

BUILDING SUSTAINABLE MARKETING SUCCESS THROUGH SOCIETAL MARKETING STRATEGY

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ABSTRACT

All strategic issues, such as societal marketing strategy, present both new opportunities and challenges for organizations. This paper purposes to study the relationship between societal marketing strategy and sustainable marketing success through brand image, product reputation, customer satisfaction, superior market position, and customer loyalty. It also examines the moderating effects of firm-stakeholder relationship. On the one side, the purpose of this study is the extant understanding of the relevance of important factors, and to develop the model base for the resource advantage (R-A) theory that reflects the essential elements, that are societal marketing strategy, including five dimensions, their consequences, and the moderating effect. Senior marketing managers or marketing managers should adapt this model in order to form a sustainable marketing success base for understanding societal marketing concepts. This study is not explicitly testing the model but only presenting the propositions. Furthermore, theoretical and managerial contributions are provided at last in this paper together with future research direction.

Keywords: *Societal Marketing Strategy, Brand Image, Product Reputation, Customer Satisfaction, Superior Market Position, Customer Loyalty, Sustainable Marketing Success, Firm-Stakeholder Relationship*