

# Marketing and Society's Development: A Synthesis and Vision for the Future

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**Abstract:** *This study is focused on marketing and society's development: A synthesis and vision for the future. Marketing and society are closely intertwined, as marketing shapes consumer behaviors, influence cultural norms and impact economic and social well-being. This relationship is complex, with both positive and negative effects on society, depending on how marketing strategies are employed. A synthesis of marketing and society envisions a future where marketing practices align closely with societal goals, fostering sustainable growth, ethical standards and improved well-being. The focus is on creating a responsible marketing ecosystem that contributes positively to society. The main objective of this study is to synthesize insights on how marketing can become a positive tone for societal development, with recommendations for future practices that prioritize both business success and societal welfare. This study typically aims to critically and contextually analyze how marketing practices impact society's economic, societal and environmental dimensions and ethical considerations; explore the responsibilities of marketing in addressing societal challenges, such as inequality, cultural diversity and ecological sustainability, and how these responsibilities can align with business goals; ascertain the evolving consumer behaviors influenced by social values, technology and globalization and how marketers can adapt to these changes while positively contributing to society; propose frameworks that guide future marketing strategies focused on long-term societal benefits and supporting sustainable development, and suggest collaborative efforts among businesses, governments, and non – profits*

*to create marketing approaches that drive social and economical development inclusively. The study identifies and exploits marketing, and marketing evolution, sustainable marketing, ethical marketing, marketing criticisms, consumerism and corporate social responsibility; highlights sustainable business and ethical practices, contributions of marketing to the development of society and the key areas of the relationship between marketing and society. The study concluded that marketing impact on society is profound, with opportunities to shape a better future through responsible practices, inclusive representation and alignment with societal values. We, therefore, recommended that marketing practices that balance business success with social welfare are becoming increasingly important and the key strategies companies can adopt to achieve this balance are partnering with social causes (e.g. environmental protection, health initiatives) allows companies to align their brand with a cause that resonates with consumers, fostering loyalty and driving sales. This approach helps support meaningful social initiative while enhancing brand image, developing eco-friendly products, minimizing waste, and using sustainable materials benefit both the environment and appeal to socially conscious consumers. Practices like using recycled materials or creating products with longer lifecycle can differentiate brand and encourage repeat purchases, among others.*

**Key words:** marketing, sustainable marketing, ethical marketing, marketing criticisms, societal development, consumerism, corporate social responsibility, localization and globalization, marketing vision and future.

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## **INTRODUCTION.**

Marketing has the potential to be a powerful force for goods, fostering social awareness, economic growth, and cultural exchange. Yet it also poses ethical challenges related to consumerism, inequality and privacy (Nwokoye, 2000). As society becomes more aware of these complexities, brands are increasingly held accountable for their social and environmental impact. Sustainable and ethical marketing practices are emerging as essential strategies for balancing profit motives with a commitment to societal well-being. (Petrof, 2019) opined that sustainable and ethical marketing is a long term strategy that focuses on creating meaningful value for consumers, society and the environment. By aligning marketing practices with goals, companies can contribute to a positive impact on the world, while also meeting consumer demand for responsible and transparent business practices. Criticisms of marketing highlight the need for the industry to act with greater responsibility and accountability (Nwokoye 2000). By adopting more ethical practices, companies can balance profitability with a positive impact on consumers and society, builds trust and creating a sustainable future. As consumers become more socially conscious, marketing will likely evolve towards practices that prioritize ethical standards, environmental sustainability, and positive societal impact. The role of marketing in the future could focus on contributing to social welfare while promoting business success. By integrating purpose -driven initiatives and

transparency, companies can build stronger relationships with consumers and contribute to a more equitable, sustainable society (Rogers,1999). Marketing's impact on society is profound, with opportunities to shape a better future through responsible practices, inclusive representation and alignment with societal values. When marketing serves both the interest of the business and the well-being of the society, it becomes a powerful tool for positive change. In essence, sustainable marketing practices promote a balance between business growth and environmental and social stewardship, allowing brands to meet consumer needs while supporting the planet. These practices are fundamental for companies seeking to contribute positively to the environment and society, building a brand that resonates with values driven consumer and is positioned for future growth

Objectives of the study.

The main objective of the study is to synthesize insights on how marketing can become a positive tone for societal development, with recommendations for future practices that prioritize both business success and societal welfare

This study typically aims to address the following objectives:

1. To analyze how marketing practices impact society's economic, societal and environmental dimensions and ethical considerations.
2. To explore the responsibilities of marketing in addressing societal challenges, such as inequality, cultural diversity and ecological sustainability, and how these responsibilities can align with business goals.
3. To ascertain the evolving consumer behaviors influenced by social values, technology and globalization and how marketers can adapt to these changes while positively contributing to society.
4. To propose frameworks that guide future marketing strategies focused on long-term societal benefits and supporting sustainable development.
5. To suggest collaborative efforts among businesses, governments, and non – profits to create marketing approaches that drive social and economical development inclusively.

## **LITERATURE REVIEWS**

### ***Evolution of Marketing as a Discipline:***

Indication has already been given to the effect that the consideration of marketing as a new subject refers to its reconceptualization as a discipline of study early in the twentieth century in the USA. Before this, there were writings in such fields as selling, advertising, pricing, product design, packaging, branding and distribution. These areas, although now recognized as vital constituents of the discipline of marketing, were then not so regarded. Rather, they were treated as desperate areas of economics, history and sociology. It was only in the early part of the twentieth century, as already stated, that the integration and reconceptualisation of these writings, into the discipline we now know as marketing started. Since that time, the evolution of the discipline can be said to

have gone through many phases, which for convenience, we may consolidate into four phases, as follows (Ogwo, 2008):

### **1<sup>st</sup> Period: 1900-1940**

This is considered a period of emergence, conceptualization, initial development and integration for the marketing discipline. Arch. Shaw's 1912 article, 'Some problems in Market Distribution', is generally regarded as the earliest integrated view which recognized marketing as a process of satisfying consumer's needs. The writings of academics in this period were concentrated on attempts to identify, describe and measure marketing institutions and activities. The research of this period was basically descriptive being mainly with identification and measurement of markets, development of taxonomy as well as cost studies. The goals of research at this time were to describe and classify, to collect facts and to ascertain relationships. There were little measurement and virtually no hypotheses testing. Indeed the marketing academics then still considered themselves largely as economists having been trained as such. Thus their goal in research and theory building was to fit observations to neoclassical models. If observations did not fit the models, they would usually be discarded, or view practice as improper rather than develop new theories. Despite these handicaps, many marketing concepts were developed at this period including; (a) the idea of fitting product to market as contrasted with marketing a previously specified product, (b) the idea of marketing channels, and (c) the idea of heterogeneity of markets (Home,2009).

### **2<sup>nd</sup> Period: 1941-1970.**

In this period, marketing began to drift to independence from the discipline of economics. This period was marked by both greater eclecticism and self centeredness. Key actors in the developments in this era were Wroe Alderson, Ralph Brewer and Beavis Cox. For example, Aspinwall's (1956) rule of uniformity and Wendell Smith's (1955), market segmentation first appeared in a house journal, Cost and Profit Outlook, established by Alderson. It was Alderson who contributed the ideas of; (a) heterogeneity of supply and demand (b) marketing as a system within larger systems. He first used the term 'niche' to explain this idea and (c) the role of sorting functions. Ralph Brewer's contributions were in the areas of commodity marketing, marketing institutions and marketing channel analysis. Beavis Cox made contributions in the areas of (a) showing how goods were collected, sorted and dispersed in the aggregate and constituent channels, (b) marketing as a way of enhancing a standard of living, (c) suggesting that consumer's time rather than money would become the scarce resource which must be allocated. Bauer was also active in this period, making contributions in the areas of risk. Bauer showed that contrary to the ideas of economists, advertising, by providing information to consumers, reduced the consumer's risk, and by providing assurance could add to value (Goodman, 1988).

### **3<sup>rd</sup> Period: 1971-2000.**

This can be called a period of consolidation, adaptation and growth. Certain features of this period are noteworthy(Marion,2018):

- i. Emphasis on hypotheses formulation and testing.
- ii. Greater movement towards eclecticism in the development of marketing theory.
- iii. The ascendance of methodological rigour and a restlessness in the development and adaptation of new methodologies.
- iv. Greater willingness on the part of practitioners to sponsor research and use or apply the results of research..

### **4<sup>th</sup> Period: 2000-Present.**

This period is characterized by (Orange,2019)::

- i. Greater attempts at integrating concepts of other disciplines into marketing.
- ii. Harnessing of the benefits of globalisation and speedy information dissemination for producing universally acceptable products.
- iii. Greater push towards the universalisation of the concepts of marketing.

### **What is Marketing?**

Marketing, as an activity, as a function or as a philosophy of a business or any enterprise recognizes that one of the most critical or important activities in an economic system, is the satisfaction of the consumer. All those activities, excluding the actual production of the good or service, which enhance and facilitate the ability of the producer or seller to satisfy the consumer with the goods and services on offer, are in the realm of marketing (Ogwo,2008). Marketing itself is derived from the word 'market' which is both a noun and a verb. As a noun, it has to do with either a location for sales of goods, or the total demand of or those who need a particular good or service. As a verb, it means to sell. Marketing is thus seen as consisting of those activities inherent in the exchange of goods or services for money or other consideration, leading to mutual satisfaction for both buyer and seller (Karl and Thomas,2019). Before, during and after the consumption of the exchange referred to above, it should be understood that the profits and services to be offered as vehicles for achieving satisfaction have to be anticipated, planned, designed, developed, manufactured, transported, stored and priced. All through these processes, the seller would bear certain risks arising from incurred expenditure or investment which may not be recouped at exchange or sale. These risks do not end with the completion of the exchange because marketing activities continue even after the completion of the exchange transaction. Some of the post-exchange activities include repairs, service and complaints handling with guarantees and warranties. Also included, is the collection of marketing-relevant information on consumers, competitors, the industry and the economy generally. This information gathering is necessary if the ability to satisfy the consumer is to remain intact. All these activities sketched above constitute the legitimate concerns

of marketing.

Marion (2018) conceptualized marketing in three layers:

- i. As practice: including all actions of marketing practitioners or professionals (segmenting a market, targeting prospects, or positioning products).
- ii. As branch of knowledge: the codified principles and tools, (segmentation, marketing mix, product life-cycle – used by marketers).
- iii. As ideology or philosophy or principle: the enduring beliefs and collective representations (perspectives, frame of reference and viewpoints) shared by marketers.

### **Sustainable Marketing**

Sustainable Marketing is a strategic approach that focuses on promoting products, services and business practices that have a minimal negative impact on the environment and society (Nwodo). It aligns a brand's values with sustainable goals, helping to create meaningful connections with consumers who prioritize ethical and eco-friendly choices. Sustainable Marketing ultimately reflects a shift from profit - driven to purpose -driven strategies, appealing to conscious consumers and helping companies play a constructive role in social concerns. Sustainable marketing allows brands to connect with customers in ways that contributes positively to both business growth and the planet. The key aspects of sustainable marketing are (Ottman,2020; Ottman,1999):

- i.Environmental Responsibility: Sustainable marketing promotes eco-friendly practices, such as using renewable resources, minimizing waste and reducing emissions. This may involve highlighting products made from recycled or biodegradable materials or emphasizing efforts to conserve energy and reduce carbon footprints.
- ii.Social Responsibility: Sustainable marketing considers the social impact of business practices, such as fair labor practices, community support and inclusivity. Companies may support fair wages, invest in local communities and adopt ethical supply chains that positively impact workers and societies.
- iii.Long-term Value Creation: Unlike traditional marketing focused solely on short-term sales, sustainable marketing aims to create lasting value for both the business and society. This includes building trust with consumers, focusing on product quality and durability, and cultivating a reputation as a purpose-driven brand.
- iv.Consumer Education : Educating consumers about sustainability and how their choices affect the environment encourages more responsible consumption. This could involve sharing tips for reducing waste, information on sustainable lifestyles or explaining the positive impacts of choosing eco-friendly products.
- v.Transparent Communication: Honest and clear communication is essential in sustainable marketing . Brands should avoid “greenwashing”- making unsubstantiated claims of sustainability- and instead focus on providing accurate information about their environmental and social efforts. Transparency builds trust with consumers who value authenticity.



vi. Circular Economy Focus: Sustainable marketing often promotes a circular economy model where resources are reused, recycled and repurposed. This might involve take-back programs, product repair services or promoting recyclable and compostable packaging options.

vii. Purpose Driven Branding: Sustainable marketing positions brands as agents of positive change, aligning them with meaningful causes like climate action, biodiversity protection or social equity. Purpose-driven branding resonates strongly with consumers who seek brands that reflect their own values.

viii. Digital and Eco-friendly Marketing Channels: Using digital marketing channels like social media, email and virtual events, helps reduce paper waste and emissions associated with traditional advertising. Digital-first strategies can reach audiences efficiently with minimal environmental impact.

**The benefits of sustainable marketing are (Levinson,2021; Belz and Peattle,2009)**

i. Increased Brand Loyalty; Consumers are more likely to support brands that align with their values. Sustainable marketing helps foster trust and loyalty among eco-conscious consumers.

ii. Competitive Advantage; As demand for sustainable products rises, brands that adopt sustainable marketing gain a competitive edge, differentiating themselves in an increasingly value-driven market.

iii. Positive Environmental and Social impact: By promoting sustainability choices, brands contribute to environmental conservation and social equity, helping to address global challenges.

iv. Enhanced Brand Reputation; Sustainable marketing helps build a positive brand image, making it more appealing to consumers, employees, and investors who prioritize sustainability.

v. Cost Efficiency; Practices like reducing waste, optimizing packaging and energy conservation often lead to operational cost savings, which can benefit both the business and its customer.

Stephen and David (1999) stated that some of the examples of sustainable marketing in practice include the following:

i. PATAGONIA: Patagonia's 'Don't Buy This Jacket' campaign encouraged consumers to think critically about consumerism and buy only what they need. The brand focuses on quality, repairability, and environmental activism, reflecting a genuine commitment to sustainability.

ii. IKEA: IKEA has committed to using only renewable and recycled materials by 2030 and offers services like furniture take-back and recycling programs. Their marketing emphasizes affordability and sustainable living, appealing to environmentally conscious consumers.

iii. SEVENTH GENERATION; Known for its eco-friendly cleaning products, Seventh Generation focuses on non-toxic, biodegradable ingredients, recyclable packaging and transparency, positioning itself as a brand that cares about health and the planet.

The Sustainable Marketing strategies are (Mendleson and Michael, 1999):

i. Highlight Sustainable Benefits: Market the sustainability of products (e.g. energy efficiency, durability, recyclability) to attract consumers looking for eco-friendly options

ii. Certification and Partnership: Obtain eco-certifications (e.g. fair trade, organic, carbon Neutral) and partner with credible organizations to substantiate sustainability claims

iii. Develop Sustainability Stories: Share the company's journey towards sustainability, including achievements and future goals to build credibility and connection with consumers.

iv. Reduce Packaging Waste: Opt for minimal, recyclable or biodegradable packaging and communicate these efforts to consumers.

### **Ethical Marketing.**

Ethical Marketing refers to practices that prioritize honesty, transparency, fairness, and social responsibility in promoting products or services. It focuses on respecting consumer rights, societal values and environmental considerations while building trust and fostering long-term relationships with customers. By combining profit motives with ethical principles, ethical marketing ensures that business growth aligns with the greater good of the society and the environment (Strasser,1999). The core principles of ethical marketing are (Samli and Mentzer,2019; Strasser,1999):

i). Truthfulness: Avoiding misleading claims, exaggerations or hidden terms. Marketing messages should provide accurate and verifiable information.

ii). Transparency: Disclosing relevant information about products, pricing and policies. For example, clearly stating terms for warranties, refunds or subscription cancellations.

iii). Fairness: Treating customers, competitors, and employees with equity and respect. This includes fair pricing and avoiding exploitation of vulnerable groups.

iv). Social Responsibility: Supporting sustainability, ethical sourcing, and practices that contribute positively to society and the environment.

v). Respect for Privacy: Protecting consumer data and using it responsibly, with explicit consent.

vi). Cultural Sensitivity: Avoiding stereotypes, offensive imagery, or messaging that could harm specific communities.

The examples of ethical marketing are as follows (Wilkie and Moore,1999):

a). Fair Trade Products: Highlighting ethically sourced goods that benefit local producers and communities.

b). Environmental Campaigns: Promoting eco-friendly practices like reducing plastic use or carbon footprints.

c). Inclusive Advertising: Representing diverse groups in advertisement without tokenism or perpetuating harmful stereotypes.

f). Transparent Pricing: Clearly stating all costs, fees or additional charges.

The benefits of ethical marketing are as follows (Suchard and Polonski,1999):

i). Customer Loyalty- Ethical practices build trust, encouraging repeat businesses.

ii). Positive Brand Image-A reputation for integrity enhances brand value.

iii). Attracting Conscious Consumers-Many customers prefer brands that align with their personal values.

iv). Long-term-Profitability-Ethical companies often outperform competitors by fostering goodwill and avoiding scandals.



The challenges of ethical marketing are balancing profit goals with ethical principles, higher production costs for sustainable materials or fair trade products, and risk of being accused of greenwashing (making misleading claims about sustainability) (NWODO,2000).

#### Sustainable Business and Ethical Practices

Sustainable business and ethical practices focus on operating in ways that minimize negative impacts on society and the environment while contributing positively to long-term economic and social well-being. These practices go beyond profitability to ensuring that businesses play a constructive role in addressing environmental, social and governance (ESG) issues (Machova and Ambrus, 2022). Sustainable business and ethical practices also involve integrating environmental, social, and governance principles into the core operations and decision-making processes of a business. These practices prioritize long-term benefits for society and the environment while maintaining profitability and adhering to ethical standards.

The key principles of sustainable business and ethical practices are (Machova and Ambrus,2022; Katrandjiev and Hristo,2020):

- 1.Environmental Sustainability: Businesses committed to sustainability focus on reducing their environmental footprint by conserving resources, minimizing waste and lowering carbon emissions. Practices may include adopting renewable energy, promoting energy efficiency, reducing water usage and managing waste through recycling and composting.
- 2.Ethical Sourcing and Supply chain Transparency: Ethical sourcing ensures that raw materials and product are obtained in a responsible and sustainable way, respecting labour rights and environmental standards. Transparent supply chain promotes accountability and allows consumers to trust that products are made without exploitation, child labour or environmental harm
- 3.Fair labour practices: Ethical companies prioritize fair wages, safe working conditions and the protection of workers' rights. This includes eliminating forced labour, providing health benefits and supporting diversity and inclusion within the work place . Companies that support fair labour practices contribute to the well-being of employees and foster a more equitable workforce.
- 4.Corporate Social Responsibility (CSR) ; CSR initiatives involves business taking responsibility for their impact on society and actively working to benefit the communities in which they operate. This can range from philanthropy to volunteerism, environmental projects, and community partnerships aimed at tracking social issues like education, healthcare, and poverty alleviation / reduction.
- 5.Transparency and Reporting- Adhering to frameworks like the Global Reporting Initiative (GRI) or the UN Sustainable Development Goals (SDGs). Regularly publishing sustainability reports
- 6.Stakeholder / Community Engagement- Supporting local communities through job creation, education and investments. Promoting diversity and inclusion in hiring and partnerships.
- 7.Sustainable Product Design- Developing eco-friendly products with low environmental impact, Designing for durability, reusability, and recyclability.
- 8.Sustainable Supply Chains- Partnering with suppliers who follow ethical and sustainable practices. Prioritizing local sourcing to reduce transportation emissions.

9.Honest Marketing- Avoiding deceptive advertising or manipulation. Being clear about product quality, safety and pricing.

10.Data Privacy and Security- Safeguarding customer data and using it ethically. Gaining informed consent for data collection.

11.Ethical Leadership and Governance- Holding leaders accountable for upholding ethical values. Encouraging transparency in decision-making.Adopting sustainable and ethical practices reflects a business commitment to positive social impact, environmental Stewardship, and economic resilience, ultimately fostering trust, accountability and long term success

### **Societal Development.**

Societal development, which in the literature, is virtually co-terminus with economic development, is generally perceived as consisting of significant improvements in material welfare, eradication of mass poverty and a movement in the production structure away from agriculture, towards industrial activities (Ogwo, 2008). It is also thought to entail organizing the society or economy to ensure that productive employment is widely generated for the people of working age, who themselves are stakeholders in economic welfare decision-making. Economic development has also been conceived as involving a sustained increase in the real national output of goods and services. Looking at development in output terms, we understand that a society can choose which products of the output to give priority and it is possible to have an increase in the output of each of these products in a given year. Output itself as we know, results from the application of labour and capital to available natural resources. Output increase can result through increasing the quantity of one or a combination of these inputs or by increasing the efficiency with which these inputs are utilized. Such efficiency may be due to economies of scale, new technology or cost reductions in exploiting the market as an economic institution (Grundey and Zaharia,2009). Whether it is the welfare or the output viewpoint of societal development that is adopted, it is clear that the two viewpoints are not mutually exclusive and that for a society to develop, it needs to have both increases in the output of essential goods and services as well as ensure the welfare of her citizens.

### **Contributions of Marketing to the Development of Society.**

If societal development is as we have sketched it above, our question remains: how can marketing whose forte is the identification and satisfaction of consumer wants, contribute to societal development. To appreciate marketing's role in the development of society, we may need to begin with looking at the place of marketing first in the business firm and secondly in the economy of a society or nation. Traditionally, the average firm, business or trade is organized to make profit or to earn more than it expends in order to be able to recreate itself. The firm is conventionally made up of the following sub-units: finance, production, marketing, and management/administration (Ogwo,2008). While the functional units of finance, management/administration, and production are no doubt of great importance, we must observe and note, that the firm cannot begin to achieve its objectives and its potential, unless and until consumers are found for the products of the firm through the instrumentality of marketing. Marketing does this through finding out what the

consumers need, providing a product or service to meet the need in the most appropriate way to the satisfaction of all concerned. In other words, marketing is the breadwinner of the business/firm.

In an economy as a whole, marketing plays a similarly critical role. The fundamental issues in an economy can usually be summarized as consisting (Rogers,1999):

- i. What goods and services shall be produced and in what quantities?
- ii. How shall these goods be produced?. By whom and with what resources, and in what technological manner are they to be produced?
- iii. For whom are these goods to be produced?. Who is to enjoy and get the benefits of the goods and services provided? OR How is the total of the national product to be distributed among different individuals and families?.

As far as economists are concerned, the problems of an economy, highlighted in the questions statement above can usually be resolved through policy measures of resource allocation to ensure the greatest satisfaction for the greatest number of people in purely aggregate terms. However, an application of the tools of marketing will take into account the idiosyncrasies that exist in providing goods and services to the individuals within the population. The questions stated above are answered by marketing through determining the nature and strength of demand and providing appropriate supplies of goods to satisfy the demand (Questions (i) and (iii) above), as well as ensuring that goods provided are produced in such a manner that their final prices affordable by a majority of the consumers ( Question (ii) above).

A significantly graphic way to demonstrate marketing's contributions to the development of a society is by listing its more widely known functions. These functions of marketing, the performance of which does contribute to societal development can be grouped as follows (Ogwo, 2008):

(A).Exchange functions, under which we have;

i. Buying

ii. Selling

(B). Physical handling and Distribution functions, which consist of;

iii. Transportation.

iv .Storage.

(C). Facilitating functions, which include;

v. Grading or Standardization.

vi. Financing.

vii. Risk taking.

viii. Market information.

(D). Ancillary functions which involve an enhancement of those already listed above, and include;

ix. Product planning, including policy, development, packaging and branding.

x. Pricing.

xi. Marketing communication, including advertising, personal selling, sales promotion, publicity and publication.

xii. After-sales service

Another way in which we can further appreciate the contributions of marketing is by adopting and adapting the propositions on the features of the aggregate marketing system put forward by Wilkie and Moore (1999). According to those authors, these factors include that marketing:

1. Incorporates many activities, including the distribution functions, marketers' plans and programmes as well as the actions of consumers and governments.

2. Is composed of planned and continuous flows among participants, including flows of goods and materials, service deliveries, naira payments and flows of information and influence.

3. Is extensive, in several respects; from the collection of raw materials through multiple intermediate processes to use and disposition at each individual household, combining materials/goods from around the world into market offering.

### **Criticisms Leveled against Marketing Practice.**

The core of marketing criticisms is the view held by ardent critics of marketing practice that marketing in her claims and actions imply and suggest that the meaning of life is discovered through acquisition of material goods and that these goods become the main source of identity. The resultant effect of this acquisitive material culture is that the quest for these goods, according to the critics, becomes the overriding motive of life without any thought to other values of life. These critics point to advertising as the major instrument through which marketing is able to hoist this debilitating value system on society. Advertising is acclaimed by the critics as the most value-destroying activity of this civilization (Petrof,2019).

In Ogwo, (2008) and (1996), the negative features of marketing are listed as made up of :

i). Marketing is said to contribute to high prices of goods; by this is meant a denial that the services added onto a product as it moved from the point of production to the consumers, by middlemen (marketers) do not contribute any value to the product, but simply add on costs, which are then passed on to the consumer as higher prices.

ii). Deceptive practices like exaggerated advertisement claims and deceptive packages, are another example of injurious marketing practices. When an alcoholic or non-alcoholic beverage is advertised as capable of enhancing your attractiveness to people of the opposite sex, or when the package for a product is presented to give the impression of containing a bigger quantity of the product, critics affirm that the aim is to deceive the unwary consumer and lure him or her into

unprofitable expenditure.

iii). Marketing has also been carpeted for high pressure selling, through which intensive advertising is deployed to present luxuries as if they were necessities. In this way it is claimed, consumers are put on a roller coaster of dissatisfaction and yet more dissatisfaction with their lot, since luxuries and the pleasures they give are transitory. Frank (2000) indeed asserts that consumers will be more content if less was spent on luxury goods.

iv). Planned obsolescence, a practice through which old products or old models of products are deliberately phased out as improvements in technology dictate, has also brought severe criticism to marketing. It is felt that through this practice, consumers are short-changed in that existing products are too soon replaced with new ones, before the consumers have been able to derive full value or enjoyment of the extant product. As in the case of luxury products, the consumer is left with a taste of dissatisfaction (Strasser,1999).

v). Branding leaves the poor worse off, since it is a process of differentiation of products often based on quality with the inferior brands being left for the poor, who thus do not get full value for their consumption expenditure.

vi). Marketing is thought to actively contribute to environmental pollution. This it does through the caliber of its packaging for products and the often inadequate arrangement made to efficiently and effectively dispose of these packages. Moreover, it is thought that the indiscriminate positioning of advertisement, billboards, signposts and posters, including handbills, constitute also serious pollution being a detraction from the aesthetics of our environment.

vii). Excessive materialism, the linking of the good life and a higher standard of living to the quantity of goods purchased is another basis for criticizing marketing. Increasingly in society, fast moving consumer goods have become very visible and may indeed have become a means of social identity. In effect, marketing in promoting the purchase of yet more goods- materialism, is said to also promote the corruption of our value system. Marketing is thought, in promoting material possessions or what may be called the “ideology of consumption to also denigrate those deeper things that add dignity to humanity.

viii). Another criticism leveled against marketing is that of commoditization of social life., that is to say turning everything into a commodity available for sale. The psyche of the people is still one that looks askance at such concepts as religion, education including degrees, or certain other government services being part of a market, open to being segmented and put up for sale. But marketing is said to have done all that.

ix).Marketing has also been accused of cultural pollution. Through the promotion of the use of goods internationally, now accentuated by ICT and the forces of globalization, marketing is thought to squeeze out the indigenous cultures of traditional societies. Strasser (1999) has quoted the case of NIKE, a sports goods manufacturer who in its advertising, has used the celebrity status of basketball star, Michael Jordan to influence the habits of youths across the globe, undermining

the cultures of people in the process. Indeed, it is further argued that marketing in pushing consumerism, not only undermines cultures of societies but does weaken national governments in their ability to control capital and multinational organizations (Levinson,2021).

### **Marketing and Society**

Marketing and society are closely intertwined, as marketing shapes consumer behaviors, influence cultural norms and impact economic and social well-being. This relationship is complex, with both positive and negative effects on society, depending on how marketing strategies are employed. The key areas of the relationship between marketing and society are (Levinson,2021):

i. Shaping consumer behavior and culture:- Marketing plays a significant role in shaping public perception, lifestyle trends and consumer habits. Campaigns and advertisements influence how people think about products, brands and even social values. For instance, marketing can promote sustainable lifestyles or encourage consumption that align with societal well-being.

ii. Driving economic growth : Marketing fuels economic growth by creating demand for products and services. It stimulates sales, promotes innovation and increases brand competition, contributing to Job creation and economic development through marketing, companies can reach new markets and consumer segments, increasing access to diverse goods and services

iii. Encourage responsible consumption: Modern marketing has the potential to promote responsible and ethical consumerism, such as sustainable products, fair trade and healthier choices. By encouraging socially responsible consumption, marketing can contribute to positive social changes

iv. Supporting inclusivity and diversity: Marketing can be a force for inclusivity, helping to break down stereotypes and promote diversity in society. Campaigns that represent different ethnicities, genders and validation for diverse audiences.

v. Promoting corporate social responsibility (CSR): Many companies incorporate CSR into their marketing to demonstrate commitment to societal issues. These initiatives may involve supporting community development, protecting the environment, or ethical labour practices. CSR - driven marketing builds trust and strengthens brand reputation, as consumers increasingly seek brands that align with their values.

vi. Potential negative influences: When not managed responsibly, marketing can also lead to consumerism, environmental degradation and exploitation. Overemphasis on consumerism can create unsustainable consumption habits, while unethical advertising practices may exploit vulnerable groups or promote harmful behaviors.

vii. Privacy and digital ethics: With the rise of digital marketing, data, privacy has become a crucial issue, collecting and using consumer data responsibly is essential to maintaining trust and avoiding the misuse of personal information, which can harm individuals and erode societal trust in technology and marketing practices.

viii. Education and empowerment:: Marketing has the power to educate the public about important social issues, health and environmental impact. Educational campaigns around recycling, health



awareness, and financial literacy have helped improve societal knowledge and empower individuals.

Samli and Mentzer (2019) stated that a synthesis of marketing and society envisions a future where marketing practices align closely with societal goals, fostering sustainable growth, ethical standards and improved well-being. The focus is on creating a responsible marketing ecosystem that contributes positively to society.

1.Ethical and Responsible Marketing: Future marketing must prioritize transparency, honesty and fairness, emphasizing accurate and respectful communication that builds trust with consumers. This approach helps prevent misleading claims and creates a more informed consumer based

2.Sustainable and Environmental Stewardship: As environmental awareness grows, marketing strategies will need to reflect a commitment to sustainability. This involves eco-friendly product design sustainable packaging, and promoting environmental initiatives that resonate with eco-conscious consumers .

3.Consumer Empowerment and Education: Educating consumers about responsible consumption, sustainability, and the social impact of their choices helps them make informed decisions. Marketing can act as a tool for social good by encouraging consumers to adopt sustainable behaviors.

4.Digital Responsibility and Privacy: With data becoming central to marketing, companies must adopt transparent data practices and prioritize consumer privacy ensuring responsible use of consumer data aligns with societal expectations and builds a trustworthy brand reputation.

5.Long -Term Societal Impact: Marketing strategies should consider their long term effects on society. This includes assessing the social and environmental impacts of products, messaging and partnerships to ensure they contribute positively overtime.

6.Innovation in Socially - Conscious Business Models: Exploring new business models - like circular economic, which minimize waste, or sharing economics, which maximize resource use can align business success with Societal advancement.

7.Collaborative Efforts for Social Good - Future marketing can benefit from partnerships with governments, nonprofits and communities to address issues like education, health and inequity. These collaborations amplify the impact and credibility of social campaigns.

8.Transparency and Accountability: Consumers increasingly demand transparency regarding business practices, from sourcing materials to labour conditions. Reporting on social impact and progress towards ethical goals helps companies build trust and manage reputational risks. These synthesis for the future calls for a transformative approach to marketing, one that harmonizes business growth and social progress, allowing companies to thrive in a way that respects and enhances society as a whole.

### **Corporate Social Responsibility**

Corporate social responsibility is one of the contemporary topics that have enjoyed considerable attention from researchers in business management and other areas of specialization<sup>1</sup>. The concept however does not lend itself to a single definition, as several conceptualizations have been

proposed by different scholars, some of which are controversial and even confusing. Despite the multiplicity of definitions however, the basic premise of CSR is to encourage businesses to contribute positively towards the general improvement of the environment where they operate. The CSR concept aligns with the systems and stake-holder theories, since they all emphasize that companies are part of the larger society where each party affects, and is affected by the activities of the other parties (Karl and Thomas,2019). It is thus incumbent upon companies to relate with the society in a manner that maintains harmony between the objective of business (profit maximization) and acceptable standard of business behavior (CSR). Generally, there is a wide range of discussions on what constitutes a company's social responsibility. A review of extant literature reveals that the most popular components of CSR are those four dimensions codified by Carroll's four-part dimensions of CSR are regarded as most popular and comprehensive, as they effectively capture the responsibilities that companies owe the society. Going by definition of CSR, the responsibilities of a company entails the following (Ottman,2020):

- 1). Economic Responsibility: the company's responsibility to make decisions that will increase the shareholders' wealth and create jobs with decent wages, while at the same time, producing quality goods and services that are needed and desired by customers and also sell those goods and services at a reasonable price.
- 2). Legal Responsibility: the responsibility of the company to operate within the laws, rules and regulations set down by recognized institutions in the society.
- 3). Ethical Responsibility: the company' responsibility to demonstrate strong commitment to established code of ethics by refraining from all activities that are considered as immoral or unethical in the society.
- 4). Philanthropic Responsibility: the expectations that the company will voluntarily demonstrate good citizenship behavior by committing some part of its earnings towards improving the over-all welfare and betterment of the society.

### **The CSR – Consumerism Link**

The concepts of CSR and consumerism are historically linked, as they both arose as part of the reactions to the incessant complaints of unfair treatment of consumers by the sellers in the market place. In specifically highlighted CSR and consumerism as part of the four major kinds of reactions that arose as a means of rescuing the consumers from their disadvantaged position vis-à-vis the sellers in the market place. The other two major reactions, being the evolution of consumer legislations from the government, aimed at protecting the consumers; and the emergence of the marketing concept, which emphasizes customer satisfaction as the central focus of all marketing activities (Marion,2018). Several researchers have also pointed to the fact that, one of the major reasons for the adoption of CSR, especially by companies in the advanced economies, is the increased customer awareness and interest in the social behavior of companies. Thus indicating that, consumerism, arising from increased consumer awareness and advocacy, is an important driver of CSR adoption by companies. Further evidences of the link between CSR and consumerism can be adduced from reported findings, which revealed situations where consumer

actions, such as boycotts, was used to ‘force’ companies to adopt corporate responsible behaviors. Consumer boycott refers to the consumers’ decision not to buy a particular product (or from a particular company). It is a form of “negative ethical consumerism”, that consumers have used to penalize companies that are perceived as socially irresponsible. Conversely, the literature also reports several research findings that suggest that consumers have favorable attitude and purchase intention towards companies that are perceived as socially responsible. The foregoing discussions indicate that there exists a link between CSR and consumerism. Previous researchers have noted that adequate awareness on the part of consumers lead to consumerism and consumer advocacy, which in-turn empowers the consumers to be able to put pressure on corporations to produce quality goods and services and also act responsibly. Incidentally however, this link has received very little attention, especially in terms of empirical studies, thus presenting research avenues for prospective researchers.

### **CSR and Consumerism: The Nigerian Perspective.**

The development of modern forms of CSR practices in Nigeria is closely linked to the reforms that took place in the banking and telecoms sectors in the country, in the early part of the current millennium (Orange,2019). Prior to that period, CSR practices in the country were almost restricted to the oil companies, whose CSR initiatives were mostly in the form of community development efforts aimed at placating aggrieved communities in the oil-rich region of the Niger-Delta. The CSR activities of the banking and telecoms sectors were brought to the fore in the early part of the 2000s, due to the growing importance, and contributions of the sectors to the Nigerian economy. The banks and telecoms service providers both have large customer/subscriber base, with whom they engage in frequent transactions. Thus, with the attendant heavy publicity that is often associated with CSR activities in Nigeria, it took just a very short time-span for the CSR activities of the companies to become well known to the vast majority of Nigerians. It is noteworthy to mention the fact that the avowed commitment of the banks and telecoms companies did not come on a platter of gold. The companies were more-or-less ‘forced’ to adopt CSR through the combined efforts and struggles of consumers, civil society organizations, and the government. The consumers have been particularly persistent in voicing their complaints against the unethical and socially irresponsible practices of these companies. Backed by several consumer advocacy groups, customers have on several occasions, taken practical steps towards emancipating themselves from abusive tendencies of the banks and telecoms companies. The most prominent evidences of these steps are the consumer boycott actions that took place in 2003 and 2016 in the telecoms and banking sectors respectively (Ottman,1999). The 2003 telecoms consumer boycott is particularly considered as a landmark event in the history of company – customers’ relationship in Nigeria. Based on the directives of some consumer advocacy groups, mobile telecoms subscribers in the country switched off their phones on the 19th of September, 2003, thus refusing to make or receive calls for the whole of the day. The boycott action resulted in serious revenue losses to the mobile telecoms companies, who were reported to have lost up to N1 billion. The success of the consumer boycott action produced the desired effects, as the telecoms companies began to take steps aimed at addressing the grievances that led to the boycott action. The

companies immediately began to promote social initiatives aimed at portraying them as socially responsible corporations. In addition to addressing the issues related to cost and quality of services, various CSR programmes, associated to different facets of the social and economic lives of the people, were initiated, promoted and funded by the companies. Examples of such programmes include the sponsorship of social, cultural and educational programmes on TV; economic empowerment schemes for young school leavers; scholarship schemes for indigent and exceptional students in tertiary institutions; provision of free medical services for children, pregnant women and the aged in the society; to mention just a few. While we may not ascribe the same level of success to the recently observed boycott of banking services in 2016, the success of the 2003 consumer boycott action in Nigeria provides evidence of an existing link between consumerism and CSR, and further suggests that companies' adoption of CSR can be a direct response to consumerism/consumer activism. Empirical support for such these suggestions are however lacking, as no previous studies have (to the best of the researchers' knowledge) examined directly, the relationship between consumer rights awareness and CSR

### **Localization and Globalization in Marketing**

Every business deserves a great marketing strategy to increase sales, earn trust and boost brand name. As such, brands are always looking for new strategies to get into new markets and expand their outreach. 'Localization' and 'globalization' are two popular marketing approaches that businesses use (Rogers, 1999). At first glance, you might think that these two words mean opposite things. But the truth is, localization and globalization work hand in hand, and you might need them both in your business. If you plan to expand your business services to other countries/regions, it's important that you familiarize yourself with these two incredible approaches for the best results.

### **Localization Marketing Approach**

Localization is the adaptation of content to meet the demands of a specific audience. It is the adjustment you make to your content to fit the unique demands of your new market. Therefore, localization strategy refers to the strategy or solution that a brand uses to address the customer behavior, purchasing habits, and the overall cultural differences of another country. When you take your products/services to another country, it can be challenging for you to meet their demands because they are not familiar with your content and mode of delivery. The country-to-country localization strategies ensure that your clients abroad get the same experience that they would get from a local business. Some of the things included in a localization strategy are (Suchard and Polonski, 1999) :

#### **i). Language**

One great way to localize your marketing content is to change the language. For example, 72% of clients purchase products or services if the information is given in their language. As such, you should translate the language of your content to meet the language specifications of your new audience and win more buyers. Note: translation can sometimes change the original meaning of content; hence, you should only use reliable translators to retain the significance of your content.

#### **ii). Web Marketing**

In some markets, consumers prefer mobile browsing to desktop browsing. Creating mobile-friendly content in such locations can be a big boost to your entrance in such areas. Consistency in the domain structures can also help your brand become approachable and relevant to the new market.

iii). Cultural Norms

Different countries have unique cultures, which you should understand well to attract the most visitors. From the way you approach the customers and serve them, you should study the cultural norms and make the right adjustments. For instance, some people have a long middle name, which means that you may need to adjust the spacing in your online forms for their favor.

iv). Currency and other Purchasing Preferences

Currency varies in many countries, and so are the purchasing options. You should localize the purchasing preferences by making the right currency adjustments and adding the right payment methods. For instance, if a country does not commonly use credit cards, you should include an alternative payment option to provide personalized service. The comprehensive formats that you can change to meet the purchasing preference of your new audience are (Stephen and David,1999) : -The time and date formats, -The systems of measurements, -The keyboards formats, -The telephone number formats, -The symbols, incomes, and punctuations, -Sensitivity of content and images

**Globalization Marketing Approach**

Globalization is the adjustments of different products or resources to meet the demands of multiple cultures. In other words, it is a strategic approach of making your products or services acceptable to all parts of the world (Wilkie and Moore,1999). So unlike localization, you don't specialize in one area but rather make your product widely acceptable to different cultures and parts of the world. You should utilize globalization if you wish to expand your products to many parts of the world to remove the walls that might hinder your marketing. Some of the changes that you can make to attain your globalization approach goals are :

i). Support Multiple Languages

Since you are trying to reach a wider audience, you will need to change your content to different languages. However, unlike in localization, you don't change your content to one specified language but support multiple languages. Multiple language translations make it possible for everyone in the world to access your content, which boosts your brand recognition and sales.

ii). Support Different Contents and Designs

Much like the language translation, you will also need to change the versions of your content. From the font types to file types, you should do simple research on the content preferences of what every audience likes to use the right content designs and styles for the needs.

Benefits of Localization and Globalization Approaches..

The primary benefits that business can get by utilizing both localization and globalization marketing approaches are (Petrof,2019):

1. Increased Customer Satisfaction



As earlier mentioned, customers mostly purchase from a brand that uses a language they understand. When you change your marketing approaches to friendlier designs and languages that the local audience understands, you satisfy the clients more, which translates to more positive reviews, more referrals, and more sales.

## 2. Increased Global Reach

Both localization and globalization tactics play a huge role in helping you expand your market outreach. After all, you need international clients and that's why you are translating or converting your content.

In the end, many people get to understand your adverts or content, and this boosts your global reach and awareness.

## 3. Increased International SEO

The business world is becoming very competitive, and only the best performing websites get the best ranking. Both localization and globalization approaches can improve your international SEO rankings because your websites get better rankings from Google, and from humans too!

## 4. Increased Competitive Edge

It's not easy to pave in into a foreign market and make your way up. But with localization and globalization, you can easily study your audience's needs and provide exactly that. By so doing, you outshine the local competitors in those countries/areas and grow your brand with ease.

## Bottom Line

Customers feel more appreciated and comfortable by the brands that tailor goods or services based on their cultural needs. Through localization and globalization, your business can reach your international target audience and win the trust of new clients.

You only need to ensure that your language translation is top-notch so that the new audience can understand your content and create interest in your business.

## Marketing Synthesis

Marketing synthesis refers to the process of combining various marketing strategies, tools and channels to create a cohesive, effective and consumer-centered approach. It involves integrating different elements to ensure consistency, amplify impact and deliver a unified brand message. In essence, marketing synthesis transforms disparate tactics into a strategic, unified effort that maximizes both customer engagement and business outcomes. The key elements of marketing synthesis are (Machova and Ambrus,2022):

- 1.Omnichannel Integration- Combining online ( social media, email, websites) and offline ( events, retail, print) channels to create seamless customer experiences.
- 2.Data and Insights Fusion- Merging customer data from multiple sources e.g.,CRM, social analytics, website traffic) to drive informed decision-making and targeted campaigns.
3. Brand Consistency- Synthesizing design, messaging and tone across platforms to build trust and reinforce brand identity.



4. Audience-Centric Approach- Combining demographic, psychographic and behavioural insights to deliver tailored and meaningful content.

5. Tech and Human Alignment- Leveraging Artificial Intelligence, automation and analytics tools while maintaining a human touch in storytelling and customer interactions.

6. Sustainability and Ethics- Blending profit-driven goals with social responsibility to meet evolving consumer expectations for authenticity and purpose-driven marketing.

The benefits of marketing synthesis are (Orange,2019) :

i.Efficiency—Streamlines efforts, reducing duplication and waste

ii.Impact—Creates unified campaigns that resonate more deeply with audiences.

iii.Agility—Enables rapid adaptation to market trends and consumer behaviours.

iv.Scalability—Provides a framework to expand campaigns across new platforms or regions.

Example in Practice: A brand might synthesize its marketing by running a consistent campaign across social media, email, and in-store promotions, all driven by data insights from past customer interactions, while aligning with its sustainability values.

### **Marketing Vision**

A marketing vision is a strategic, long-term perspective that outlines the overarching goals, aspirations and guiding principles of a brand's marketing efforts. It serves as a blueprint for how a company intends to engage with its target audiences, differentiate itself in the market, and achieve sustained growth and impact. A strong marketing vision ensures that a brand not only stays relevant in a competitive landscape but also creates meaningful and lasting relationships with its audience (Samli and Mentzer,2019).

An example of marketing vision statement is: 'To inspire and empower our customers through innovative, inclusive, and sustainable marketing strategies that deliver personalized experiences, foster genuine connections, and drive lasting impact in the world'. The key components of a marketing vision are (Karl and Thomas,2019):

i). Customer-centric focus- Envisioning deeper, more meaningful relationships with customers by prioritizing their needs, preferences and values as well as shifting from transactional interactions to creating long-term brand loyalty and advocacy.

ii). Innovation and Adaptability- Leveraging emerging technologies ( AI, AR, Blockchain) and staying agile to market trends. Continuously evolving to meet changing consumer behaviors and expectations.

iii). Sustainability and Responsibility- Integrating ethical practices, sustainability and purpose-driven marketing into campaigns, and building trust by aligning with societal and environmental values.

iv). Global Reach with Local Relevance- Expanding into global markets while tailoring strategies to resonate with local audiences as well as celebrating cultural diversity and inclusivity.

v). Data-driven Creativity- Harnessing data to create personalized, emotionally resonant campaigns and blending analytical insights with human creativity for impactful storytelling.

vi). Omni channel Excellence- Creating seamless experiences across digital, physical and emerging platforms while delivering consistent messaging and values across all consumer touch points.

vii). Community and Connection- Moving from product-centered to community-centered marketing as well as building engaged, interactive communities around shared values and interests.

Why a Marketing Vision Matters (Marion,2018):

i). Guides Strategy- Aligns all marketing efforts with the brand's long-term goals and mission.

ii). Inspires Teams- Provides a clear purpose that motivates and unifies employees.

iii). Differentiates the Brand- Positions the brand as forward-thinking and customer-focused.

v). Drives Growth- Ensures efforts are intentional, relevant and impactful.

### **Future of Marketing.**

The future of marketing is evolving rapidly, driven by advancements in technology, shifts in consumer behavior and the need for more personalized and meaningful connections. The future of marketing is a blend of technological innovation and human centric approaches (Machova and Ambrus,2022; Rogers,1999). Brands that prioritize adaptability, ethical practices and emotional connections will thrive in the rapidly changing landscape. Marketers will need to stay ahead of trends, continuously learn and leverage new tools to remain competitive. Some of the key trends and developments shaping the future of marketing are (Machova and Ambrus,2022) :

#### 1). Artificial Intelligence (AI) and Automation-

(a) Hyper-personalization- AI enables marketers to create highly personalized campaigns by analyzing consumer data and predicting behaviors.

(b) Chat bots and Visual Assistants- These tools provide 24/7 customer support and engagement, creating seamless interactions.

(c) Content Creation- AI tools are now being used to generate copy, videos and designs, spreading up creative processes.

#### 2). Data and Analytics.

(a) Predictive Analytics- Marketers will rely more on predictive models to anticipate consumer needs and trends.

(b) Privacy- First Marketing- With increasing data privacy regulations, marketers must find innovative ways to gather and use data ethically.

(c) Real-Time Analytics- Decisions will be made faster with live data tracking and instant campaigns adjustments.

#### 3). Immersive Experiences.

(a) AR/VR Marketing- Augmented and virtual reality will allow brands to create interactive, immersive experiences for consumers.

(b) Metaverse- Virtual worlds will become key platforms for brand storytelling, events and product launches.

4) Sustainability and Ethical Marketing.

(a) Consumers are increasingly demanding eco-friendly practices and transparent, ethical branding. Companies that align with these values will gain loyalty.

(b) Cause marketing- Supporting social and environmental causes will remain a powerful way to connect with purpose-driven audiences..

5) Voice and Visual Search.

(a) With the rise of smart speakers and image-based search tools, optimizing for voice and visual search will become essential.

(b) Conversational marketing- Voice-driven interactions will create more organic, human-like customer engagement.

6) Content Marketing Evolution.

(a) Short-form Videos- Platforms like TikTok and Instagram Reels highlight the importance of engaging, bite-sized video content.

(b) Interactive Content- Quizzes, polls and gamified experiences will drive engagement.

(c) User-Generated Content (UGC)- Authentic content created by consumers will play a bigger role in building trust and community.

7) Influencer and Community marketing.

(a) Micro and Macro-influencer- (Those with smaller, highly engaged audiences) will become more prominent due to their authenticity.

(b) Brands will focus on fostering communities rather than just pushing products, creating long-term relationships with their audiences.

8) Globalization and Localization.

(a) Marketing will become more localized with brands tailoring their strategies to resonate deeply with specific cultural and regional audiences..

(b) However, global campaigns will leverage shared values such as sustainability or inclusivity to unite diverse audiences.

9) Omni channel marketing .

(a) Seamless integration across physical and digital touchpoints will remain critical. Customers will expect a consistent experience, whether they are shopping online, on mobile or in-store.

10) Emphasis on Emotional and Authentic Storytelling.

(a) Consumers increasingly value brands that tell authentic stories and connect emotionally. Transparency, vulnerability and relatability will be central to future campaigns.

## CONCLUSION

Fortunately, in visioning the future of marketing, we could well see that the development of the skills of marketing in pursuing social causes, the so-called social marketing, would be the wave of the future. To this extent therefore, those negative values which marketing has been accused of popularizing could be considerably neutralized using the tools of the self-same marketing. As consumers become more socially conscious, marketing will likely evolve towards practices that prioritize ethical standards, environmental sustainability, and positive societal impact. The role of

marketing in the future could focus on contributing to social welfare while promoting business success. By integrating purpose -driven initiatives and transparency, companies can build stronger relationships with consumers and contribute to a more equitable, sustainable society. The marketing impact on society is profound, with opportunities to shape a better future through responsible practices, inclusive representation and alignment with societal values. When marketing serves both the interest of the business and the well-being of the society, it becomes a powerful tool for positive change.

### **Recommendations**

Marketing practices that balance business success with social welfare are becoming increasingly important. The key strategies companies can adopt to achieve this balance are:

- 1.Partnering with social causes (e.g. environmental protection, health initiatives) allows companies to align their brand with a cause that resonates with consumers, fostering loyalty and driving sales. This approach helps support meaningful social initiative while enhancing brand image.
2. Developing eco-friendly products, minimizing waste, and using sustainable materials benefit both the environment and appeal to socially conscious consumers. Practices like using recycled materials or creating products with longer lifecycle can differentiate brand and encourage repeat purchases.
- 3.Being clear about business practices, sourcing and product quality builds trust with consumers. Ethical advertising voids misleading claims and promotes honesty which fosters long-term brand loyalty and ensures that consumers make informed decisions.
- 4.Engaging companies actively in community programs – such as local sponsorship, volunteer programs or educational initiatives – show commitment to their communities. This approach enhances brand loyalty and strengthens the business’s relationship with local consumers.
- 5.Prioritizing fair wages, safe working conditions, and ethical labor practices in the supply chain is essential for social welfare. Highlighting these efforts in marketing can improve brand perception and appeal to ethical consumers.
- 6.Respecting consumer privacy and protecting personal data is critical in a digital age. Transparent data practices, like clear opt – in policies and secure data handling, help build consumer trust and demonstrate commitment to responsible data use.
- 7.Creating content that educate consumers on important issues, like sustainability or health, can encourage positive social change. Brands that provide useful information or resources build credibility and position themselves as leaders in their field.
- 8.Offering products that are accessible and affordable for lower income consumers expands the market base while contributing to social welfare. Practices like tiered pricing or partnerships with non profits can help make essential products available to underserved communities.
- 9.Continuously measuring and reporting on the social and environmental impact of marketing activities helps maintain accountability and adjust strategies for sustained social benefits.

### **Contribution to knowledge**

The study examines how marketing influences and reflects societal changes, such as shifts in gender roles, environmental consciousness, globalization, and explores how marketing drives innovation, digital transformation, and the adoption of new products and services. The study helps explain how societal values, cultural shifts and technological advancements influence consumer preferences and purchasing decisions, and provides insights into how marketing strategies impact economic development, job creation and business growth. The study also highlights the role of ethical marketing, sustainability and corporate social responsibility in shaping a fair and just society, and informs policymakers about the need for consumer protection laws, advertising standards, and fair business practices

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