



## Marketing and Sustainable Development: A Predictive Empirical Insight

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### Message from the Guest Editors

Sustainable development is a response to ecological and moral imperatives requiring equity among the present inhabitants of Earth as well as intergenerational equity (Varey, 2010). At the micro-level, firms and consumers have witnessed the transition from a production orientation to a market orientation to, more recently, a sustainable market orientation, which integrates economic, social and ecological dimensions as a holistic approach to business.

The role of the brand is to facilitate the consumer's brand experience, creating a transformational shift towards sustainable consumption. In this vein, firms consider the importance of digital and social media platforms and initiate incremental changes towards more sustainability activities through shared values, knowledge and resources (Arnold, 2017). Transformations in the marketing function reflect changes in the immediate business environment. While the impact of transformations can be identified through companies' financial results, a deeper meaning for such a transformation exists in societal changes.





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