CZU: 658.8:005.511:502.131.1 **https://doi.org/10.59295/mpdnwe2024.20**

SUSTAINABLE MARKETING STRATEGIES AS A KEY BUSINESS TOOL

GOLOVATAIA Ludmila
Moldova State University, Chisinau, Republic of Moldova
ludmila.golovataia@usm.md
ORCID iD: 0000-0002-1616-3723
Farida Nemiri YAICI
Bejaia University, Algeria
farida_nemiri@yahoo.fr

Purpose of the article: The purpose of this article is to explore how sustainable marketing strategies can serve as a critical tool for businesses to address global challenges and contribute to the achievement of long-term sustainability goals. It highlights the growing recognition among companies that investing in social and environmental improvements enhances both reputation and profitability.

Methodology: The article uses a theoretical analysis of current business practices related to sustainable marketing, focusing on the relationship between company strategies, consumer expectations, and the practical challenges of implementing sustainability in production processes.

Conclusions: The article concludes that while sustainable marketing is essential, it must be integrated into a comprehensive company-wide strategy to be effective. A disconnect often exists between consumer demands and the feasibility of businesses meeting those expectations, particularly in terms of cost and time. Companies that successfully align their marketing efforts with broader sustainability goals can achieve long-term profitability and societal benefits.

Originality: The article offers a fresh perspective on the role of sustainable marketing within the broader context of business strategy, emphasizing the need for a holistic approach rather than isolated marketing efforts. It contributes to the ongoing discussion on how businesses can balance consumer demands with the practical realities of sustainability.

Key words: sustainable marketing, business strategy, consumer demands, social responsibility, environmental sustainability.

Introduction

Sustainable marketing is an approach to promoting products and services that takes into account not only the economic benefits to the company, but also the long-term environmental and social impacts on society and the planet (Kotler & Armstrong, 2021). It is based on the idea that business should not only seek to make a profit, but also actively work to reduce its negative impact on the environment and improve people's quality of life(Peattie & Belz, 2010).

Its goal is to create value that supports the development of society, cares for the environment and meets customer expectations, becoming an integrated part of the company's strategy (Martin & Schouten, 2012). Unlike traditional marketing, which often focuses on immediate customer satisfaction, sustainable marketing aims to build long-term relationships with customers by developing their loyalty and trust (Kotler & Armstrong, 2021).

Therefore, the essence of sustainable marketing is to change the way business is done, making it more transparent and responsible to all stakeholders – from customers and employees to local communities and future generations (Ottman, 2011). This involves using sustainable materials, supporting fair trade, reducing carbon footprints and promoting responsible consumption. In addition, sustainable marketing takes into account current global challenges such as climate change, pollution, diminishing natural resources, and social issues such as inequality and unfair employment (Dangelico &

Vocalelli, 2017). Companies that practice sustainable marketing must incorporate these aspects into their operations, for example, through the development of products that are recyclable, the use of packaging that has minimal impact on nature, and the implementation of waste management systems (Martin & Schouten, 2012).

For businesses, sustainable marketing represents a significant competitive advantage. Consumers increasingly favor companies that care about the environment and act in a sustainable manner. With increasing public awareness of global environmental and social issues, it will be difficult for companies that ignore this trend to remain relevant. At the same time, by adopting a sustainable approach, companies can enhance their reputation, build strong customer relationships and ensure their future success (Peattie & Belz, 2010). Therefore, sustainable marketing is not just a tool to increase sales, but an important element of the social and environmental responsibility of business, designed to improve the quality of life of present and future generations, while maintaining economic stability and growth. It is becoming an integral practice in the business world of the 21st century.

Materials and methods

This study utilizes a mixed method approach combining qualitative and quantitative approaches to explore how sustainable marketing strategies influence consumer perceptions and business performance. The study began with an review on the fundamentals of sustainable marketing, consumer behavior related to sustainability, and the effectiveness of sustainable practices in marketing. Academic journals, industry reports on sustainability were reviewed to identify the key concepts, key indicators and trends that define the current landscape of sustainable marketing. The results of the literature review helped shape the theoretical framework of the study and guided the development of subsequent data collection instruments.

Today's companies understand that success is no longer measured by financial performance alone: consumers and investors increasingly expect businesses to make a positive contribution to society and minimize their environmental impact. This global shift in business perception is leading to the integration of sustainable marketing as a key element in the strategy of companies seeking long-term success and a positive reputation (Kotler et al., 2019).

Integrating sustainable marketing into a company's strategy is a complex and step-by-step process that requires a deep understanding of sustainability, a review of existing business processes, and ongoing monitoring of results. Companies wishing to integrate sustainable marketing should view it not as an additional element, but as the foundation of their strategy. This means that the approach to marketing and business management changes at the level of principles, culture, production and stakeholder engagement (Kotler & Armstrong, 2021). First of all, a company needs to define its position on sustainability, which involves rethinking corporate values and goals in the light of environmental and social impacts. When embarking on this step, the company needs to recognize which specific aspects of sustainability are important to it and its audience (Dangelico & Vocalelli, 2017). For example, a company may choose to focus on the key areas of reducing its carbon footprint. This is a critical goal for almost all business sectors, but is particularly relevant to the metals, chemicals, automotive and construction industries. These industries traditionally have high levels of CO and other pollutants, so shifting to greener production methods, such as using renewable energy and improving energy efficiency, helps reduce their negative impact on the environment (Ottman, 2011). Switching from coal and gas-fired power plants to solar, wind and hydroelectric power plants reduces dependence on fossil fuels and reduces greenhouse gas emissions.

Minimizing waste in production helps reduce industrial waste, which is difficult to recycle and often pollutes the environment. The introduction of closed-loop technologies, where waste is recycled into new products, is a significant step towards sustainable development (Dangelico & Vocalelli, 2017).

It is this approach that helps to lay the foundation for the formation of a mission and values that will be translated into external communications and influence internal processes. In addition to defining their sustainability position – rethinking corporate values and goals – companies are reconsidering their product lines and their approach to product development. Companies are reassessing their choice of materials, seeking to use recyclable and environmentally friendly resources. This may also include avoiding harmful chemicals, using recyclable packaging, and developing products that are designed to last (Ottman, 2011). In the supply chain, companies should seek to work with suppliers who share similar sustainability principles and optimize transportation and logistics to reduce carbon emissions.

Equally important, and perhaps the most important aspect in effectively integrating sustainable marketing into a company's overall strategy, is the shared vision of all employees and agreeing to embrace the corporate culture so that all employees understand and support its principles (Kotler et al., 2019). This requires consistent and hard work by providing training to all levels of employees. Training employees on aspects of sustainability will help them realize the importance of environmental and social responsibility and better understand the company's role in these processes. It helps build commitment to new goals and fosters innovative ideas for improving the business within a sustainable approach.

In doing so, it is transforming the approach to advertising and promotion. Companies are seeking greater transparency in their communications, providing consumers with detailed information about how products are made, what materials are used and their environmental impact. For example, we are increasingly seeing many brands include details on packaging and advertising campaigns about the origin of ingredients or the characteristics of recyclable packaging (Kotler et al., 2019). Such companies build honest relationships with customers, motivate them to choose conscious consumption and inform them about how consumers can help reduce their ecological footprint. In this way, ideas and education of consumers, not just business employees, are prioritized (Dangelico & Vocalelli, 2017).

But the influence of companies practicing sustainable marketing is not limited to these categories of stakeholders. Companies actively interact with suppliers, partners, local communities, etc. These companies can provide platforms for sharing knowledge and experience, organizing forums and events to discuss sustainability issues. Such companies can provide their platforms for sharing knowledge and experience, organize forums and events to discuss sustainability issues. This helps to build their reputation as responsible businesses and find new points of growth.

Finally, monitoring is a mandatory component of any business strategy, and for companies seeking to remain competitive and achieve specific goals, it is vital. To monitor, companies are developing various ways to monitor. These include metrics to assess the effectiveness of implemented measures, and the publication of sustainability reports that include data on environmental, social and governance performance (ESG reports) (Epstein & Buhovac, 2014). All of these actions help not only to track progress, but also to demonstrate to consumers and investors their achievements and commitment to sustainability.

Because integrating sustainable marketing into the overall strategy of today's businesses is a process that requires flexibility and a willingness to adapt, companies are constantly monitoring new technologies and innovative approaches that can improve the sustainability and social responsibility of business. They are investing in research and development to find more sustainable ways to produce and deliver. For example, the use of digital technologies such as data analytics and artificial intelligence helps companies optimize supply chains and forecast needs, reducing waste and resources. Integration requires time, resources, and the commitment of employees to do business in a new way. For them, sustainability is not just a fashion trend, but a strategic necessity, because this fundamental approach offers significant opportunities to enhance a company's reputation, improve customer relationships, and maintain a competitive advantage in the face of growing demand for responsible consumption (Kotler & Armstrong, 2021). It means changing both the internal and external culture of the business, giving value not only to

the final product but also to the entire process of creating it. This includes collaboration with responsible suppliers, efficient use of resources and respect for employee rights. This approach enables businesses to strengthen their market position, increase efficiency and ensure stakeholder loyalty (Dangelico & Vocalelli, 2017). Today's companies are beginning to realize that investing in social and environmental improvements is not'just a moral obligation or a means to improve their image, but a strategic move that enhances their long-term profitability. The relationship between sustainable practices and financial performance transforms firms' investments from costs into assets that can create value over many years. In the face of global challenges such as climate change, resource depletion and increasing social instability, businesses are being forced to find new ways to maintain competitiveness and meet the expectations of an increasingly aware society. Investments aimed at improving environmental conditions have a direct impact on reducing costs in the long term. For example, utilizing renewable energy sources, improving the energy efficiency of production processes and reducing waste help companies reduce costs. In addition, by reducing dependence on resources with a high carbon footprint, companies insure themselves against possible future economic risks associated with the imposition of stringent environmental regulations and taxes. As a result, companies that strive for green standards not only comply with legislation, but also create a competitive advantage by improving operational efficiency and risk resilience (Porter & Kramer, 2011).

Improved social conditions have a profound effect on employee productivity and engagement, which in turn has a positive impact on financial results. The employees are more motivated and committed to a company that cares about their well-being, offers decent working conditions, etc.. Companies that focus on improving the social climate internally and externally gain access to a more qualified and motivated workforce, and enhance their reputation among potential employees (Kotler et al., 2019). As a result, they reduce staff turnover, which leads to savings on training and adaptation of new employees.

In addition, companies that invest in socially important projects, such as community improvements, infrastructure and education, build strong ties with the community, which helps strengthen their position in the marketplace. Supporting local communities not only helps improve a company's image, but also helps build a loyal customer base that favours the products and services of those who invest in the development of the surrounding area (Kotler & Armstrong, 2021). In a highly competitive environment, a reputation for social responsibility becomes a significant factor in the choice of consumers and partners, which stimulates the growth of the company's revenues. And companies that demonstrate sustainable development and a responsible approach to society and the environment have a better chance of attracting investment and access to financial resources. Today, investors are increasingly paying attention to environmental, social and governance (ESG) factors when making decisions. And sustainable business is becoming a more attractive investment target, providing itself with stability in the long term (Dangelico & Vocalelli, 2017).

However, it can be seen that there is a gap between companies' sustainable marketing efforts and consumer demands. This gap is formed due to the mismatch between the expectations and the reality of the costs associated with sustainable initiatives. On the one hand, consumers are increasingly demanding that companies 140ecarbon their environmental impact, avoid the use of non-environmental materials, ensure fair working conditions, supply chain transparency and other sustainability measures. But, as practice shows, fulfilment of these requirements is often associated with serious costs for companies, which sometimes makes such requirements practically impossible to fulfil (Peattie & Belz, 2010). Why is this the case? Firstly, moving to more sustainable practices requires significant investment. For example, using green materials instead of cheap but less sustainable alternatives, adopting technologies that reduce carbon footprints, or improving supply chain transparency can significantly increase the cost of production. SMEs may simply not have the resources to implement these measures, despite high

consumer expectations. Even large companies face difficulties in making such decisions, as the costs of transitioning to sustainability can affect their competitiveness if they lead to significant increases in product prices (Dangelico & Vocalelli, 2017). Second, there is a shortage of infrastructure and suppliers that meet sustainability standards. The global supply chain remains heavily reliant on cheap and often unsustainable production facilities, making it difficult to meet sustainability standards. Companies have to find new suppliers and establish supply chain monitoring and certification, which takes time and resources. In addition, not all regions have the infrastructure to recycle waste or 141ecarbo renewable energy, which limits business opportunities, especially in emerging economies (Porter & Kramer, 2011).

A third reason for the gap between consumer expectations and actual business opportunities lies in conflicting customer preferences. While many people claim to be committed to sustainable consumption, actual purchasing habits are often at odds with these claims. The consumers prefer sustainable brands, but when prices increase or convenience decreases, they easily revert to cheaper and more convenient but less sustainable alternatives. This puts companies in a difficult position as they are forced to either go for higher production costs or risk losing consumers (Luchs et al., 2010).

In addition, sustainable marketing requires significant consumer information and education efforts, which also requires investment. Many consumers, for example, are still not sufficiently informed about the difference between green marketing and real sustainable initiatives, which leads to wrong expectations. Some consumers believe that sustainable products should not cost more, or perceive their high price as a marketing ploy rather than a reflection of the real costs of producing them Peattie & Belz, 2010).

This gap in understanding is exacerbated by a lack of clear standards and regulation, making it difficult for the average consumer to assess the true sustainability of products (Dangelico & Vocalelli, 2017). As a result, companies find themselves in a difficult situation where sustainable marketing claims are perceived as the standard, but consumers are often not prepared to support such initiatives financially. Companies are forced to balance environmental and social commitments, the realities of market competition and uncertain consumer preferences (Dangelico & Vocalelli, 2017).

Bridging the gap between companies' efforts in sustainable marketing and consumer demands requires a comprehensive approach that involves companies themselves, consumers, 141ecarboniz bodies and public organisations. The gap problem often arises from a lack of transparency, a lack of trust in marketing messages and a lack of clear market guidelines. And everyone involved in the process can do their part to 141ecarbon the gap. So companies should focus on making their efforts not only visible but also understandable to consumers. They must reject the superficial approach known as 'greenwashing' (environmental manipulation), where environmental responsibility is proclaimed in words but not backed up by real action (TerraChoice, 2010).

There are more detailed reports on the environmental impact of their products. These are internationally 141ecarboniz reporting standards (e.g. GRI or TCFD) to build consumer confidence. They contain not only successes, but also existing challenges, plans to address them and real progress towards sustainability goals (Epstein & Buhovac, 2014).

To help consumers realise why eco-friendly products may cost more and build their trust in the brand companies can run educational campaigns for customers to help them understand exactly how their manufacturing processes or supply chain impacts the environment.

This is where an effective tool – the Sustainable Marketing Strategy Impact Assessment Framework – can be used to assess the impact of sustainable marketing strategies on consumer perceptions and business performance. This tool allows companies to systematically analyse how much their sustainable marketing practices are influencing their target audience's perception of the brand and what results they are delivering from a business perspective. This process involves several key aspects: consumer perception, behaviour change, business performance and feedback. A sustainable marketing

impact assessment framework helps companies not only to evaluate the success of their strategies, but also to identify aspects that need improvement. As a result, a company can adapt its strategies to changing consumer preferences, improve communication and increase brand trust (Dangelico & Vocalelli, 2017).

For their part, consumers can support companies' efforts to stimulate real demand for green products through an informed approach to consumption, understanding which actions really help reduce carbon footprints and 142ecarbon waste, and which are just appearances.

Yet government regulators play the most significant role in bridging the gap between companies' sustainable efforts and consumer expectations. They can set mandatory standards for environmental and social reporting, allowing companies to avoid incorrect information and use uniform standards to demonstrate their achievements. Laws and regulations can require companies to provide accurate data on the carbon footprint of products, the use of recycled materials and labour conditions (Porter & Kramer, 2011). Also, government agencies can introduce certification programmes, such as mandatory eco-labels, so that consumers can easily identify products that meet certain sustainable standards.

Thus, bridging the gap between companies' sustainable initiatives and consumer expectations requires coordinated interaction between all actors.

Companies must have and then provide accurate data, avoiding empty promises; consumers must be aware and support sustainable products; regulators must implement standards and certification; and media must increase knowledge and educate the public (Dangelico & Vocalelli, 2017). Such an integrated approach will help build sustainable market relationships where companies' values are aligned with the expectations of their audiences.

This is why sustainable marketing only makes sense as part of a company-wide strategy, because sustainability is a fundamental approach to business, not just a stand-alone promotional tool (Kotler & Armstrong, 2021). Only then does it become a real driver for change, creating a solid foundation for long-term success, building brand trust and enabling the company to adapt to new market conditions.

If sustainable principles are not built into the core of corporate strategy, such efforts will appear superficial and may even backfire, undermining consumer confidence. Real, sustainable change requires a holistic approach that addresses all aspects of operations, from supply chain management to corporate culture and community relations.

The reality of Moldovan businesses in terms of sustainability shows that interest in this area is only beginning to emerge in the country and many companies are at an early stage of implementing sustainable practices. Here we can list some common characteristics and complexities that form the current picture of sustainability in the Moldovan business sector.

1. For most SMEs in Moldova, sustainable practices are associated with significant financial and operational costs. The local market does not always provide access to sustainable technologies, green materials or green certificates, so Moldovan companies have to import such resources, which increases costs. There are also no stable state support programmes and subsidies for the introduction of environmentally friendly technologies, which makes the transition to sustainability less attractive from an economic point of view (Păduraru et al., 2023).

2. Sustainability has not yet become a priority for many Moldovan consumers and awareness of it remains low. Consumers often favour products with a low price and this affects the demand for sustainable products. Therefore, it is more difficult for companies trying to implement sustainable marketing strategies to justify their investments in sustainability, as the real demand for such products remains limited (World Bank, 2023).

3. For Moldovan export-oriented companies, sustainability becomes an important factor, as many foreign markets have strict requirements for environmental friendliness and social responsibility. For example, the EU has a Carbon Footprint Regulation for products imported from other countries. These companies realise that sustainable practices help meet international standards and improve their

competitiveness abroad. Therefore, sustainability often becomes a strategy for expanding foreign economic relations, even if demand in the local market remains low (European Commission, 2022).

4. Some industries, such as agriculture and winemaking, have begun to adopt eco-friendly practices, as these industries are closely linked to land and natural resources. Wine companies, for example, are already introducing organic farming, minimizing the use of chemicals and protecting biodiversity. These actions allow companies to improve product quality, advertise environmental friendliness and position their products as unique and locally responsible, which attracts tourists and buyers who appreciate natural production methods (Grigore & Popa, 2022).

5. As interest in sustainability is only growing in Moldova, it is beneficial for some companies to create the illusion of sustainable practices in order to attract customers. But such behavior can lead to greenwashing and negative perceptions if consumers discover inconsistencies (TerraChoice, 2010).

6. There are opportunities for companies that are ready to become pioneers in the field of sustainability in Moldova. Companies that are already implementing sustainable practices and that are focused on long-term results can gain consumer trust and strengthen loyalty, especially if they start actively working on educational campaigns, informing the audience about the importance of sustainability. By being the first, they can shape consumer perceptions and set the tone for the entire industry (Păduraru et al., 2023).

As examples, we will cite three companies Purcari Wines, Fautor Winery and Biomarket Moldova. Their sustainability is manifested in various initiatives aimed at environmental, social and economic aspects that correspond to their industry characteristics. Let's see how each of these companies implements the principles of sustainable development:

Purcari Wines is one of the leading wine companies in Moldova that actively applies sustainable practices in viticulture and wine production. The main elements of its sustainability include:

- The company pays attention to organic methods of growing grapes and minimizing the use of chemicals. This helps not only to preserve natural resources, but also to improve the ecological condition of the soil.
- Considering that winemaking requires large volumes of water, Purcari strives to optimize water consumption by introducing modern methods of irrigation and water processing.
- To reduce the carbon footprint, the company uses energy-efficient technologies and equipment in production.
- In marketing campaigns, Purcari focuses on its commitment to environmentally friendly production, which attracts foreign buyers, especially from the EU, where sustainable brands are valued (Purcari, 2023).

Fautor Winery — another major player in the Moldovan wine market, which seeks to integrate sustainable practices into its processes. The main efforts of the company are aimed at:

- active use of organic methods of vineyard care, including natural fertilizers and pest control without chemicals. This allows the company to produce environmentally friendly wine.
- The winery supports biodiversity on its plantations, which allows not only to improve the quality of the soil, but also to create a sustainable ecosystem that supports the health of the vineyards.
- Fautor introduces more environmentally friendly materials for packaging products, which reduces waste and attracts buyers focused on eco-friendly products.
- The company supports the local community by providing jobs and participating in social projects, which strengthens its reputation as a responsible business (Fautor, 2023).

Biomarket Moldova — It is a retailer specializing in the sale of organic and environmentally friendly products. His concept of sustainability is focused on promoting a healthy lifestyle and minimizing environmental impacts. Her main sustainable practices include:

- Biomarket actively cooperates with local farmers, offering products grown without chemical fertilizers and pesticides. This reduces transport emissions and supports the economies of local communities.

- The range includes products that meet international standards of organic certification, which attracts buyers focused on a healthy lifestyle and environmental friendliness.

- The store promotes the principles of waste minimization and uses recyclable packaging, as well as encourages customers to use reusable bags and containers.

- Biomarket conducts information campaigns aimed at raising consumer awareness about the benefits of environmentally friendly and organic products, contributing to the development of a culture of sustainable consumption in Moldova (Biomarket, 2023).

Thus, these companies demonstrate different approaches to sustainability adapted to their industry needs. Purcari Winery and Fautor Winery focus on eco-friendly production methods and the protection of biodiversity in winemaking, while Biomarket Moldova creates a sustainable retail network, supporting local farmers and promoting eco-friendly products. Together, they contribute to the development of sustainable business in Moldova, raise awareness of the importance of sustainability and generate demand for more environmentally friendly goods and services.

Results and discussions

So, sustainable marketing only makes sense as part of a company-wide strategy, because sustainability is a fundamental approach to business, not just a stand-alone promotional tool. Only then does it become a real driver for change, creating a solid foundation for long-term success, building brand trust and enabling the company to adapt to new market conditions.

If sustainable principles are not built into the core of corporate strategy, such efforts will appear superficial and may even backfire, undermining consumer confidence. Real, sustainable change requires a holistic approach that addresses all aspects of operations, from supply chain management to corporate culture and community relations.

Such companies clearly demonstrate that sustainability is not just a fashion trend, but a key strategy that enables a company to adapt to changing market conditions, 144ecarbon negative impacts on the environment and society, and ensure stable growth and profitability in the long term.

Three Moldovan company' analysis highlights the potential benefits of sustainable marketing in a market that is still developing awareness around sustainability. While challenges such as costs and limited consumer knowledge exist, companies that invest in sustainable practices now are likely to benefit from an enhanced brand image, increased customer loyalty, and potential access to broader markets in the future. These companies set a foundation for a more sustainable business landscape in Moldova, serving as examples for other local businesses considering the shift toward sustainable marketing.

Conclusions

The main conclusions on sustainable marketing and its role in business strategy are as follows:

Sustainable Marketing as a Holistic Approach. Modern businesses cannot rely on superficial environmental or social initiatives alone. For sustainable marketing efforts to be truly effective, they must be part of a comprehensive company strategy encompassing all activities—from production to corporate culture and supply chain management.

Building Trust and Loyalty. Consumers are becoming more informed and critical of brands' environmental and social claims. Comprehensive sustainable marketing helps companies earn customer trust by demonstrating genuine, substantial changes, leading to long-term relationships based on respect and trust. Companies that sincerely uphold their sustainability principles gain a competitive advantage.

Economic Sustainability and Risk Reduction. Integrating sustainable practices promotes economic efficiency, cost reduction, and risk minimization. Companies adhering to sustainable principles are better prepared for potential future regulatory requirements and market changes related to sustainability.

Systemic Integration and Employee Engagement. For sustainable marketing to succeed, it is essential to engage all employees and departments. Sustainability should become a corporate culture and a value shared by everyone in the company. This approach fosters systemic development and encourages employees to actively participate in the company's sustainability initiatives.

The Role of Sustainable Marketing in Market Adaptation and Leadership. Sustainable marketing not only helps companies respond to current challenges but also enables them to shape the market actively by setting sustainability standards and influencing consumer expectations. Through sustainable marketing, companies can establish leadership positions within their industry and strengthen their long-term market standing.

Sustainability in Moldovan Business. Moldovan businesses are at the early stages of adopting sustainability. There are challenges, such as limited financial support and low consumer awareness, yet there are also opportunities for growth and strengthened market positioning. Currently, sustainability in Moldova is more often seen as an added strategy for export and image enhancement than as an essential practice. However, with rising international standards and changing consumer preferences, the outlook for sustainable business in Moldova may improve.

References

1. Biomarket. (2023). Sustainable Retail Practices in Moldova. Retrieved from [Biomarket Moldova website](https://biomarket.md) (accessed on 10 January 2024).

2. Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. Journal of Cleaner Production, 165, 1263–1279.

3. Epstein, M. J., & Buhovac, A. R. (2014). Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts (2nd ed.). Berrett-Koehler Publishers.

4. European Commission. (2022). The EU Green Deal and Carbon Border Adjustment Mechanism. Retrieved from [European Commission website](https://ec.europa.eu) (accessed on 10 January 2024).

5. Fautor. (2023). Sustainability and Community Impact Report. Retrieved from [Fautor Winery website](https://fautor.md) (accessed on 10 January 2024).

6. Grigore, M., & Popa, S. (2022). Sustainable Practices in Moldova's Agricultural Sector. Moldova Journal of Business and Economics, 15(2), 101-118.

7. Kotler, P., & Armstrong, G. (2021). Principles of Marketing (18th ed.). Pearson.

8. Kotler, P., Hoon, A., & Lee, N. R. (2019). Social Marketing: Changing Behaviors for Good (5th ed.). Sage.

9. Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R. (2010). The sustainability liability: Potential negative effects of ethicality on product preference. Journal of Marketing, 74(5), 18–31.

10. Martin, D., & Schouten, J. (2012). Sustainable Marketing. Pearson.

11. Ottman, J. A. (2011). The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding. Greenleaf Publishing.

12. Păduraru, A., et al. (2023). Sustainability in Moldova: Emerging Trends and Barriers. Journal of Eastern European Business Studies, 29(1), 23–47.

13. Peattie, K., & Belz, F. M. (2010). Sustainability marketing—An innovative conception of marketing. Marketing Review St. Gallen, 27(5), 8–15.

14. Porter, M. E., & Kramer, M. R. (2011). Creating shared value. Harvard Business Review, 89(1/2), 62–77.
15. Purcari. (2023). Purcari Wines Sustainability Report. Retrieved from [Purcari website](https://purcari.wine) (accessed on 10 January 2024).
16. TerraChoice. (2010). The Sins of Greenwashing: Home and Family Edition. TerraChoice Environmental Marketing.
17. World Bank. (2023). Moldova: Consumer Behavior and Market Trends in Sustainability. Retrieved from [World Bank website](https://www.worldbank.org) (accessed on 10 January 2024).