

The Development of Sustainable Brands, a Literature Review

Jiayu Wang

National University of Malaysia, Business Administration, Kuala Lumpur, 43600, Malaysia

ABSTRACT

This article aims to explore the importance, current situation, challenges and strategies of sustainable brands. Through literature review, the significance of sustainable development brands at the economic, social and environmental levels, as well as the current situation of research at home and abroad is analyzed. Further explore the challenges faced by sustainable development brands, such as cost investment, consumer perception and consumption capacity mismatch, supply chain complexity and other issues, and put forward corresponding strategies, including design and innovation, marketing and communication, and social responsibility fulfillment. Finally, summarize the innovation and future development direction of sustainable development brands, in order to provide theoretical support and practical guidance for the sustainable development of the brand.

KEYWORDS

Sustainable development brand; Sustainable development concept; Brand strategy; Consumer awareness; Social responsibility

1 Introduction

With the increasing severity of global environmental problems, the concept of sustainable development is gradually deeply rooted in people's hearts. As an important bridge between enterprises and consumers, brands play a key role in promoting sustainable development. Sustainable development brands not only pay attention to economic benefits, but also take into account social and environmental benefits, and realize the common progress of enterprises and society through innovative practices. This article will conduct an in-depth discussion on the definition, significance, current situation, challenges and strategies of sustainable development brands, in order to provide useful references for the sustainable development of brands.

2 The definition and significance of sustainable development brand

2.1 Definition

Sustainable development brand refers to the type of enterprise brand that integrates the concept of sustainable development into enterprise management and practice, and realizes the accumulation of sustainable development image among stakeholders. It emphasizes that while meeting the needs of contemporary people, it does not compromise the ability of future generations to meet their own needs, covering many aspects such as economy, society and environment.

2.2 Meaning

Economic significance: Sustainable brands are crucial to the long-term profitability of enterprises. By continuously investing resources in brand building, enterprises can accumulate good reputation and customer loyalty, thus ensuring stable profits. For example, Apple has accumulated strong brand value and maintained high product prices and market share with innovation and quality control. In addition, sustainable development brands pay attention to the efficient use of resources and cost control, which can reduce costs by optimizing the supply chain and reducing waste, and improve the market competitiveness of enterprises. In the process of consumer choice, consumers usually put the brand's consideration on products. Brand is an essential element of a product, and the research cannot separate the brand from the consumer's perception of a single or multiple products. Compared with products, the innovative language conveyed by the brand will include more meanings, such as the name, symbol, color or logo of the brand. These specific meanings make the brand have

With its unique recognition, consumers' perception of product innovation will be affected by the overall judgment of the brand ^[1].

Social significance: Sustainable development brands can meet the growing social value needs of consumers. Consumers are increasingly inclined to choose brands with a sense of social responsibility. These brands meet consumers' needs for environmental protection, fair trade and other aspects by participating in social welfare projects and supporting community development. A good brand image is an important factor for enterprises to occupy an advantageous position in the complex and changing market competition. The reason why successful brands last for a long time is that their good image has established a stable position in the minds of consumers. For example, Keyan's active participation in children's education projects in poor areas has improved its brand image and enhanced the emotional identity of consumers. At the

same time, sustainable development brands can improve the social image of enterprises, win the respect and recognition of the public, and enhance employees' sense of belonging and pride.

Environmental significance: The sustainable development brand is of great significance to environmental protection. Brands can reduce the consumption of natural resources and the burden on the environment by adopting renewable resources and improving the utilization rate of resource recycling. For example, many electronic product brands are trying to improve the recyclability of their products and reduce the generation of electronic waste. At the same time, the sustainable development brand helps to cope with climate change and plays an active role in global climate change actions by reducing carbon emissions and adopting clean energy. In addition, sustainable development brands can also promote ecological balance, such as the promotion of the circular economy model.

3 Current situation of research on sustainable development brands at home and abroad

3.1 The origin and development of the concept of sustainable development

The concept of sustainable development can be traced back to the 1970s. In 1972, the United Nations held a conference on the human environment in Stockholm, Sweden, and adopted the Declaration on the Human Environment, marking the beginning of the rise of global attention to environmental issues at the international level. In 1987, the United Nations World Commission on Environment and Development (WCED) formally put forward the concept of "Sustainable Development" in the report "Our Common Future", which is defined as: "It can meet the needs of contemporary people without harming The development of the ability of generations to meet their own needs. This definition has become the core expression of the concept of sustainable development. The concept of sustainable development is usually divided into three main pillars: economy, society and environment. These three aspects are interrelated and interdependent, and together constitute the overall framework of sustainable development ^[2].

3.2 Research progress of sustainable development brands

3.2.1 The proposal of the sustainable brand concept

Ying Gefei systematically discussed the concept of "responsible brand" for the first time in 2013, proposing that responsible brand is a type of enterprise brand that integrates the concept of social responsibility into enterprise management and practice, and forms a responsible image among stakeholders. In 2018, he further put forward the concept of "sustainable brand" on the basis of responsible brand research, believing that sustainable brand is a new stage in brand development. It is an enterprise brand type that integrates the concept of sustainable development into enterprise management and practice, and realizes sustainable image accumulation among stakeholders.

3.2.2 Sustainable brand value evaluation model

Ying Gefei has built a sustainable brand value evaluation model, which focuses on the three dimensions of image performance, practical performance and brand management, and evaluates from the three aspects of society, environment and economy. This model provides scientific methods and tools for enterprises to evaluate and enhance sustainable brand value.

3.2.3 New direction of brand building

Yin Gefei pointed out that sustainable development has become a global consensus, and brand building needs to develop in the direction of sustainable brands. Sustainable brands are the core and conventions of product brands, enterprise brands, supplier brands, green brands and other brands. He emphasized that sustainable brands are stakeholder-oriented brands and need to form corresponding images among different stakeholders to form a comprehensive sustainable brand image.

3.2.4 Brand innovation path

Yin Gefei proposed six brand innovation paths to shape sustainable brands, including positioning innovation, technological innovation, name innovation, logo innovation, packaging innovation, etc. In the process of innovation, enterprises need to find contact points with customers, shareholders, employees, the environment, the government, society and other stakeholders, respond to their demands, and create functional, emotional and spiritual values for them.

3.2.5 Brand Talent Cultivation

Yin Gefei emphasized that the key to brand innovation lies in the cultivation of brand talents. Enterprises need to increase the construction of brand professional talents and promote the brand talent cultivation project, so as to promote the comprehensive quality capacity building of enterprise brands and deepen the practice of brand building ^[3].

3.2.6 Sustainable brand practice direction

Ying Gefei shared four directions for enterprises to carry out sustainable development practice: competitive win-win

practice, enterprise characteristic practice, transparent practice and sustainable brand practice. These practical directions include achieving win-win environmental and economic benefits through technological innovation, carrying out characteristic practices according to the enterprise's own business characteristics, and regularly issuing sustainable development reports.

3.2.7 The impact of sustainable brands on the market

Yin Gefei believes that sustainable brand building is a strategic choice for Chinese brands to overtake in curves, and industrial cluster brands will become the "accelerator" of the rise of Chinese brands. He pointed out that products that integrate the concept of sustainability will redefine the consumption scenario, attract emerging customer groups, which is conducive to the leap of brand value and win long-term premium space. Through these studies, Ying Gefei has provided theoretical support and practical guidance for brands on the road to sustainable development, and promoted the dissemination and application of sustainable development concepts in China and even around the world.

4 The current situation and challenges of sustainable development brands

4.1 Current situation

4.1.1 Economic level

To a certain extent, sustainable development brands have increased the profits of enterprises. By adopting environmentally friendly materials and processes, enterprises can reduce long-term costs, improve brand image, and attract more consumers. For example, many fashion brands not only reduce the impact on the environment, but also enhance the brand value by using renewable materials, such as recycled nylon.

4.1.2 Social level

Sustainable development brands promote consumers to buy environmentally friendly products. Consumers' awareness of environmental protection and social responsibility is increasing, and they are more inclined to choose brands with sustainable development practices. For example, some brands have improved their brand image and enhanced consumers' emotional identity by supporting social welfare projects, such as caring for children in mountainous areas.

4.1.3 Environmental level

Many brands have improved the recycling utilization rate of resources and reduced the consumption of natural resources by adopting the circular economy model. For example, electronic product brands have made positive contributions to environmental protection by improving the recyclability of products and reducing the generation of e-waste.

4.2 Challenges

4.2.1 Cost investment

Brand innovation requires a large amount of capital investment, which may affect the short-term profits of the enterprise. For example, the use of environmentally friendly materials and processes may increase production costs, leading to higher product prices, thus affecting consumers' willingness to buy.

4.2.2 Consumer perception does not match consumption capacity

Although consumers' awareness of environmental protection and social responsibility is increasing, their consumption capacity may not meet the price of high-end sustainable products. For example, although Prada's renewable nylon series is in line with the values of many consumers, it is difficult for many consumers to afford because of the high price. Consumers' purchasing attitude has an important influence on their purchase intention and can effectively predict their repeated purchase behavior. According to the traditional marketing view, attitude is a general evaluation of people's holdings of products, services, brands, etc., emphasizing the interrelationship between cognition, emotion and behavior, and believes that consumer attitude satisfaction can effectively predict behavioral loyalty, and loyal consumers have a strong desire to repurchase. The ABC attitude model theory was proposed by Hofland and Luxembourg in the 1960s. This theory believes that attitude is composed of emotion, behavior and cognition, and constructs the level between consumer cognition, emotion and behavior ^[4]. Some antecedents and outcomes of brand love, the concept of effect level believes that when consumers are at the high level of intervention effect, the process of formation of attitude is cognition-emotion-behavior. At this time, the decision-making process of consumers for consumer objects is more like problem-solving. Usually, guessing sports lottery consumers have high consumption stickiness, investment and product loyalty, and the repurchase behavior produces a high level of intervention effect that is more in line with the consumer attitude ^[5].

4.2.3 Complexity of supply chain

Although some brands have the concept of sustainable development, it is difficult to produce high-quality products due to the complexity of the supply chain. For example, Northeast Yujie's vermicelli, due to the weak production capacity of its subordinate factories and the lack of strict product quality control, has led to the stagnation of the brand.

5 Strategies and practices of sustainable development brands

5.1 Design and Innovation

5.1.1 Design of environmentally friendly products

Enterprises should design environmentally friendly products and use environmentally friendly raw materials, such as renewable materials and degradable materials. For example, many clothing brands have begun to use organic cotton and recycled fibers to reduce their impact on the environment.

5.1.2 Circular economy model

Enterprises should adopt the circular economy model to improve the recycling utilization rate of resources. For example, some electronic product brands recycle old products and extract valuable materials for the production of new products.

5.2 Marketing and Communication

5.2.1 Digital marketing strategy

Enterprises should adopt digital marketing strategies to convey the concept of sustainable development to consumers through social media, online advertising and other means. For example, many brands share their sustainable development practices and achievements through social media platforms to enhance consumers' awareness and recognition.

5.2.2 Brand narrative

Enterprises should tell the story of their sustainable development through brand narrative to enhance the emotional connection of consumers. For example, some brands make consumers feel the social responsibility of the brand by describing the source and use process of their environmentally friendly materials.

5.2.3 Strengthen product quality supervision

Enterprises should strengthen product quality supervision to ensure the quality and safety of products. For example, through a strict quality control system, ensure that products meet environmental protection standards and social responsibility requirements.

5.3 Social responsibility

5.3.1 Help disadvantaged groups

Enterprises should actively participate in social welfare activities to help disadvantaged groups, such as children in mountainous areas and the lonely elderly. For example, some brands support education and community development projects to enhance their brand image through donations and volunteer activities.

5.3.2 Transparent practice

Enterprises should regularly release sustainable development reports to transparently show their sustainable development practices and achievements to the public. For example, many enterprises demonstrate their efforts in environmental protection, social responsibility and sustainable economic development by publishing annual sustainable development reports.

6 The innovation and future development direction of sustainable development brands

6.1 Innovation

6.1.1 multi-dimensional evaluation model

The sustainable brand value evaluation model provides scientific methods and tools for enterprises to evaluate and enhance sustainable brand value. Through evaluation from the three dimensions of society, environment and economy, enterprises can have a more comprehensive understanding of their sustainable development performance.

6.1.2 Stakeholder-oriented

Sustainable brands emphasize stakeholder-oriented and build a comprehensive sustainable brand image by forming a

corresponding image among different stakeholders. This stakeholder-oriented brand building method can better meet the needs of consumers and society.

6.1.3 Brand innovation path

The six brand innovation paths provide rich innovative ideas for enterprises, including positioning innovation, technological innovation, name innovation, logo innovation, packaging innovation, etc. These innovative paths can help enterprises better respond to the demands of stakeholders and create more value.

6.2 Future development direction

6.2.1 Technology-driven sustainable development

With the continuous progress of science and technology, enterprises will adopt more new technologies to promote sustainable development. For example, through artificial intelligence and big data analysis, enterprises can more accurately evaluate their sustainable development performance, optimize supply chain management, and reduce waste.

6.2.2 Sustainable development with consumer participation

Sustainable development brands in the future will pay more attention to consumer participation. By allowing consumers to participate in the brand building process, enterprises can better understand the needs and expectations of consumers and enhance their brand loyalty.

6.2.3 Sustainable development of global cooperation

Sustainable development is a global issue that requires global cooperation. In the future, sustainable development brands will pay more attention to cooperation with international organizations, other enterprises and social organizations to jointly promote the dissemination and application of the concept of sustainable development.

7 Conclusion

The sustainable development brand is of great significance at the economic, social and environmental levels. By integrating the concept of sustainable development into enterprise management and practice, enterprises can not only improve their competitiveness but also make positive contributions to society and the environment. Although sustainable development brands face challenges such as cost investment, mismatch between consumer perception and consumption capacity, and complex supply chain, enterprises can overcome these challenges and achieve the goal of sustainable development through strategies such as design and innovation, marketing and communication, and social responsibility. In the future, sustainable development brands will make greater development in terms of technology-driven, consumer participation and global cooperation, and make greater contributions to the long-term prosperity of human society and the healthy balance of the global ecosystem.

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