

An Empirical Study on Advanced Marketing Practices, Sustainability, and EVM Strategies for Business Growth

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Abstract: *In the modern business landscape, sustainable marketing strategies have become crucial for success. Companies are increasingly allocating substantial resources to these initiatives. While consumers expect businesses to adopt sustainable practices, their primary motivation remains fulfilling personal needs. This creates a gap between corporate sustainability efforts and consumer expectations. This study proposes a viable framework for sustainability strategies that businesses can implement to bridge this disconnect. Key findings include: First, sustainable marketing significantly enhances brand image development. Second, brand awareness plays a vital role in customer loyalty within the modern marketplace. Third, a strong brand image amplifies the appeal of sustainable purchasing intentions. Fourth, customer retention serves as a critical tool for boosting long-term purchase expectations. Fifth, elevating consumer expectations is essential for driving sustainable buying behaviors. Notably, sustainable marketing acts as an effective mediator between customer engagement and brand perception. Additionally, corporate social responsibility (CSR) strengthens the link between a company's reputation and sustainable purchase intentions. This research provides both a theoretical framework and practical recommendations for the modern business environment, emphasizing the importance of sustainable marketing campaigns as a precursor to organizational success*

Keywords: Modern Marketing Practices, Sustainable Strategies, Successful Business, Brand Image, Customer Loyalty, CSR, Consumer Behavior.