the year 2021-22, the organization was prescribed to spend Rs. 184.43 crores on its CSR. However, it has spent Rs. 157.58 crores on it. The focus of the company's CSR programs is on areas such as water conservation, health and hygiene, skill development, education, social advancement, gender equality, empowerment of women, ensuring environmental sustainability and rural development projects. Project shakti by Hindustan Unilever aimed to empower rural women in India by providing them with entrepreneurial opportunities as direct to home sales agent for HUL products. The initiative has contributed to women's economic empowerment and improved access to products in rural areas. The impact includes income generation for women and increased market reach for Hindustan Unilever.

HDFC

HDFC Bank is the India's largest private sector bank by assets and the world's 10th largest bank by market capitalization as of April 2021. In the year 2021-22, although the bank was obligated to spend Rs. 733.86 crores, it spent Rs. 736.01 crores on its CSR initiatives. HDFC Bank conducts its community development initiatives under the umbrella, CSR brand HDFC Parivartan. Parivartan aims to bring out a transformation in the communities in which the bank operates through multiple initiatives in the areas of Education, Skill training and livelihood enhancement, Health Care, Sports, Environmental Sustainability and Rural

Development. Parivartan is also at the forefront of natural disaster response, successfully restoring infrastructure and rehabilitating communities. The Bank has touched the lives of over 9.6 crore people through its CSR initiatives under Parivartan.

Adidas

Sustainability and fashion have not been the best of friends. There are significant opportunities left untapped, and the organization has committed to step it up. From 2024, only recycled plastic will be used, and by 2050 all production will be climate neutral. One of the ways they want to promote sustainability and make it part of their culture is their new employee training called “How to Think and Act Sustainably,” where they offer employees the opportunity to contribute their ideas towards a more sustainable world through their day-to-day actions. The four-week training combines self-study and conversations with colleagues from across the globe to make employees aware of how they practice sustainability through a different lens, with a different starting point and with diverse possibilities to make the changes.

Starbucks

Starbucks has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. In its 2022 Environmental and Social Impact Report, the coffee giant highlights taking care of its workforce and the planet among its CSR priorities. The firm has invested in its employees through stock grants and providing additional medical, family, and educational benefits. In terms of environmental sustainability, the company's goals include achieving 50% reductions in greenhouse gas emission, water consumption, and waste by 2030.

Home Depot

As part of its annual reporting on ESG, Home Depot highlighted its achievements in focusing on its employees, operating sustainably, and strengthening its communities. The company has invested more than one million hours per year in training to help front-line employees advance in their careers, aims to produce, or procure 100% renewable energy to operate its facilities by 2030, and has plans to spend \$5 billion per year with diverse suppliers by 2025.

General Motors

General Motors won the Sustainability Leadership Award from Business Intelligence Group in 2022 and was among Diversity Inc.'s top fifty companies for diversity for a seventh consecutive year in 2021. According to its latest Sustainability Report, the automaker provided \$60 million in grants to more than 400 U.S. nonprofits organization focusing on social issues, and it has agreements in place to use 100% renewable electricity at its U.S. sites by 2025.

Dunzo

With India's healthcare system severely stretched, many brands have been leveraging their social media presence to either amplify citizens' SoS for ICU beds or to spread awareness

around vaccination registration. One such brand is Dunzo. It was quick to convert its social media page into an SoS helpline for its users. Early on during this on-going pandemic, it also reminded consumers that we are all in this together by swallowing its pride and uplifting its competitors in its social media posts. Lately, Dunzo has stayed away from all promotional posts. After the cases started rising in India during April 2021, the firm decided to pause, reflect, rework its strategies and most importantly, prioritise consumer interest. It was after an internal discussion that the company decided it should use its reach to help people who are crying out for help. The delivery platform also started using Instagram Reels to beat misinformation around COVID-19 vaccination and started spreading awareness.

PURPOSE DRIVEN EFFECTIVE MARKETING CAMPAIGNS

Proctor & Gamble Always: Like A Girl:

Launched in 2014, this powerful awareness campaign used a popular childhood taunt and made it seem offensive. Always transformed the slogan "Like A Girl" into something to be proud of, using the advertising campaign to give women of all age but particularly young women a sense of self-worth. This content-driven campaign aimed to inspire ladies to reach out their full potential while promoting Always products. A documentary filmmaker called Always questioned girls in a little movie what it meant to act "like a girl." The brand promoted the #LikeAGirl hashtag on social media to go along with the video.

Over eighty-five million people have watched the video. It also altered how young girls were perceived. It also altered how young girls were perceived. Just 19% of respondents between the ages of 16 and 24 positively associated the phrase "like a girl" in a survey. This percentage increased to 76% following the Always video's viewing.

Savlon Healthy Hands Chalk Sticks Campaign:

The SABRE Award for Superior Achievement in Creativity in the Diamond Category went to TC Savlon for their creative Healthy Hands Chalk Sticks program. The Savlon Healthy Hand Chalk Sticks campaign was introduced to engage children in primary schools and emphasize the necessity of washing hands before eating. It was launched on Children's Day in November 2016. When hands are submerged in water, the chalk sticks' embedded cleaners, such as soap, produce lather. Children will find this to be an interesting and memorable experience, which will help to modify their behaviour. It is imperative to stress the necessity of handwashing, particularly considering the current pandemic.

DurRehkarBhi Hum NibhayVaade - We kept our promises even while staying away.

Ad factors PR launched this ICICI Lombard campaign while the nation was struck by the pandemic. To help the country combat the COVID-19 pandemic, ICICI Lombard intensified its digital transformation and made use of its strong technological infrastructure while upholding the strongest social distancing guidelines. ICICI Lombard adhered to the #NibhayVaade core principle. In addition to urging ICICI Lombard's clients to adopt a social distancing strategy, their communication also aimed to support them in doing so by offering them a comprehensive range of technologically enabled services that met all their requirements.

IsolatedNotAlone by Avon:

Bird, WE managed this campaign on behalf of AVON. This was a campaign to protect women and children who were confined with their abusers and so vulnerable to domestic violence. During the pandemic, there was a noticeable increase in domestic violence reported worldwide. To raise awareness about this problem, AVON collaborated with three non-governmental organizations: Swayam, Family Planning Association of India (FPAI), and Shakti Shalini. Opinion leaders like acid attack survivor Laxmi Agarwal, lawyer Vrinda Grover, filmmaker Faraz Arif Ansari, psychiatrist Dr. Samir Parikh, and lifestyle influencer Roshni Bhatia participated in live Instagram sessions that they arranged. Additionally, Avon collaborated with Instagram influencers like Aishwarya Sharma, Nivedita, Priya Rana, and Naaz Arora who frequently discuss societal concerns.

“Thank you for not riding” - Uber

Uber promises to feed first responders, promote local communities, support healthcare personnel, and more while urging its millions of users to stay at home. Uber Stop Moving is a PSA-style ad that the company began in April, asking users to stay at home to help save lives and put an end to this infection. The most recent commercial, "Thank You for Not Riding," sets up the campaign's subsequent phase. Uber understands how vital it is to contribute during this pandemic, but it is not often that a firm expresses gratitude to customers for not utilizing its services. The firm has therefore promised to provide ten million free deliveries with the assistance of its drivers, couriers, and restaurant partners to healthcare workers, seniors, and people in need all over the world.

CONCLUSION

A company's values are matched with its target market through the strategic strategy known as corporate social responsibility (CSR), which aims to improve both the environment and society. Purpose driven marketing attracts customers and fosters customer loyalty by showcasing a shared set of values and a dedication to creating a good effect. Businesses who have integrated CSR and purpose-driven marketing into their campaigns and operations such as HUL, Parivartan, Tata Consultancy Services, Byjus, HDFC, Adidas, Star bucks, Home Depot and General Motors are showing their dedication to social concerns and moral business practices. The various purpose driven marketing strategies by Proctor & Gamble, Savlon, ICICI, Avon and Uber increase the public image among the company which enhances the brand's reputation. Amidst the Covid-19 pandemic, corporations such as HUL, Parivartan and Starbucks have showcased their dedication to sustainability and community welfare, underscoring the significance of corporate social responsibility (CSR) in marketing.

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