

Sustainable Marketing in Emerging Markets: How to Market Sustainable Products in Emerging Markets

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Abstract

This book chapter examined sustainable marketing orientation in developing countries focusing on how companies can navigate cultural regulatory differences with sustainable products and services. The chapter explored the sustainable marketing concept, driving factors for sustainable marketing in emerging markets, sustainable marketing mix strategies in developing countries, and showed how companies can navigate cultural and regulatory differences. Using the PRISMA approach, researchers reviewed peer-reviewed articles mainly from three databases, namely Scopus, Web of Science, and Google Scholar. Findings indicated that both external and internal factors account for sustainability orientation in developing countries. Furthermore, results indicated that most developing countries have weak sustainability regulatory frameworks. The chapter recommends national governments to enact laws that promote sustainable marketing.