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THE LINK BETWEEN SUSTAINABILITY MARKETING AND BIOECONOMY

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Abstract

This paper presents the role of sustainability marketing in the development of the bioeconomy. The link between sustainability marketing and the bioeconomy is the sustainability-oriented behavior of actors. Sustainability marketing exerts an influence on the sustainability-oriented behavior of actors. The behavior of all actors in one country, from the government, via organizations, to individuals exerts an influence on the bioeconomy. By examining the literature, guidance to the holistic approach to the bioeconomy as the framework for the integration sustainbility-oriented activities of actors is presented. Consumer behavior is the most important in marketing. Consumer behavior has an influence on the survival of organizations. Accordingly, in addition to reviewing the literature, the behavior of the existing and potential consumers is investigated herein. We use a focus group to conduct our market research. The focus group provides information about the influence of sustainability marketing on: 1) consumer behavior, 2) the sustainability-oriented behavior of individuals, and 3) the bioeconomy. There are two key conclusions. First, the conclusion is that sustainability marketing can influence on sustainability-oriented behavior of individuals and contribute to achieving a sustainable bioeconomy. Second, this paper highlights the formation of a sustainability marketing platform as the base for the influence of sustainability marketing on the bioeconomy, sustainable development and sustainability.

Keywords: bioeconomy, sustainability, sustainability marketing, sustainable development

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