

# Marketing Transformation Through The 6P Model: Challenges And Opportunities For Sustainability

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## Abstract

*In an era of globalization and growing awareness of global issues, transformation has become a necessity for companies. This article examines the 6P Model Prosperity, Partnership, Power, Planet, Peace, and People as a comprehensive framework for achieving sustainable marketing performance. This research uses qualitative methods with a literature-based approach to analyze the challenges and opportunities companies face in implementing this model. The results indicate that despite challenges such as lack of understanding and resistance to change, there are significant opportunities for product innovation and increased customer loyalty. This article also provides practical recommendations for companies to integrate the desire aspect into their marketing strategies. By understanding and implementing the 6P Model, companies are expected to achieve sustainable goals while improving overall marketing performance.*

**Keywords:** *Marketing, Transformation, Sustainability*

## INTRODUCTION

In this digital era, companies must adapt quickly to market changes. Digital transformation and sustainability have become two important, interconnected pillars in marketing strategy development. Economic well-being, collaboration, and social responsibility are elements that are receiving increasing attention. The 6Ps model encompasses key aspects that companies need to consider to achieve sustainable marketing performance. However, despite the importance of this model, there is still a lack of understanding of how these elements can be practically applied in a business context.

Sustainability has become a key issue across various sectors, with many organizations striving to meet the Sustainable Development Goals (SDGs) set by the United Nations. In the digital era, companies must quickly adapt to these changes, which increasingly emphasize the importance of social and environmental responsibility. The 6Ps model offers a holistic approach, integrating economic, social, and environmental elements into marketing strategies. However, despite this model's promise, many companies still lack a full understanding of how to apply it practically. This creates a gap between theory and practice.

Marketing transformation has become a key focus in the modern business world, particularly in the context of sustainability. With increasingly complex global challenges, such as climate change, social injustice, and economic instability, companies are required to focus not only on profit but also on considering the social and environmental impacts of their activities. The 6Ps Model of Marketing Transformation and Sustainability Performance provides a framework for understanding the interaction between marketing and sustainability.

Amidst increasingly complex global dynamics, companies are required to adapt to changes in the market, particularly those related to poverty issues. Marketing transformation is key to achieving these goals, where companies no longer solely pursue financial profit but also consider the social and environmental impacts of their operations. The 6Ps Model—Prosperity, Partnership, Power, Planet, Peace, and People—provides a comprehensive framework for understanding the interaction between marketing and these goals. This article will discuss the challenges and opportunities companies face in implementing this model. This research aims to: Analyze each element of the 6Ps Model and how they contribute to sustainable marketing performance, and Identify the challenges and opportunities companies face in implementing this model.

With a better understanding of the 6Ps Model, it is hoped that companies can take more effective steps to achieve sustainability goals and improve their marketing performance.

## MATERIALS AND METHODS

This study uses a qualitative approach with a focus on analyzing relevant literature. This approach allows researchers to explore and understand the concepts, theories, and practices related to the 6P Model in the context of marketing transformation and desire.

Data sources in this study include: Scientific Articles: Using verified academic journals to obtain the latest information on the 6P Model and desire in marketing. Data was collected through the following steps: Source Identification: Identifying and selecting relevant literature sources based on inclusion and exclusion criteria. Literature Review: Conducting an in-depth literature review to understand the context, challenges, and opportunities related to the 6P Model.

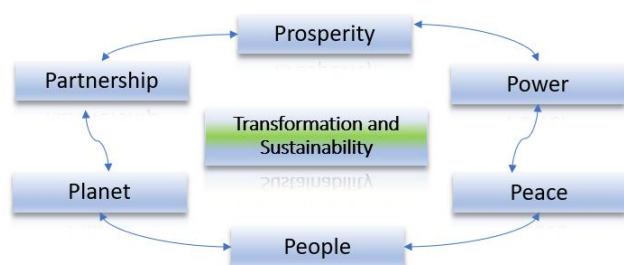
Data Collection: Gathering information from identified sources, noting key ideas, findings, and relevant arguments. Analysis was conducted through: Thematic Coding: Applying coding techniques to identify key themes emerging from the literature, such as implementation challenges, innovation opportunities, and social impacts. Information Synthesis: Integrating findings from multiple sources to provide a comprehensive picture of how the 6P Model can be applied in sustainable marketing practices.

To ensure the validity and reliability of the research: Data Triangulation: Using multiple data sources to confirm findings. Cross-checking: Double-checking data and analysis to reduce bias and increase accuracy. Research Ethics This research will adhere to ethical principles, including: Respect for Copyright: Disclaiming all sources used and properly citing them. Transparency: Clearly communicating research methods and results to maintain academic integrity.

## RESULTS AND DISCUSSIONS

*Analyzing each element of the 6Ps Model and how they contribute to sustainable marketing performance.*

The 6Ps Model for Marketing Transformation and Sustainability provides a framework for understanding the interaction between marketing strategy and sustainability goals. This model integrates traditional marketing principles with sustainability concepts to create a comprehensive approach for businesses seeking to achieve sustainable development.



Picture 1

Model 6Ps Performance of Marketing Transformation and Sustainability

Prosperity: Prosperous and fulfilling lives with progress

Partnership: Full participation in realizing sustainable development goals with solidarity

Power: ability performance and decision brand, influencer, pricing, distribution and content.

Planet: Protecting the earth for present and future

Peace: Peaceful, inclusive societies free from fear and violence

People: Fulfilling humans with dignity and equality

The 6P Model for Marketing Transformation and Sustainability

The 6P model for marketing transformation and sustainability encompasses Prosperity, Partnership, Strength, Planet, Peace, and People.

The following is a detailed explanation of each component based on the abstract provided:

1. Prosperity

Definition: A prosperous and fulfilling life with progress.

Insight: Sustainable marketing aims to integrate ecological, social, and ethical concerns while creating value, contributing to long-term prosperity.

The core idea of sustainable development has influenced nearly every discipline, transforming our understanding and behavior toward what we desire. Marketing has also undergone a transformation from the prospect of extinction due to the emergence of social and ecological issues caused by rapid growth, which require sustainable solutions and collaborative efforts. Sustainable marketing aims to integrate ecological, social, and ethical concerns while creating value. Consumers, along with other stakeholders, expect brands to contribute to achieving sustainable development goals; therefore, companies need to re-engineer their marketing initiatives to create, promote, and communicate values that align with what we desire[1]. Business transformation capabilities have a positive impact on economic, environmental, and social performance, as well as promoting well-being. This research is based on field survey data involving 315 culinary entrepreneurs in the cities of Semarang, Salatiga, and Surakarta, Central Java Province. Data analysis was conducted using the Partial Least Squares-Based Structural Equation Modeling (PLS-SEM) method. The research findings indicate that the disaster determinants predicted through the nine-hypothesis formula are largely empirically proven. Entrepreneurial marketing, transformation capabilities, and financial capabilities are proven to have positive effects on all dimensions of desire, including economic, environmental, and social performance[2].

## 2. Partnership

Definition: Full participation in realizing sustainable development goals with solidarity.

Insight: Partnerships are crucial for achieving the Sustainable Development Goals (SDGs) and driving systemic change.

This study aims to address the UN and the social marketing community's call for further research on the transformative impact of partnerships, in line with Sustainable Development Goal (SDG) 17. Using a mixed-methods approach, this study develops and tests a social marketing partnership model that extends Morgan and Hunt's (1994) relationship model of trust and commitment. The findings demonstrate that trust and commitment are crucial for effective strategic change, fostering smarter collaboration among stakeholders. This study also offers practical contributions to the selection, implementation, and evaluation of social marketing partnerships, including leveraging key partnership characteristics and developing a measurement scale to assess partnership relationships over time. Thus, this paper validates the model for social marketers, potentially accelerating systems transformation to address complex problems with broad sustainable consequences[3].

Multi-stakeholder partnerships, such as "El dia despues," demonstrate the importance of flexible collaborative arrangements. Partnerships are key to achieving the transformational change required by the Sustainable Development Goals (SDGs) and the 2030 Agenda, yet these collaborations often require significant time and resources. Given the urgency of sustainable development, particularly exacerbated by the pandemic and social injustice, this research focuses on creating effective and socially impactful partnerships at scale. Using a case study approach, the research analyzes the transformational potential of the "El dia despues" initiative, a multi-stakeholder partnership in Spain responding to the COVID-19 crisis. Defined as a partnership incubator, "El dia despues" enables equal interaction between the public, private, and academic sectors, creating flexible collaborative arrangements. The findings demonstrate that achieving systemic change requires interdisciplinary teams united by a shared vision, with trust-based relationships that support impactful projects to advance the SDGs.[4].

## 3. Strength

Definition: The performance and decision-making capabilities of brands, influencers, pricing, distribution, and content.

Insight: Marketing plays a strategic role in the decision-making process, influencing sustainable partnership arrangements and driving corporate sustainability.

Power dynamics within supply networks significantly impact sustainability initiatives. Effective leadership and marketing strategies are crucial for harnessing power to achieve sustainability goals. This chapter examines the integration of Corporate Social Responsibility (CSR) with marketing and financial strategies, focusing on the role of leadership in driving sustainable development. It explores how

transformational and ethical leadership can align CSR with marketing practices such as green and socially relevant marketing, as well as financial strategies, including sustainable investing. The chapter also addresses emerging trends such as digital transformation and global sustainability standards, offering practical recommendations and insights through case studies. The goal is to illustrate how effective leadership can align CSR efforts across organizational functions to achieve sustainability goals[5].

#### 4. Planet

Definition: Protecting the earth for now and the future.

Insight: Environmental marketing seeks to balance economic development with ecological sustainability, promoting practices such as recycling, reuse, and reduction.

Green marketing and sustainable practices are crucial for preserving the planet for future generations.

The rapid consumption of global resources is leading to increasing environmental disasters. While this increase has brought sustainability and green energy issues to the forefront, it demonstrates that all institutions must develop appropriate policies, and that economic, social, and environmental development must be pursued simultaneously. In particular, the concepts of sustainability and green energy are crucial for preserving the planet for future generations. Furthermore, the importance of environmental definitions and consumer awareness of the environment have encouraged companies to develop more environmentally friendly strategies at every stage of production. These corporate activities have given rise to green marketing, which has been described as a new marketing field. In this study, the reasons why companies' sustainability and green energy policies in a changing world are being directed toward green marketing will be evaluated empirically. The history and importance of marketing, sustainability, and green energy policies from the past to the present will be discussed, and several green businesses will be presented as examples[6].

The preservation and protection of our ecology is a crucial challenge for both businesses and society. It is believed that environmental issues will emerge as a crucial issue that producers and marketers need to integrate into their activities for operational success and better long-term results. Therefore, environmental awareness has emerged as a key topic in the marketing field. In marketing practice, the phrase "green marketing" has become very popular. The concept of green marketing re-evaluates the fundamental principles of our consumer society. Without the continued support of the physical environment, the means to meet consumer needs and desires will simply disappear.[7].

#### 5. Peace

Definition: A peaceful and inclusive society, free from fear and violence.

Insight: Sustainable marketing contributes to social responsibility and community protection, promoting peaceful and inclusive societies.

Sustainable marketing focuses on environmental issues triggered by climate change, which impact people's health and well-being, in line with the theme of this chapter. Social responsibility plays a role in protecting people and the planet through ethics, obligations, and morals, by maintaining ecological aspects such as biodiversity and health. Businesses can increase their brand awareness through sustainable marketing by promoting responsible actions, for example, supporting adequate healthcare. By integrating CSR into their brand identity, organizations can demonstrate concern for public health, which aligns with the goals of sustainable marketing. Health communication is an important tool for marketing CSR initiatives by educating the public about diseases and raising health awareness. Furthermore, the case of cholera is used to illustrate the impact of the environment on healthcare and the spread of disease, highlighting the importance of social responsibility in the context of public health and well-being.[8].

Partnerships that address power imbalances and conflicts of interest are crucial for achieving peace and solidarity. This perspective article examines the role of partnerships in achieving the Sustainable Development Goals (SDGs). It outlines a portfolio approach to partnerships that can align with achieving sustainable transformation. Finally, it outlines recommendations on how this approach can be operationalized in research, policy, and practice. Much remains to be done regarding the portfolio approach. Practice and the sharing of good practices should be a guiding principle to facilitate peer-to-peer learning. Addressing power imbalances, conflicts of interest, and limited representation within partnerships is also crucial.[9].

## 6. People

Definition: Fulfilling human rights with dignity and equality.

Insight: Sustainable marketing focuses on creating value that respects the needs of all stakeholders and future generations.

Objective: Sustainable marketing, which emerged as the third phase of green marketing development, evolved from sustainable development economics. Sustainable marketing is defined as a balanced and simultaneous approach that combines and integrates economic, environmental, and social objectives, while meeting the needs of all stakeholders and respecting the needs of future generations. Such an approach is considered an obligation, rather than a choice, and is the focus of this doctoral dissertation. In our post-industrial society, highly educated human capital and knowledge are the most valuable resources and the primary prerequisites for economic development, prosperity, and the well-being of each individual and society as a whole. Therefore, the traditional role of higher education and its institutions is becoming increasingly important, and this in turn poses significant challenges because these institutions are considered central to the intellectual, cultural, social, and technological development of society (Meštrović, 2017), a fundamental driver and prime mover of sustainable development for society as a whole. Existing research in the field of sustainable marketing has largely focused on the non-profit sector, while a broader and more comprehensive literature review identified a lack of research addressing sustainable marketing in the context of the public sector, including the higher education sector and public universities. To address the identified research gaps and follow relevant research recommendations, the basic objectives of this dissertation are set as follows: (1) to investigate and design a systematic and comprehensive critical review of the existing theoretical knowledge in the field of sustainable marketing, (2) to develop and test a conceptual model aimed at measuring the impact of sustainable marketing in higher education, defined by three dimensions: promotion and education for sustainable development, sustainable marketing activities and the benefits of their implementation, on higher education performance, as assessed by service quality and success in achieving various higher education goals, and (3) to test the proposed hypotheses[10].

## Key Components of the 6P Model

### 1. Product

Emphasizes the development of sustainable products that meet environmental and social standards. This involves integrating ecological innovation and sustainable product development capabilities to gain competitive advantage and improve marketing performance.

This study aims to investigate the effect of new product development capability on sustainable competitive advantage and marketing performance with digital transformation as a moderator. The study sample comprised 289 instant food and fast food companies in Thailand. Structural modeling was used to test the direct and mediation effects, while multiple regression analysis was applied to assess the moderation effect. All dimensions of new product development capability significantly influence sustainable competitive advantage. In addition, sustainable competitive advantage has a significant impact on marketing performance and fully mediates the relationship between new product development capability and marketing performance. Digital transformation also plays a significant moderating role in strengthening this relationship. New product development capability is a valuable marketing strategy for companies. Therefore, companies need to critically invest in the systems and processes related to this capability to create and enhance their sustainable competitiveness and long-term performance[11].

### 2. Pricing

Focus on pricing strategies that reflect the true costs of sustainability, including environmental and social costs. Sustainable pricing strategies can optimize costs and promote environmentally friendly products.

This paper examines the potential of sustainable marketing to influence business model transformation for the sustainable development of agro-industrial companies. The evolution of marketing management concepts leads to co-creating value with consumers and organizing effective interactions with stakeholders. Sustainable consumer behavior, on the one hand, is a determining factor in changes in agro-industrial companies' business processes. On the other hand, companies that transform their business models to consider achieving long-term social and environmental goals, involving consumers in the co-creation of

sustainable development ideas, form a lean consumer model of sustainable behavior. The following directions for adapting agro-industrial companies' business models based on sustainable marketing have been demonstrated: optimizing product development and promotion costs to improve the pricing strategy for environmentally friendly products, developing ways to interact and involve consumers in the process of creating and promoting sustainable development values[12].

### 3. Placement

Involves distributing sustainable products in a way that minimizes environmental impact. This includes optimizing supply chains and ensuring environmentally friendly distribution methods.

Addressing global environmental challenges requires a continuous transformation of existing production and marketing processes. By adopting green marketing as a corporate strategy, businesses can achieve their organizational goals while promoting sustainable development in host countries. However, given the unique socio-economic and political challenges of developing countries, businesses may run the risk of enabling unsustainable consumption and promoting greenwashing. To successfully implement a green marketing strategy, this chapter argues that businesses in developing markets must move beyond simply trying to influence people's attitudes, choices, or behaviors, but instead consider the social practices that shape organizational and socio-economic processes. By conceptualizing humans as carriers of social practices, this chapter further examines how the interaction of materials, meanings, and competencies creates everyday consumption and routines. From a social practice perspective, green marketing strategies that corporate organizations in emerging markets can adopt to promote human resource management and sustainable development include influencing the performance of social practices, encouraging the emergence or dissolution of social practices, empowering sustainable communities of practice, and addressing the socio-economic consequences of conflicting social practices.[13].

### 4. Promotion

Leveraging marketing communications to promote sustainable products and practices. Effective promotional strategies can increase consumer awareness and encourage the adoption of sustainable behaviors.

Promotion, one of the 4Ps of the marketing mix, is a crucial component of the marketing ecosystem. While initially positioned as a short-term measure to achieve immediate sales increases, marketers now recognize it as an integral tool for creating sustainable sales performance. However, the relationship between promotions and various key performance indicators of a business system makes distinguishing net added value challenging. A recent study showed that 20% to 50% of promotions result in no or even worse sales increases. In this paper, we use store-level transaction data, provided from a large-scale national database of Fast-Moving Consumer Goods (FMCG) retailers, to examine the impact of sales promotions on business performance. Specifically, recurring patterns such as seasonality are investigated. A time-series model is then built to capture changes in sales volatility relative to the total number of products in the promotion. The results indicate that the total number of stock keeping units (SKUs) on a promotion has a significant effect on the retailer's overall sales performance and should be used as input to decision models and support systems aimed at optimizing components of marketing activities.[14].

Sustainable marketing needs to be promoted, where socially and environmentally friendly products and services, practices, and brands need to be showcased to the public. The findings in this study indicate that there are market-driven marketing strategies that do not necessarily promote sustainable marketing, while companies need to encourage the market towards more environmentally friendly marketing, purchasing, and consumption. Another finding is that relationship marketing needs to be considered when implementing sustainable marketing. Green marketing, social marketing, and critical marketing are interrelated segments of sustainable marketing and are important for promoting a more environmentally friendly environment. The implementation of environmental performance evaluation models by companies is recommended to help achieve long-term sustainable development goals (SDGs) such as SDGs 3: good health and well-being, SDGs 6: clean water and sanitation, SDGs 11: sustainable cities and communities, and SDGs 13: climate change[15].

### 5. People

Highlights the importance of human resource management and stakeholder engagement in achieving sustainability goals. This includes engaging consumers in co-creating sustainable development initiatives

and ensuring employee alignment with the company's sustainability goals.

This study investigates the effectiveness of sustainable marketing in the Polish fruit and vegetable industry using a seminal approach to analyze the interconnected dynamics among all factors and highlight key elements through a structural model. Methodologically, the study used a sample of 216 companies using a comprehensive survey to measure various dimensions of sustainable marketing, including environmental and social aspects of production, pricing, distribution, and promotional activities. These findings reveal a diverse landscape of sustainability practices within the industry. While there is a commendable level of awareness and some positive progress in some areas, such as employee-focused social aspects, other domains still lag significantly behind, particularly consumer-focused social aspects and sustainable promotional activities. This study highlights the need for a more integrated and integrated approach to sustainability, emphasizing the importance of balancing economic objectives with environmental stewardship and social responsibility. These insights have significant implications for both research and practice. Practically, this study offers industry stakeholders a detailed understanding of the current state of sustainability practices, identifying areas of strength and opportunities for improvement. This underscores the originality and value of using sophisticated analytical approaches to assess and improve the sustainability of marketing practices within the industry.[16].

#### 6. Performance

Measuring the impact of sustainability initiatives on business performance. This includes assessing financial and non-financial metrics to ensure that sustainability efforts contribute to long-term business success.

Proses berkelanjutan melibatkan penerapan praktik ramah lingkungan di seluruh rantai produksi dan pasokan. Proses yang efisien dapat menghasilkan optimalisasi biaya dan diferensiasi lingkungan. Pemasaran berkelanjutan merupakan kunci strategi yang memungkinkan organisasi mencapai keunggulan kompetitif melalui optimalisasi biaya dan diferensiasi lingkungan. Tujuan dari studi empiris ini adalah untuk menganalisis pengaruh kebijakan pemasaran berkelanjutan (SMO) terhadap penghentian usaha kecil di Meksiko, serta untuk menentukan efek moderasi usia perusahaan. Data dikumpulkan dari 225 pemilik atau manajer usaha di negara bagian Guanajuato, Meksiko, menggunakan teknik pengambilan sampel acak sederhana dan kuesioner yang diisi sendiri. Pendekatan kuantitatif dan desain potong lintang diterapkan melalui pemodelan persamaan struktural berbasis varian (PLS-SEM). Hasil penelitian menunjukkan bahwa SMO mempunyai dampak yang signifikan terhadap kelangsungan ekosistem. Selain itu, usia perusahaan berperan sebagai efek moderasi yang signifikan dalam hubungan antara SMO dan kinerja keinginan. Dengan demikian, seiring dengan meningkatnya kedewasaan usaha kecil, hubungan antara SMO dan peningkatan kinerja semakin kuat seiring dengan besarnya interaksi tersebut[17].

***Identify the challenges and opportunities companies face in implementing this model.  
In implementing the 6P Model, companies face several challenges and opportunities:***

#### **Challenges:**

##### **Lack of Understanding:**

Many companies still do not fully understand how to integrate desire into marketing. This is often due to a lack of training and resources.

Many companies face challenges in implementing the 6P Model, primarily related to a lack of understanding of how to integrate desire into marketing. This challenge is often caused by the following factors:

##### **Lack of Training and Resources:**

Companies often lack adequate training to understand and apply the concept of sustainable marketing. Without proper training, employees may lack the skills and knowledge necessary to integrate the principles of desire into their marketing strategies. Knowledge Gap: There is a significant knowledge gap between sustainable marketing theory and practice. Many companies do not fully understand how the concept of sustainability can be effectively applied in their marketing strategies.

Integration Complexity: Integrating sustainability into marketing is not an easy task. It requires significant

changes in business models, supply chains, and markets. Companies must undertake careful planning and ongoing commitment to ensure that sustainability principles truly become an integral part of their strategies. This chapter explores sustainable marketing in depth and how companies can navigate the intersection of profitability and environmental responsibility in an increasingly ecologically conscious world. Sustainable marketing is understood as a holistic approach that integrates environmental, social, and economic considerations into all aspects of the marketing process. Three key principles of sustainable marketing are identified: environmental responsibility, social equity, and economic viability. Strategies for implementing sustainable marketing practices are clearly defined, encompassing market research, product development, communications and branding, supply chain management, promotions and advertising, and consumer engagement. A case study of Patagonia illustrates the key to successful marketing strategy, emphasizing authenticity, transparency, and advocacy. The chapter concludes by highlighting the opportunities and challenges of sustainable marketing, as well as the importance of careful planning, ongoing commitment, and collaboration at all levels of the organization to drive positive change and contribute to a more sustainable future[18].

As climate change intensifies, sustainable development has become a major concern in global marketing. This chapter examines how sustainability, cross-border logistics, e-commerce, and cultural sensitivity interact to shape business practices. It highlights the environmental, social, and economic dimensions of sustainability, emphasizing the need for companies to adopt environmentally friendly strategies while navigating diverse cultural norms and regulations. It also examines how multinational companies are integrating sustainable practices into global marketing through green marketing, sustainable supply chains, and innovation. Furthermore, it explores the challenges and opportunities posed by climate change and encourages collaboration between businesses, governments, and consumers to drive a global shift toward sustainability[19].

**External Pressures:** Companies also face pressure from consumers who are increasingly aware of environmental and social issues. Consumers expect companies to develop sustainable marketing strategies, but these demands are often unrealistic in terms of the costs and time required to change production processes.

Sustainable marketing has become essential in the 21st-century business world. Without healthy communities and environments, economies will fail, and businesses will suffer as well. Therefore, companies are increasingly recognizing that investing in social and environmental improvements not only enhances their credibility but also increases long-term profitability. Consumers expect companies to develop sustainable marketing strategies. However, meeting these growing expectations is challenging. As a result, there is often a mismatch between sustainable marketing efforts and consumer demand. These demands can be unrealistic in terms of the costs of meeting them and the time required to change production processes. Sustainable marketing can only be implemented effectively as part of a strategy that guides all business activities, not just product development, sales, and marketing. With governments slow to respond to challenges like those articulated by Greta Thunberg, the future of the planet depends on the actions companies take to protect the environment and create a better society[20].

Sustainability is highly valued today due to the social and environmental pressures and concerns that have arisen in recent years, as suggested by the United Nations' goal of achieving well-being for all. The findings verify the crucial marketing perspective, with aspects related to products as solutions, external pressures, and communication as relevant tools. Another interesting finding is that consumption, processes, and other factors in creating sustainable value for all are current challenges.[21].

Today's consumers are increasingly demanding more responsible production and promotion methods. Many companies implement sustainable marketing, adhering to the principles of sustainable development, striving for rational production, and encouraging conscious consumption among their consumers. However, some companies imitate these practices through greenwashing, which causes consumers to lose trust in the company, its stated values, and the principles of sustainable development as a whole. Therefore, responsible companies need to not only market new products through sustainable marketing but also educate consumers to recognize unfair greenwashing practices from other producers. By enhancing consumer competency, companies can not only mitigate the negative impacts of unfair product promotion practices but also help build trust among consumers by encouraging rational



consumption. Results and innovations: A conceptual justification for a sustainable consumption model has been developed, demonstrating the importance and adequacy of engaging with consumers with various competencies to educate them on the sustainability of companies and their products, which helps reinforce sustainable development values and mitigate the negative impacts of greenwashing[22].

Resistance to Change: Employees and management may be hesitant to adopt new practices that are perceived as complex or unprofitable in the short term.

Opportunities in Implementing the 6P Model

Despite numerous challenges, companies also face significant opportunities in implementing the 6P Model:

Innovation and Reputation: Sustainable marketing can drive innovation and enhance a company's reputation. By adopting sustainable marketing practices, companies can protect themselves from risks, reduce costs, and enhance their image among consumers.

Companies that implement sustainable marketing can benefit both the environment and their financial well-being. Previously, companies could meet the needs of many customers simply by offering low prices and high-quality products. However, as public concern about the environment and other social issues grows, so does the desire to support groups that align with their beliefs. Many investors are now interested in supporting businesses that implement sustainable methods, as these businesses often produce strong market outcomes and demonstrate resilience during economic crises. Furthermore, these companies are more likely to comply with social and environmental laws. Some companies are using sustainable marketing to achieve success in today's increasingly ethical and environmentally friendly marketplace. To implement sustainable marketing, organizations must establish sustainability programs, which in turn can increase employee engagement, encourage regulatory compliance, increase revenue, and build brand loyalty[23].

Competitive Advantage: Companies that successfully integrate sustainability into their marketing strategies can gain a competitive advantage in the marketplace. This can help them attract more environmentally and socially conscious consumers and increase customer loyalty.

The research findings indicate that in addition to environmental and social value for money (economic), Other factors also play a crucial role in sustainable marketing practices. A well-thought-out and viable marketing strategy focused on a sustainable future provides a competitive advantage and growth opportunities for an organization. An understanding of emerging market developments is used to formulate a framework for sustainable marketing practices[24].

Companies have a responsibility towards the environment. This study aims to analyze the relationship between sustainable marketing and business actions. The methodology used is a conceptual analysis of various aspects of the environment, sustainable marketing, and its efforts. The principles of sustainable marketing relate to consumer-oriented marketing, marketing that emphasizes customer value, innovative marketing, mission-focused marketing, and social marketing. The responsibility of companies in promoting sustainable marketing and the initiatives taken to support it are also discussed. This discussion is expected to raise awareness among businesses and managers in practice about their responsibilities not only to customers but also to the general public. This understanding will enable companies to protect the environment while generating revenue and profits, and achieving long-term business excellence[25].

Collaboration and Commitment: Collaboration with various stakeholders, including governments, nonprofits, and consumers, can help companies address challenges and capitalize on opportunities in sustainable marketing. Sustainable commitment from all levels of the organization is crucial to achieving poverty goals.

Green marketing is a strategy that prioritizes environmental sustainability as its core value proposition, aiming to reduce negative environmental impacts and encourage sustainable product and service choices. This strategy encompasses various methods and approaches to educate consumers and motivate them to make environmentally friendly choices. However, challenges such as greenwashing, legal barriers, and consumer mistrust persist. To overcome these challenges, companies need to collaborate with stakeholders, align standards, increase transparency, and offer benefits for environmentally friendly processes. Green marketing can improve market competitiveness and brand quality by reducing the impact of climate change and protecting resources. Green marketing can change consumer mindsets and

actions, and encourage a healthier and more environmentally friendly future. Collaboration between businesses, governments, non-profit organizations, and ecological consumers is crucial for achieving prosperity. Green marketing serves as an agent of change, building a culture of environmental commitment and responsible consumerism[26].

Many people see a weak link between marketing and sustainable development, even considering them incompatible fields. However, marketing is in a very strong position to drive transformation at the production level and guide consumers towards responsible behavior. Since its inception, marketing has been positioned as the pillar of the relationship between companies and their customers, with the goal of achieving well-being as the foundation of the discipline. In a context marked by crisis and much skepticism, marketing today must, more than ever, demonstrate that it acts in good faith. This book offers practitioners, public authorities, professors, and students illustrations that demonstrate that the dissemination of sustainable practices is indeed a marketing issue. It argues that it is crucial not only to address the gap between marketing and sustainability concepts but also to use marketing tools and frameworks to support sustainable development and strengthen green markets.[27].

## CONCLUSION

The importance of integrating the desire principle into marketing strategies is emphasized by utilizing the 6P model (Prosperity, Partnership, Power, Planet, Peace, People). This model offers a holistic approach that enables organizations not only to achieve business objectives but also to fulfill their social responsibilities. While challenges such as the complexity of partnerships and the need to shift traditional mindsets exist, the opportunities to create positive impact through multi-stakeholder collaboration are significant. By focusing efforts on desire, organizations can build stronger brands, increase consumer loyalty, and contribute to the achievement of the Sustainable Development Goals (SDGs). Therefore, implementing the 6P model can be a key driver in sustainable and impactful marketing transformation.

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