

**SYNTHESIZING THE NEXUS BETWEEN SUSTAINABLE MARKETING MIX AND CONSUMER PURCHASING BEHAVIOUR IN THE EXTRACTIVE INDUSTRIES: A LITERATURE REVIEW.**

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**ABSTRACT**

*Sustainable marketing is a subset of a diverse bodies of knowledge involved in propagating the imperative for businesses to have and maintain their competitive advantage while acknowledging the imperative for environmental and social sustainability. The popular assumption is that consumers are conscious of the environmental and social consequences of their consumption behaviour, however, this assumption may not be valid in developing economies. Although sustainable marketing mix and consumer awareness of sustainability practices, collectively influence consumer purchasing behaviour, there is a significant gap in the appreciation of sustainability knowledge and in the levels of adoption of sustainability practices across global spheres. This study, through synthesizing extant literature, establishes a thought coherence for future studies in developing countries.*

**Keywords:** Consumer purchase behaviour, Consumer awareness, Extractive Industries, Developing Countries, Sustainable marketing mix.

## **1. INTRODUCTION**

There is growing social pressure on companies to meet sustainability standards and minimize negative impacts on people and the environment (Gomes et al., 2024). According to Venugopal (2020), humans would need two planets to cater to our requirements by 2030, if sustainability concerns are not taken seriously.

Despite the importance of sustainable marketing, many organizations, especially in the extractive industries in developing countries, still fail to meet environmental standards set by regulatory bodies, making the implementation of sustainable practices challenging. These companies often overlook the potential benefits of being environmentally friendly, such as enhancing their corporate image and gaining a competitive edge over those not practicing sustainable marketing (Chitrao et al., 2022). Khan, et al., (2023) emphasized that sustainable marketing is vital for promoting sustainability in both production and consumer behaviour. It involves promoting eco-friendly and socially responsible products, practices, and brand values to encourage sustainable consumer behaviour and achieve economic and environmental sustainability (Nguyen-Viet et al., 2024).

Bergman and Bergman (2022) assert that sustainability is a key component of effective production and marketing management. Companies are expected to uphold sustainability goals through direct and indirect actions, such as selecting sustainable suppliers and production methods (Macharia et al., 2017). The increasing focus on sustainability in business operations, including planning, procurement, marketing, and reporting, reflects a broader trend towards building sustainable organizations and societies (Bergman & Bergman, 2022; ). Sustainable marketing mix therefore involves a comprehensive approach that includes sustainable knowledge (especially consumer awareness) in addressing environmental and social issues while fulfilling consumer and organisational needs (Bergman & Bergman, 2022; Nguyen-Viet et al., 2024).

Sustainable marketing, as a purpose driven practice, works to orient businesses, companies, and society towards the promotion of environmentally and socially responsible products, influencing appropriate awareness, aspiration, adoption, and action by taking necessary accountability for its impacts and opportunities (Dangelico & Vocalelli, 2017; Kotler, 2011; Satir, 2023). Given that the concept of sustainability includes environmental, social and economic aspects; therefore, its' multidimensional structure requires that sustainable marketing practices should focus on genuine efforts to improve environmental performance and provide consumers with accurate information about the sustainability attributes of extractive products and resources. For marketers, various benefits emanate from utilising sustainable marketing. Conspicuously, sustainable products and services augment the differentiation strategy that firms use to distinguish their offerings from that of counterparts (Varadarajan, 2017). Also, sustainable marketing has a huge potential of nurturing a positive corporate reputation (Kumar and Christodouloupoulou, 2014). Businesses that promulgate and encapsulate environmental criteria create greater efficiency, boost profits and minimise product life cycle costs (Ottman, 2017).

In today's age of technology-aided globalization, environmental issues have pushed companies in developed countries towards producing more sustainable products and adopting eco-friendly lifestyles (Raihanah, 2022). As awareness of climate change, environmental degradation, rent-seeking tendencies, and social inequalities grows, consumers are increasingly critical of the practices of the companies they support. In response, businesses are adopting sustainable marketing mix strategies to attract environmentally conscious consumers (Akinola, 2019; Khan et al., 2023). However, little is known about how sustainable marketing influences consumer attitudes and perceptions towards products from firms in the extractive industries in developing countries. There is therefore, an observable limited understanding in this regard, especially on the

nexus between consumer awareness, sustainable marketing mix practice and consumer purchasing behaviour in extractive industries in developing countries.

Notably, various levels of divergence persists in the marketing sustainability and consumer behaviour literature. Otika et al., (2021) examined sustainability marketing with emphasis on price sensitivity while neglecting other potential moderating variables such as cultural values or environmental awareness levels. This leaves an unexplored area regarding how different factors might interact with sustainability marketing across various consumer demographics and regions. Additionally, while studies like those by Masocha (2018) and, Sharma et al., (2024) explore sustainable marketing practices and consumer behaviour, they often focus on specific demographics such as tertiary students or a general consumer base without delving into specific industry contexts or broader socioeconomic factors.

The study by Priya and Jain (2021) on food safety standards also highlights a partial influence of consumer awareness on purchasing behaviour, suggesting a need for more integrated studies that consider both awareness and actual behaviour across different product categories. Therefore, there is a significant gap in comprehensively understanding how various dimensions of sustainability practices, including sustainable marketing mix and consumer awareness, collectively influence consumer purchasing behaviour. This is the gap that this study intends to fill up by synthesizing extant literature and establishing a thought coherence for future studies in developing countries through a narrative literature review methodology.

### **1.1 Extractive Industries**

The extractive industry is essential for infrastructure projects, housing, and industrial development in developing countries. It generates employment, boosts economic growth, and enhances competitiveness in the construction and energy sectors. Additionally, this industry is crucial for economic diversification, aiding sectors like transportation, real estate, and agriculture; while providing significant government revenue through taxes, royalties, and tariffs, supporting national development efforts (Imbabi et al., 2012).

The industry is increasingly focusing on sustainability, driven by factors such as environmental regulations, consumer preferences, and corporate responsibility. Although marketing strategy plays a key role in projecting a company's image, extractive industries often face significant sustainability issues, particularly regarding the adverse social and environmental impacts of their operations. Studies by Gomes et al. (2024) and Bamidele (2019) have shown the increasing influence of environmental consciousness on consumer behaviour in developing countries, indicating a preference for firms committed to sustainable practices.

## **2. THEORETICAL FRAMEWORK**

Sustainable marketing impact on consumer purchasing behaviour could be critiqued through the synthesis of three existing marketing sub-disciplines i.e. green marketing, social marketing and critical marketing (Gordon et al., 2011; Iyiola, 2024). While green marketing facilitates the development and marketing of more sustainable products and services while introducing sustainability practices into the core of the marketing process and business practice; social marketing involves using the power of marketing to encourage sustainable behaviour among individuals, firms and policy makers while keeping tabs on the impact of current commercial marketing on sustainability (Gordon et al., 2011; Iyiola, 2024).

This process feeds into different theoretical paradigms which entails analyses of marketing theory, principles and techniques, such as the capability theory, critical theory and the diffusion of innovation theory. While critical theory based approach can help to guide regulation and control

and challenge the dominant institutions associated with marketing and the capitalist system (Gordon et al., 2011; Iyiola, 2024), we posit in this study that the diffusion of innovation theory will be more applicable in this context as it contributes more to the development of marketing theory and practice, while progressively encouraging a marketing system in which sustainability is imperative. The theory provides evidence of the relationship of sustainable marketing mix elements and diffusion of innovation characteristics which invariably leads to organizational sustainability by progressively diffusing consumer purchase behaviour positively. Therefore, there must be a conscientious shift from the businesses view sustainable actions as cost drivers with marketing organizations acknowledging not only on economic benefits but also environmental and social benefits (Elkinton, 1998; Sodhi, 2011).

### **2.1 Diffusion of Innovation Theory**

The diffusion of innovation theory, propounded by Rogers Everett in 1962, seeks to explain how an idea or product can gain momentum and spread through a social system. The idea is that people as part of a social system adopt any new idea, behaviour or product through certain stages of adoption before diffusion can be achieved. This starts with awareness of need for an innovation, followed by decision to adopt or reject that innovation, test of the initial use of the innovation, eventually leading to continued use of the innovation. We adopted sustainable marketing strategy which includes sustainable product, sustainable price, sustainable place (distribution) and sustainable promotion; and this can be related to five diffusion of innovation characteristics (relative advantage, compatibility, observability, complexity, and trial-ability).

The theory offers insights into how sustainability ideas spread through societies over time. According to the theory, innovations undergo a process of adoption by individuals within a social system, progressing through distinct stages: awareness, interest, evaluation, trial, and adoption. The rate of adoption is influenced by various factors, including the characteristics of the innovation itself i.e. sustainability, communication channels, social networks, and the perceived benefits and risks associated with adopting the innovation.

By incorporating sustainability principles into product development, pricing strategies, distribution channels, and promotional activities, companies can effectively communicate the benefits of sustainability (Huang et al., 2024). Therefore, leveraging insights from this theory, stakeholders can develop strategies to accelerate the adoption of sustainable and drive positive environmental and social outcomes. Nkamnebe (2011) noted that pressure from the global market system, poverty levels in emerging markets, and unsupportive local conditions are inimical to the adoption of sustainable marketing in emerging markets. Emphasis must be placed on the redirecting the attention of organizations and consumers in developing countries to promote sustainability behaviour as an imperative for development (Nkamnebe, 2011; Venugopal, 2020).

### **2.2 Consumer and Firm Awareness of Sustainability Issues in Developing Countries.**

In the context of consumer purchasing behaviour in developing countries, the diffusion of innovation theory provides a framework for understanding consumer awareness of the benefits sustainable marketing mix. The degree of consumer awareness of sustainability issues plays a crucial role in driving the diffusion of sustainability knowledge. Sustainability knowledge refers to the depth and breadth of knowledge that consumers possess about sustainability related topics, including environmental conservation, social responsibility, ethical sourcing, and the lifecycle impacts of products and services. It encompasses both factual knowledge and awareness of sustainable practices and principles (Rex & Baumann, 2007).

As consumers gain knowledge about eco-friendly alternatives and their benefits, they are more likely to adopt sustainable products and behaviours (Huang et al., 2024). This aligns with the

Diffusion of Innovation Theory, wherein early adopters pave the way for broader adoption by the mass market as awareness spreads and perceived benefits increase. Considering that the effect of human activities on the natural environment, including pollution, resource depletion, habitat destruction, and climate change is severe, understanding and mitigating environmental impacts are central to sustainability efforts in influencing consumer perceptions and behaviours (Steffen et al., 2015).

Currently, the level of awareness among consumers in developing countries regarding issues related to sustainability, including environmental and social concerns associated with organisations is declining; while at best, average (Afolayan & Okunlola, 2022; Owolabi & Dauda, 2023). Awareness in this context describes consumers' ability to recognize and comprehend information about the sustainability practices of businesses and their products (Kumar & Christodouloupoulou, 2014; Belz & Peattie, 2012). Owolabi and Dauda (2023) attribute this trend to inadequate government policies and insufficient education on the benefits of sustainable consumption, leading to a preference for short-term convenience over long-term environmental impact. Where consumers are conscious of the environmental consequences of their consumption behaviour, they are not willing to shift towards sustainable consumption practices except when there are monetary benefits (Venugopal, 2020).

These days, online platforms allow companies to reach a broader audience with their sustainability messages and engage consumers through interactive content and social media campaigns. These digital strategies can effectively communicate the environmental benefits of sustainable products and encourage consumers to make environmentally responsible purchasing decisions. Additionally, online reviews and ratings play a significant role in shaping consumer perceptions and purchase intentions regarding sustainable products (Hsiao, 2021; Qalati et al., 2024).

Improved awareness empowers consumers to support brands that are committed to reducing their environmental footprint, thus contributing to broader environmental conservation efforts. Additionally, consumers may benefit from higher quality products that result from sustainable practices, such as those that ensure better durability and reduced health risks associated with traditional cement production processes. Recent research across the globe underscores the importance of consumer awareness in driving demand for environmentally and socially responsible products and brands (Tuan, 2023).

Businesses are integrating sustainability into their marketing strategies by offering eco-friendly products, adopting fair trade practices, and promoting ethical sourcing to appeal to conscientious consumers (Chitrao et al., 2022; Iftikhar, 2022; Tuan, 2023). Additionally, companies are investing in sustainable knowledge within their organizations through employee training and collaborations to effectively implement sustainable strategies and adapt to changing consumer preferences (Bamidele, 2019). As a result, consumers are increasingly seeking products and brands that align with their values, leading to higher demand for eco-friendly, ethically sourced, and socially responsible products (Oladele et al., 2020; Sinha & Annamdevula, 2023; Tuan, 2023).

### 3. SUSTAINABLE MARKETING MIX

Sustainable marketing mix involves all the combinations of marketing concepts such as price, place, product, and promotion which focus on the necessity of satisfying the needs with profit, while creating, communicating, and delivering value for consumers, stakeholders, and society at large (Belz & Peattie, 2012). It involves incorporating environmental and social considerations into the traditional elements of marketing: product, price, place, and promotion. This approach focuses on providing products and services that meet consumer needs while minimizing negative

environmental and social impacts throughout their lifecycle (Gomes et al., 2024; Nkamnebe, 2011; Venugopal, 2020).

Although, sustainable marketing mix practices can drive demand for eco-friendly products and encourage industry-wide adoption of sustainable practices, studies suggest that consumer preferences are typically influenced by marketing messages that emphasize environmental benefits, such as lower carbon emissions and reduced environmental impact (Grimmer and Woolley, 2014; Halwani & Cherry, 2024). Therefore, consumers value honesty and authenticity in brand communication, particularly regarding sustainability claims (Halwani & Cherry, 2024). Extractive companies that engage in misleading marketing tactics risk losing consumer trust and credibility (Halwani & Cherry, 2024). By promoting the environmental advantages of their products, cement companies can stimulate consumer interest and shape purchasing behaviour towards more sustainable options.

The benefits for sustainable marketing practices include enhanced health and safety of workers during manufacturing of products (Quoquab, & Mohammad, 2016). Thus, consumers tend to enjoy products that do not pose health threats or any form of pollution and other negative consequences during the use in their communities. Furthermore, preservation of the environment especially for younger generations is of importance to the wellbeing of consumers who are spending a lot on sustainable products (Ottman, 2017). Also, penalties associated with non-sustainable adherence are avoided when firms modify their behaviour towards sustainable marketing (Belz & Peattie, 2012), health and safety of workers during manufacturing of products (Quoquab, & Mohammad, 2016).

### **3.1 Sustainable Product**

A sustainable product is designed with consideration for its environmental, social, and economic impacts throughout its entire lifecycle, from raw material extraction to disposal or recycling (Mancuso et al., 2021). These products are made using processes that minimize negative effects on the environment, such as reducing energy consumption, using renewable resources, and minimizing waste and pollution. Therefore, sustainable products in the extractive industry often feature recyclable or biodegradable materials, lower carbon footprints, and ethical labour practices. The objective is to create goods that meet consumer needs without compromising the ability of future generations to meet their own needs (Qalati et al., 2024).

Sustainable product strategies involve designing and offering products that minimize environmental impact throughout their lifecycle; such as using recycled materials, reducing energy consumption, or promoting product durability and recyclability (Peattie & Crane, 2005). By prioritizing sustainability in product development, companies can differentiate their offerings, appeal to environmentally conscious consumers, and contribute to the transition towards a more sustainable economy by integrating digital platforms promoting sustainable products (Hsiao, 2021; Qalati et al., 2024).

### **3.2 Sustainable Pricing**

Sustainable pricing strategies are becoming increasingly important in the extractive sector as companies seek to balance profitability with environmental and social responsibility. Sustainable pricing involves setting prices that not only cover costs and generate profits but also reflect the environmental impact of extractive activities. This approach considers factors such as carbon emissions, energy efficiency, and resource conservation when determining pricing structures. Therefore, sustainable pricing strategies involve incorporating environmental and social costs into pricing decisions, ensuring that prices reflect the true value of products and their impacts on society and the environment (Belz & Peattie, 2012; Nguyen-Viet et al., 2024). This may involve offering

discounts for the purchase of eco-friendly products, pricing mechanisms that incentivize sustainable behaviours, or incorporating the costs of carbon emissions or waste disposal into product prices. By aligning pricing strategies with sustainability goals, companies can promote responsible consumption behaviours and encourage consumers to make more sustainable choices. Notably, brands that project attributes such as trustworthiness, environmental consciousness, and social responsibility are more likely to succeed in implementing sustainable pricing strategies effectively. By cultivating a brand personality aligned with sustainability values, companies in the extractive sector can enhance their reputation and build stronger connections with environmentally conscious consumers (Kapferer & Thoenig, 2008; Keller, 2008).

### **3.3 Sustainable Distribution**

Sustainable distribution play crucial roles in shaping consumer perceptions and driving brand loyalty. Sustainable distribution practices, encompassing environmentally friendly transportation methods, efficient logistics, partnering with ethical suppliers and distributors, are increasingly becoming focal points for extractive firms aiming to minimize their environmental footprint (Odijie, 2020; Muchenje et al., 2023). Implementing sustainable distribution strategies not only reduces carbon emissions and resource depletion but also enhances brand reputation by aligning with consumers' growing environmental consciousness. Brands that prioritize eco-friendly transportation, ethical sourcing, and waste reduction convey perceptions of environmental consciousness, social responsibility, and trustworthiness (Muchenje et al., 2023; Pujari et al., 2020). By investing in sustainable distribution infrastructure, extractive firms companies striving for competitiveness and relevance in a rapidly changing business landscape can build stronger relationships with stakeholders, differentiate themselves in the market, and drive positive societal impact (Dangelico & Pujari, 2010; Nguyen-Viet et al., 2024).

### **3.4 Sustainable Promotion**

Sustainable promotion involves marketing strategies that prioritize the communicating of environmental and social benefits of products in a transparent and authentic manner, while also encouraging sustainable behaviours among consumers (Kotler et al., 2019; Ramtiyal et al., 2024). The core idea is to align promotional activities with the principles of sustainability to not only enhance brand image but also encourage consumers to make responsible purchasing decisions. Sustainable promotion encompasses a wide range of practices, including the use of green advertising, eco-labelling, corporate social responsibility (CSR) initiatives, and sustainable product packaging (Qalati et al., 2024). By effectively communicating the sustainability attributes of products and brands, firms in the extractive sector can build trust with consumers, enhance brand reputation, and drive demand for sustainable products.

However, the effectiveness of sustainable promotion is contingent upon the authenticity of the claims made by companies (Mancuso et al., 2021). The phenomenon of green - washing, where companies falsely claim to be environmentally friendly, has led to increased consumer doubt. Consumers are becoming more adept at identifying insincere efforts and are likely to penalize brands that engage in deceptive practices. Therefore, transparency and authenticity in sustainable promotion are crucial for maintaining consumer trust and ensuring the positive impact of these marketing efforts (Ramtiyal et al., 2024). Further, the rise of digital marketing has provided new platforms for sustainable promotion. Online platforms enable companies to reach a broader audience with their sustainability messages and engage consumers through interactive content and social media campaigns. Meanwhile, offline strategies, such as in-store recycling programs and eco-friendly product displays, continue to play a vital role in influencing consumer behaviour. An

integrated approach that combines online and offline sustainable promotion can effectively reinforce the brand's commitment to sustainability and drive consumer engagement (Qalati et al., 2024).

#### **4. CONSUMER PURCHASING BEHAVIOUR**

Consumer purchasing behaviour is defined as the characteristic nature of individuals, groups, and organizations in selecting, using, and disposing off products, services, experiences, or ideas aimed at satisfying their needs and wants. It is also referred to the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the firm's offering in the marketplace (Ramya & Ali, 2016). This behaviour is influenced by various internal and external factors, including psychological, social, cultural, and economic factors, which shape consumers' perceptions, preferences, and decision-making processes (Ramya & Ali, 2016; Schiffman & Kanuk, 2010).

The intention of consumers who consume sustainable products or services is necessarily influenced by sustainable behaviours that care about the environment; therefore, these behaviours motivate the people to choose products that not harmful for the environment. Therefore, the aim to choose environmentally friendly product or service will result in a high impact on the consumer's sustainable consumption behaviour (Rakib et al., 2022).

Sustainable consumption behaviour refers to the extent to which individuals' choices and actions towards products and services reduce environmental impacts, the exchange of available materials or energy in the environment, or change the structure of ecosystems. The behaviour of sustainable consumption concerns consumers who attach a huge significance to sustainability and aim to meet their basic regular needs, significantly improving the life quality of consumers without menacing the demands and interests of future generations (Nguyen-Viet et al., 2024; Rakib et al., 2022). Consumers with more environmental knowledge are generally more likely to engage in environmentally friendly purchasing behaviours (Wijekoon & Sabri, 2021).

#### **5. SUSTAINABLE MARKETING MIX AND CONSUMERS' PURCHASING BEHAVIOUR**

According to Nkamnebe (2011), consumerism, typically driven by marketing activities, is promoting unsustainable consumption with environmental degradation and climate change outcomes. Therefore, the integration of sustainable principles into the marketing mix holds considerable sway over consumers' purchasing behaviour, exerting a transformative impact on market dynamics and consumer preferences. By infusing sustainability considerations into product development, pricing strategies, distribution channels, and promotional activities, companies can effectively shape consumer perceptions and preferences towards eco-friendly alternatives (Khalid, 2023). For instance, offering environmentally sustainable products at competitive prices and ensuring their accessibility through sustainable distribution channels can resonate with environmentally conscious consumers, thereby driving demand for sustainable products within the extractive market landscape.

Moreover, the incorporation of sustainability into the marketing mix represents a strategic imperative for companies seeking to capitalize on the burgeoning demand for eco-friendly products. As consumers increasingly prioritize sustainability considerations in their purchasing decisions, companies that fail to align their marketing strategies with these evolving consumer preferences risk losing market share to competitors who embrace sustainable practices (Park et al., 2022). Therefore, adopting a sustainable marketing approach is essential for companies to remain competitive and effectively engage with environmentally conscious consumers in the extractive goods market in developing countries.

Furthermore, the cultivation of consumer awareness represents a strategic imperative for advancing the broader goals of sustainable development and environmental stewardship. By empowering consumers with knowledge about sustainability, stakeholders can catalyse the shift towards more conscientious consumption practices and mitigate adverse environmental impacts (Huang et al., 2024). Informed consumers are better equipped to make choices that minimize ecological footprints and uphold ethical standards across the supply chain, thereby contributing to the realization of sustainability objectives. Consequently, investments in initiatives geared towards enhancing consumer awareness serve as crucial enablers for fostering a market environment characterized by heightened demand for sustainable products and responsible consumption behaviours.

The joint influence of investment in sustainability knowledge, the degree of consumer awareness of sustainable products, and sustainable marketing mix profoundly shapes consumers' purchasing behaviour. Sustainability knowledge, acquired through educational initiatives and awareness campaigns, equips consumers with information about the environmental and social impacts of their consumption choices (Antonetti & Maklan, 2014; Huang et al., 2024).

One of the primary effects of sustainable products on consumer purchasing behaviour is the increase in consumer awareness and preference for environmentally friendly options (Ramtiyal et al., 2024). As consumers become more informed about the environmental impact of their purchases, many are actively seeking out products that are labelled as sustainable. This shift in consumer awareness is driven by a growing body of evidence showing the environmental benefits of sustainable products and the detrimental effects of conventional products (Chen & Chang, 2012). Consequently, companies that offer sustainable products can attract and retain environmentally conscious consumers. Furthermore, sustainable products can significantly influence consumer loyalty (Mancuso et al., 2021). When consumers perceive a brand as genuinely committed to sustainability, they are more likely to develop a strong loyalty to that brand. This loyalty stems from the alignment of the brand's values with the consumer's personal values, creating a deeper emotional connection.

However, the effectiveness of sustainable products in influencing consumer behaviour is contingent on the authenticity of the company's claims (Ramtiyal et al., 2024). The phenomenon of green washing, where companies make false or exaggerated claims about the environmental benefits of their products, has led to increased consumer skepticism. Consumers are becoming more adept at identifying insincere efforts and are likely to penalize brands that engage in deceptive practices. Therefore, transparency and authenticity in promoting sustainable products are crucial for maintaining consumer trust and ensuring the positive impact of these marketing efforts (Delmas & Burbano, 2011).

Hartmann and Ibanez (2006) emphasizes the significance of aligning pricing strategies with sustainability objectives, suggesting that consumers are willing to pay a premium for products from brands that demonstrate a commitment to environmental stewardship. In the extractive sector, brand personality plays a pivotal role in shaping consumer perceptions of sustainable pricing initiatives (Kapferer & Michaut, 2020; Nguyen-Viet et al., 2024).

One of the significant effects of sustainable promotion on consumer behaviour is the increase in consumer awareness and positive perception of brands that engage in environmentally friendly practices (Qalati et al., 2024). When companies communicate their commitment to sustainability, they often enhance their reputation and build trust with consumers. This heightened awareness can lead to a more favourable attitude towards the brand, thereby influencing purchase decisions. Studies have shown that consumers are more likely to purchase products from companies that are

perceived as socially and environmentally responsible (Mancuso et al., 2021). Sustainable promotion also directly impacts consumers' purchasing intentions (Mancuso et al., 2021). When consumers are presented with information about a product's sustainability features, they are more inclined to choose that product over non-sustainable alternatives. This behaviour is driven by a growing consumer desire to contribute positively to environmental preservation and social welfare. Research has indicated that sustainable marketing practices can lead to increased consumer loyalty and a willingness to pay a premium for products that align with their values (Ramtiyal et al., 2024).

## 6. CONCLUSION AND RECOMMENDATIONS

The literature findings suggest a nuanced approach is required, leveraging the strengths of each sustainable marketing mix strategy to maximize consumer purchasing behaviour. Innovation diffusion theory offers a valuable lens through which to understand the implications of sustainable marketing mix on buying behaviour in developing countries. The theory posits that innovations spread through society in a predictable pattern, influenced by various factors including communication channels, the perceived benefits of the innovation, and social influence. Consumer awareness emerged as a critical mediator, akin to the theory's emphasis on the importance of information dissemination and awareness-building in driving adoption.

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