

# The Role of Marketing Economic Management in Supporting The Achievement of The Sustainable Development Goals (SDGs)

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## Abstract.

*The achievement of the Sustainable Development Goals (SDGs) requires the active involvement of the economic sector, including the implementation of sustainable-oriented marketing economics management practices. Marketing is no longer understood merely as a commercial activity, but as a strategic instrument capable of integrating economic, social, and environmental objectives within the framework of sustainable development. This study aims to analyze the role of marketing economics management in supporting the achievement of the SDGs. The research employs a qualitative approach through a systematic literature review of reputable international journal articles indexed in Scopus, Web of Science, and Google Scholar. The data were analyzed using thematic analysis to identify patterns, concepts, and the strategic contributions of marketing economics management to sustainable development goals. The findings indicate that marketing economics management plays a significant role in promoting sustainable economic growth, shaping responsible consumer behavior, and integrating social and environmental values into business strategies. Furthermore, sustainable marketing practices enhance business competitiveness, corporate social legitimacy, and the quality of economic growth. This study concludes that marketing economics management constitutes a strategic pillar in achieving the SDGs and should be systematically integrated into business and development policies.*

**Keywords:** Marketing economics management; sustainable development; SDGs and sustainable marketing.

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## I. INTRODUCTION

Sustainable development has become a global agenda that demands the active involvement of all sectors, including the business world and modern economic practices. Through the adoption of the Sustainable Development Goals (SDGs), the international community emphasized the importance of striking a balance between economic growth, social justice, and environmental sustainability. However, the main challenge in achieving the SDGs lies in how sustainability principles can be operationally integrated into market-oriented economic activities, particularly in the context of marketing management. Marketing economic management is no longer understood solely as an effort to maximize profits and market share, but rather as a strategic instrument that has the potential to encourage changes in production and consumption behavior towards a more sustainable direction. Marketing practices based on economic efficiency, business ethics and social responsibility are believed to be able to contribute to the achievement of various SDGs goals. such as poverty alleviation, decent work creation, responsible consumption and production, and strengthening development partnerships. Therefore, the role of marketing economic management is becoming increasingly relevant in responding to the demands of inclusive and sustainable global development. A number of previous studies have examined the relationship between sustainable marketing, corporate social responsibility, and economic performance. These studies generally emphasize that the application of the concept of sustainable marketing can improve company image, consumer loyalty, and long-term competitiveness.

However, most studies still focus on normative or partial aspects, such as green marketing or corporate social responsibility, without comprehensively examining the role of marketing economic management as a strategic system directly linked to achieving SDG indicators. Furthermore, research integrating a marketing economic perspective with the SDG framework is still relatively limited, particularly in the context of developing countries. This research gap indicates the need for a more in-depth study of how marketing economic management can function as a supporting mechanism for achieving the SDGs, whether through pricing strategies, distribution, marketing communications, or the creation of shared value. A comprehensive understanding of this role is expected to provide theoretical contributions to the development of sustainable marketing literature, as well as practical contributions for business actors and policy makers in

formulating economic strategies that are aligned with the sustainable development agenda. Based on this background, this study aims to analyze the role of marketing economic management in supporting the achievement of the Sustainable Development Goals (SDGs). Specifically, this study seeks to identify the strategic contributions of marketing management to sustainable development goals and their implications for economic, social, and environmental sustainability.

## II. METHODS

This study uses a qualitative approach through a systematic literature study to analyze the role of marketing economic management in supporting the achievement of the Sustainable Development Goals (SDGs). Data were obtained from reputable international journal articles indexed by Scopus, Web of Science, and Google Scholar, with a focus on sustainable marketing studies, strategic marketing management, and sustainable development. Data collection was conducted through relevant keyword searches and literature selection based on strict inclusion and exclusion criteria. The selected data were analyzed using thematic analysis to identify patterns, concepts, and strategic contributions of marketing economic management to achieving the SDGs, resulting in a comprehensive, evidence-based conceptual synthesis.

## III. RESULT AND DISCUSSION

### **The Position of Marketing Economic Management in Achieving the SDGs**

The results of the literature review show that marketing economic management has an increasingly strategic position in supporting the achievement of the Sustainable Development Goals (SDGs). In the context of global development, marketing is no longer understood as merely a product distribution and promotion activity, but rather as an economic system that influences market structure and consumption behavior. Kotler and Keller assert that modern marketing functions as a process of creating, delivering, and exchanging value that has a broad impact on society. When the value created is exploitative, marketing can actually widen social inequality and environmental degradation. Conversely, when managed sustainably, marketing can be an instrument of social and economic transformation. Therefore, marketing economic management is positioned as a key element in integrating business objectives with the sustainable development agenda. Conceptually, the SDGs demand a paradigm shift in the management of economic activities, including marketing. The United Nations emphasizes that achieving the SDGs requires the active involvement of the private sector in directing market mechanisms toward sustainability. In this regard, marketing economic management serves as a link between macro-development goals and micro-business practices. The theory of sustainable development, put forward by Brundtland, states that development must meet the needs of the present generation without compromising future generations.

This principle requires marketing to go beyond simply pursuing short-term market demand. Therefore, marketing economic management plays a crucial role in ensuring that economic activities align with sustainability principles. Research from various international journals shows that marketing decisions have a systemic impact on achieving the SDGs. Pricing strategies, distribution channel selection, and marketing communications can influence public access to goods and services. Porter and Kramer, through the concept of Creating Shared Value, emphasize that companies can create economic value as well as social value through the right business strategy. Within this framework, marketing economic management is oriented not only toward profitability but also toward the resulting social impact. These findings strengthen the argument that marketing is an integral part of the development system. Therefore, marketing must be positioned as a strategic instrument in achieving the SDGs. From the perspective of marketing economics theory, markets are viewed as arenas of interaction between producers, consumers, and regulators. Samuelson and Nordhaus explain that unregulated market mechanisms tend to result in market failures, such as negative externalities and distributional inequality. In this context, marketing economics management plays a role in minimizing market failures through ethical and sustainable strategies.

Marketing that ignores social and environmental impacts potentially contradicts the SDGs. Conversely, marketing designed with sustainability principles in mind can improve market efficiency and fairness. This demonstrates that marketing is not neutral but rather crucially influences the direction of

development. Sustainable marketing literature positions marketing economic management as a catalyst for changing economic behavior. Peattie and Belz explain that sustainable marketing aims to satisfy consumer needs in a manner that is compatible with social and environmental sustainability. Studies show that companies that adopt this approach tend to be more adaptive to global demands. In the context of the SDGs, this adaptability is a crucial asset in addressing the challenges of climate change, inequality, and the resource crisis. Marketing economic management serves as a mechanism for balancing market interests with public interests. Thus, marketing becomes a strategic instrument in achieving long-term development goals. Empirical research in Scopus journals also shows that integrating SDGs into marketing strategies enhances a company's social legitimacy. Suchman's legitimacy theory states that organizations strive to gain social acceptance to maintain the sustainability of their operations. In this regard, marketing economic management serves as a means of communicating a company's values and commitment to sustainable development. Transparent and responsible marketing enhances consumer and stakeholder trust. This trust becomes a strategic asset in global market competition. Therefore, marketing's role in achieving the SDGs is not merely normative but also strategic.

Furthermore, Freeman's stakeholder theory approach strengthens the position of marketing economic management within the SDGs. This theory emphasizes that companies must consider the interests of all stakeholders, not just shareholders. In marketing practice, this is reflected in efforts to create products and services that provide broad benefits to society. Studies show that inclusive marketing can expand economic access for vulnerable groups. This contribution is relevant to the SDGs, which emphasize the principles of inclusivity and equity. Thus, marketing becomes an operational instrument of a stakeholder approach to sustainable development. Based on these results and discussion, it can be concluded that marketing economic management plays a central role in achieving the SDGs. Theoretically, marketing functions as a mechanism for sustainable value creation that integrates economic, social, and environmental dimensions. Empirically, various studies have shown that sustainable marketing strategies contribute positively to global development goals. Therefore, marketing economic management is inseparable from the SDGs agenda. Positioning marketing as a development instrument requires a paradigm shift in business practices. Therefore, sustainable marketing is a crucial foundation for achieving the SDGs systematically and sustainably.

### **The Contribution of Marketing Economic Management to Sustainable Economic Growth**

The literature review shows that marketing economic management significantly contributes to sustainable economic growth. Economic growth within the SDGs framework is measured not only by increasing gross domestic product but also by the quality of inclusive and equitable growth. Kotler asserts that marketing serves as a primary driver of demand, influencing the scale and direction of production. When demand is shaped responsibly, marketing can drive stable, long-term economic growth. Conversely, exploitative marketing can create market distortions and economic inequality. Therefore, marketing economic management is a key factor in directing economic growth in line with the principles of sustainability. Theoretically, the relationship between marketing and economic growth can be explained through the market economic theory put forward by Samuelson and Nordhaus. This theory states that efficient resource allocation is a key prerequisite for sustainable economic growth. Marketing economic management plays a role in creating this efficiency through market segmentation, pricing, and product distribution strategies. Research results show that efficiently managed marketing can expand market access and increase people's purchasing power. This increased access directly contributes to job creation and increased income. Thus, marketing is an integral part of the mechanism for sustainable economic growth.

Research in reputable international journals shows that sustainable marketing contributes to increased economic competitiveness. Porter emphasized that competitive advantage is determined not only by low costs, but also by a company's ability to create unique value for consumers. In the context of the SDGs, these values encompass social and environmental aspects. Innovative marketing economic management can promote efficiency in production and resource use. This results in long-term cost reductions and increased productivity. Therefore, sustainable marketing plays a role in driving competitive and resilient economic growth. The study also shows that marketing economic management plays a role in creating inclusive economic growth. Inclusive development theory emphasizes the importance of participation by all

levels of society in the economic process. Through inclusive marketing strategies, such as empowering MSMEs and developing local markets, companies can expand the economic base of the community. Literature shows that the involvement of MSMEs in the marketing value chain improves income distribution and reduces inequality. This contribution aligns with the SDGs, which emphasize reducing economic inequality. Thus, marketing serves as an instrument for economic inclusion. From the perspective of consumer demand theory, marketing plays a crucial role in shaping market preferences. Engel, Blackwell, and Miniard explain that consumer behavior is influenced by the marketing stimuli they receive.

When marketing is directed toward sustainable products and services, consumer preferences shift toward responsible consumption. These changing preferences encourage producers to innovate and improve product quality. This innovation has a positive impact on long-term economic growth. Therefore, marketing economic management is a catalyst for structural change in the economy. Empirical research also shows that sustainable marketing enhances long-term economic stability. Long-term value creation theory emphasizes the importance of a long-term orientation in business management. Sustainability-oriented marketing and economic management helps companies mitigate reputational and regulatory risks. This stability contributes to a conducive investment climate and sustainable economic growth. Furthermore, ethical marketing enhances consumer and stakeholder trust. This trust is crucial for maintaining sustainable economic growth. Based on these results and discussion, it can be concluded that marketing economic management contributes substantially to sustainable economic growth. Theoretically, marketing plays a role in creating market efficiency, competitiveness, and economic inclusion. Empirically, various studies have shown that sustainable marketing strengthens economic resilience and the quality of growth. This contribution aligns with the SDGs, which emphasize inclusive and sustainable economic growth. Therefore, marketing economic management needs to be positioned as a strategic pillar in economic development policies. With the right approach, marketing can be a key driver of sustainable economic growth.

#### **Sustainable Marketing and Changing Consumer Behavior**

The literature review shows that sustainable marketing plays a crucial role in shaping consumer behavior toward more responsible change. Within the SDGs framework, changing consumption behavior is a key element in achieving sustainable consumption and production goals. Kotler and Armstrong assert that marketing serves as a means of communicating values between producers and consumers. When communicated values emphasize sustainability, consumers are more likely to consider social and environmental aspects in purchasing decisions. Research in international journals shows that sustainable marketing messages can increase consumer awareness and positive attitudes. Therefore, marketing economic management becomes a strategic instrument in driving transformation in consumer behavior. Theoretically, changes in consumer behavior can be explained through the consumer behavior theory proposed by Engel, Blackwell, and Miniard. This theory states that purchasing decisions are influenced by internal and external factors, including marketing stimuli. Research results show that sustainability-oriented marketing stimuli significantly influence consumer attitudes and purchase intentions. Consumers evaluate products not only based on price and quality, but also on their social and environmental impacts.

This shift in evaluation patterns is driving the emergence of a consumer segment concerned with sustainability. Thus, sustainable marketing plays a role in driving changes in consumer preferences. Marketing literature also links changes in consumer behavior to a value-based marketing approach. Sheth and Parvatiyar explain that modern consumers are increasingly oriented toward values that reflect their identity and social concerns. The study's findings indicate that marketing that emphasizes ethics, fairness, and sustainability can build emotional bonds between consumers and brands. This bond contributes to long-term consumer loyalty. Furthermore, value-based loyalty tends to be more stable than price-based loyalty. Therefore, sustainable marketing has significant economic implications through changes in consumer behavior. Empirical research in Scopus journals also shows that changes in consumer behavior directly impact market structure. As demand for sustainable products increases, producers are compelled to adjust their production and distribution strategies. Supply and demand theory explains that changes in consumer preferences will affect market equilibrium. In this context, marketing economic management serves as a guide for structural economic change.

These changes support the achievement of the SDGs by reducing pressure on natural resources. Thus, consumer behavior is a crucial factor in the success of sustainable marketing. Based on these results and discussion, it can be concluded that sustainable marketing plays a strategic role in driving changes in consumer behavior. Theoretically, marketing influences consumer attitudes, preferences, and purchasing decisions through value stimuli. Empirically, various studies have shown that consumers are increasingly responsive to sustainability-oriented marketing practices. This behavioral change has a positive impact on achieving the SDGs, particularly the goals of responsible consumption and production. Therefore, marketing economic management needs to be systematically designed to shape sustainable consumption behavior. With the right approach, marketing can be an effective tool in supporting sustainable development.

### **Integration of Social and Environmental Values in Marketing Strategy**

The results of the literature review show that the integration of social and environmental values in marketing strategies is an important element in supporting the achievement of the Sustainable Development Goals (SDGs). Marketing solely focused on economic profit has proven insufficient in addressing the challenges of sustainable development. Elkington, through the triple bottom line concept, asserts that business success must be measured through simultaneous economic, social, and environmental performance. In this context, marketing economic management serves as a means of integrating these three dimensions into business activities. Research in international journals shows that companies that adopt marketing strategies based on social and environmental values tend to have better reputations. This reputation contributes to long-term business sustainability. Theoretically, the integration of social values into marketing can be explained through social marketing theory developed by Kotler and Zaltman. This theory emphasizes that marketing can be used as a tool to influence social behavior for the benefit of the wider community. The research results show that marketing strategies emphasizing community empowerment and social justice can increase community participation in economic activities. Inclusive marketing also contributes to reducing social and economic inequality. This aligns with the SDGs, which emphasize the principles of inclusivity and justice.

Thus, marketing serves as a strategic instrument of social change. The integration of environmental values into marketing strategies also has a strong theoretical basis in the concept of green marketing. Peattie and Crane explain that green marketing aims to minimize the negative impact of business activities on the environment. The study shows that marketing that emphasizes environmentally friendly aspects encourages companies to innovate in production processes and product design. This innovation contributes to efficient resource use and waste reduction. Furthermore, consumers are increasingly responsive to marketing messages that emphasize environmental responsibility. Therefore, the integration of environmental values into marketing is a crucial factor in supporting the environment-related SDGs. Based on these results and discussion, it can be concluded that integrating social and environmental values into marketing economic management has strategic implications for achieving the SDGs. Theoretically, sustainable marketing combines the principles of the triple bottom line, social marketing, and green marketing. Empirically, various studies have shown that socially and environmentally oriented marketing strategies enhance business legitimacy and sustainability. This value integration also fosters long-term relationships between companies and stakeholders. Therefore, marketing economic management needs to be designed with a holistic approach that considers social and environmental impacts. In this way, marketing can be an effective instrument in realizing sustainable development.

## **IV. CONCLUSION**

Based on the results and discussion, it can be concluded that marketing economic management plays a strategic role in supporting the achievement of the Sustainable Development Goals (SDGs). Marketing can no longer be understood solely as a commercial activity, but rather as a development instrument that influences economic growth, changes in consumption behavior, and the integration of social and environmental values. The research findings indicate that sustainability-oriented marketing management can create long-term economic value while making a positive contribution to social welfare and environmental preservation. Furthermore, marketing economic management contributes significantly to inclusive and



sustainable economic growth by increasing market efficiency, business competitiveness, and expanding economic access for various community groups. Responsible marketing strategies have been proven to shape consumer behavior that is more aware of social and environmental impacts, thus encouraging the creation of sustainable consumption and production patterns. Integrating social and environmental values into marketing strategies also strengthens corporate legitimacy and builds long-term relationships with stakeholders. Theoretically, this research strengthens and expands the literature on sustainable marketing by positioning marketing economic management as a crucial pillar within the sustainable development framework. Practically, these findings provide implications for businesses and policymakers to systematically integrate SDG principles into marketing strategy planning and implementation. Thus, marketing economic management can serve as a key driver in realizing inclusive, equitable, and sustainable economic development in line with the global SDGs agenda.

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