FINAL THESIS REPORT:

"USE OF SUSTAINABLE ACTIVITIES AS A MARKETING TOOL IN PAKISTAN"

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ABSTRACT

Use of sustainable activities as a marketing tool or sustainable marketing is gaining massive importance day by day. Globalization that has resulted in increased competition and rising level of awareness has made it mandatory for organizations to integrate sustainable practices within its processes as well as advertise them effectively to the end users. This dissertation is aimed at specifically evaluation the effectiveness of use of sustainable practices as a marketing tool in Pakistan.

Theoretical framework is formulated that incorporates sustainable practices as an independent variable that if communicated effectively can alter consumer's perception of the brand as well as their purchase behaviors. Sustainable marketing is further categorized under three main headings that are green marketing, social marketing and corporate social responsibility. According to pre established researches, sustainable marketing can have a direct positive impact on the brand equity. A quantitative research approach was taken in which questionnaire was formulated and targeted at Unilever that is considered the case for this thesis. After thorough analysis, it was concluded that although sustainable marketing is a source of enhancing brand image but the scenario is complicated in countries like Pakistan that are under developed and lacks far behind even in the provision of basic human necessities.

Furthermore it was recommended that in order to use sustainable practices effectively in countries like Pakistan, organizations firstly need to identify the requirements of the locality, secondly they need to educate their target market regarding the significance of their initiatives and lastly the need to identify a balance between too much and too little communication regarding their sustainable activities.

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