

# Co-creating sustainability: Understanding the role of marketing practice, brands and consumers

**Sarah Dodds**  
Massey University  
**Nitha Palakshappa**  
Massey University

Cite as:

Dodds Sarah, Palakshappa Nitha (2019), Co-creating sustainability: Understanding the role of marketing practice, brands and consumers. *Proceedings of the European Marketing Academy*, 48th, (8225)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



# Co-creating sustainability: Understanding the role of marketing practice, brands and consumers

## **Abstract**

Marketing practices, brands and consumers have the potential to address some of the 'wicked' problems facing society today. Yet, little is still known about how specific marketing and brand practices can be utilised to promote sustainability and encourage conscious consumption. Drawing on sustainability, sustainable marketing, value co-creation and brand literature, this conceptual paper offers a framework that provides an initial platform for studying how consumers and brands co-create sustainability. We contribute to extant literature on sustainability and marketing using a novel approach that involves re-positioning the consumer as integral to co-creation processes related to marketing practice. Future research exploring how sustainability is co-created is also discussed.

**Keywords:** *sustainability; marketing; co-creation*

**Track:** Social Responsibility & Ethics