



# Strategic Marketing of Domestic Manufacturers by Maximization Environmental Protection in oil Companies

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**Abstract:** *The present study has aimed to review the strategic marketing of domestic manufacturers with the maximization of environmental protection. Statistical population of this study consists of all of senior managers and marketing managers of Gachsaran, Aghajari, Masjed Soleiman, Maroon and Karoon Oil and Gas Exploitation Companies (14 managers). These subjects were all selected as the statistical sample of the study using the census method. Interviews were conducted so that the necessary information would be collected. These interviews included 6 basic developed issues, namely green marketing, social marketing, lean marketing, ethical marketing, altruistic marketing and innovative marketing. To analyze the collected data, a qualitative content analysis approach was used. The obtained results suggested that the most important dimensions of strategic marketing with the goal of maximization of environmental protection are paying attention to recycling, rules and regulations, cooperation and participation of the society, organizational culture, modern technologies, green products and clean transportation.*

**Keywords:** *Strategic Marketing, Manufacturers, Environment*

## INTRODUCTION

Protecting the environment, as the human habitat, is quite crucial. Overcoming countless crises that threaten the human ecosystem requires a perspective shift and efficient policies; so that the damages caused by these crises could be reduced. This issue is an accurate point that is especially considered in the marketing process. The fact that strategies will be implemented in the future is a simple concept; meaning that the target environment is not today's environment, but the future environment. Due to this approach, drives marketers to make serious efforts and ensure that their work process won't be disturbed or altered with a change in management (Shirani Sarmazeh, 2017). Protecting the human environment and ecosystems is one of the greatest challenges in today's world and it has occupied the minds of many scholars, researchers, senior managers, organizations and even governments. All of those in power are making serious efforts to reduce the increasing environmental destruction by adopting new strategies. Developed, developing and even undeveloped countries are seeking various strategies and short-term and long-term planning to protect the environment and keep it intact for the future generations. The increasing evolutions and the existing competitive pressures in the organizational environments have intensified the necessity of focusing on innovations, enhancing quality, improving customer services and decreasing the costs. In this respect, strategic marketing can be of great help to organizations that wish to achieve sustainable competitive

advantage and a better performance. One of the concepts that must be taken into consideration by strategic marketing is environmental protection. This is due to the fact that organizations that pay special attention to their social responsibility regarding the environment will have a better status than other organizations and they will have a higher level of profitability in the long run. Therefore, paying attention to growth, development and increased profitability is not the sole purpose of a strategic marketing plan, but it must consider other important aspects as well. Recently, majority of organizations only care about their own profitability and are not much committed to sustainable development and their social responsibility regarding the environment. This can be caused by various factors such as management, economic, and cultural conditions, etc. However, what is important and essential here is the attention that must be paid to the environment in all of the organizational activity, and marketing is no exception. Thus, the present study has aimed to develop proper strategies in marketing with the purpose of maximizing environmental protection in active companies in the domain of oil and petrochemicals. This is an issue which has been neglected in most studies to date, but the present study has aimed to fill this research gap.

### **Strategic Marketing**

In early 1990s, it was specified that the new concept of marketing is no longer up to date and needs a strategic concept. Similar to the new view that has been a main evolution in the history of marketing science, the focus of marketing shifted from customer/goods to the external environment of the company. Being completely aware of the customer was no longer enough. To succeed, the managers needed to be totally aware of the customers and also pay special attention to the external environment which included competition, governmental rules and regulations, as well as social, economic and political factors. What is meant by this is that the managers needed to establish close connections with the provincial authorities or local governments and their competitors in the industry in order to have access to their target market. Another major evolution was the shift of focus from profitability to the fulfillment of needs and demands of individuals and other beneficiary groups in the organizational activities including employees, managers, customers, society and the government (Zheng et al., 2009). To compete in today's market, the employees need to work as a team to constantly produce high-quality, creative and innovative products. In other words, marketing must pay special attention to the external environment of the customers and fulfill the needs and meet the demands of the employees as well as the customers. In this strategic concept, the profitability of the company has not been neglected, but it has been regarded as a basic and main tool for fulfilling the needs of individuals and other beneficiary groups. The tool that is mostly used in strategic marketing is strategic management which takes into consideration all of the units and sectors of the company as a whole. One of the goals and duties of strategic management is profitability, since it is a source for investments and for rewards that are granted to the stakeholders and managers. Therefore, it is still an important goal and a criterion for measuring the success of marketing, but it is not the only ultimate goal of marketing (Ghafarian and Kiyani, 2005). The goal of marketing is creating value for beneficiary groups and individuals. The most important beneficiary in the organization is the customer. If customers are not able to get goods with a lower price than the goods offered by the competitors, the company will not succeed. Finally, in the strategic concept of marketing, the focus is shifted from maximization of the economic benefits of the organization to strategic cooperation and fixing the position of the company by establishing connections between "sellers and customers" in the value chain, with the purpose of "creating value" for buyers. This developed concept has been called no-border marketing. The strategic marketing plan considers different aspects of company's marketing and business development. The following items must be taken into account for the effective execution of the strategic marketing plan (Yadghar and Tahmasebi, 2006):

- Recognizing the opportunities for business promotion and evaluating the marketing strategy opportunities.
- Researching, analyzing and identifying the target market.

- Organizing a strategic status for the company with the purpose of following up on how the strategy is being executed.
- Developing and implementing a marketing plan and then measuring and assessing the results of the strategic marketing activities of the company.

Generally, the goal of strategic marketing is having a long-term view of the future plans and objectives of the organization which might include increased profitability, development and growth of the markets, environmental protection, etc. or a combination of these factors. Each of these objectives have specific requirements and the organizations must pay attention to all of them.

### **Sustainable Development**

Nowadays, a relatively wide agreement is being formed in this field which says that economic growth can no longer last without paying attention to pollution, wastes and damages resulted from economic activities, procedure of production and consumption and their impacts on the environment and ultimately, how human beings are harmed by these dangers. Due to this issue, over the past few years, the concept of sustainable development has received a great deal of attention. In its broad sense, sustainability means the ability of the society, ecosystem or any other current system to have consistent efficiency in the infinite future without being weakened due to the degradation of sources that these systems are dependent on or due to the overload that is imposed on them (Shiri and Fakhrayi, 2017). Sustainable development can be defined as “management of the relationship between ecosystems and human systems with the purpose of sustainable application of sources for providing humans and ecosystems with welfare now and also in the future”. In fact, sustainable development is based on humans’ awareness of themselves and of the natural sources on planet earth. It is for a sustainable lifestyle for all human beings and against wastage of sources and being indifferent towards the future generations and cutting ties with the previous generations. From another viewpoint, life, in itself, is valuable which makes environmental protection and revival a necessity. In this way, today’s development will be linked with future development. Therefore, it can be said that sustainability is a kind of distributive justice including the fair and just division of the development opportunities between the current and the future generations on the one hand, and inclusiveness of such division and distribution on the other one. What is meant by inclusiveness is empowering people and supporting human rights and taking them into account, including political rights, economic rights, social rights, etc. Sustainable development provides access to the values that are needed and wanted by people; in such a way that the needs of the future generations would be met without any disturbance (Davoodian and Eskandari Sani, 2017). In fact, the main reason for the presentation of the concept of sustainable development as opposed to the general concept of development was the environmental crises that many countries have been faced with. The pattern of sustainable development regards natural sources as the substrate for development, without which the continuation of economic development and human life would not be possible. As a result, the fact that these sources are rare and limited is considered. In contrast, the common development pattern in the world regards natural sources as a production factor that can be exploited without paying any kind of special attention to the fact that they are limited. The first step that must be taken towards achieving sustainable development is the measures that have to be taken in the respect of protecting and maintaining natural sources and preventing environmental degradation. All of the factors that are involved must be identified and the role that each of these factors plays must be specified (Tavassoli et al., 2007). Due to the negative and destructive impacts of economic and industrial activities on the environment, it is quite difficult to achieve sustainable development. To do so, all of the capabilities and potentials must be used in order to prevent environmental pollution, especially in operational and industrial areas where sources are being regional exploited. Thus, all of the aspects of development, from an environmental perspective, must be taken into consideration in all of the local and national development plans. Hence, achieving sustainable development requires an accurate interpretation of

the environmental relations of a geographical region or area. If no attention is paid to the severe consequences of environmental degradation and overuse of sources with limited potentials, it would be impossible to achieve sustainable development. Therefore, environment's relation with sustainable development can be a factor that is important for achieving or not achieving sustainable development. Thus, in organizations, economic policies, marketing, being customer-orientation and issues as such must be designed in a way that they would result in developments that are economically, socially and biologically sustainable.

### **Concept of Marketing in Marketing**

The application of the concept of sustainability in marketing is one of the issues that has received a great deal of attention in the researches which have focused on marketing. Also, given the daily increasing importance of this issue, some scholars have concentrated on it; because at the first glance, it might seem that there are contradictions regarding this concept from various angles of marketing and sustainability. For instance, attention can be focused on the point that marketing attempts to maximize the sale; whereas, sustainability attempts to minimize the consumption. Perhaps, at first glance, it might seem so (Ghazi Zadeh and Mehrbani, 2009). However, due to various reasons, it can be proven that marketing and sustainability confirm and support one another and are quite coordinated. The main reason behind such claim is the customer and his/her power of choice. In today's business world, the customers usually are able to differentiate between the options they can purpose and select the item they are more interested in. Naturally, products that satisfy their needs in a higher number of areas became their priorities. Therefore, without a doubt, a product that can simultaneously fulfill the needs of the customers socially, economically and environmentally is more likely advantaged in comparison with other products. Another clear reason for confirming this is the growth of the number of companies that try to achieve competitive advantage and become more and more famous in the market by obtaining sustainability and showing commitment. In addition, the findings of many reviews have shown that there are some golden opportunities that are created for the companies because of sustainable marketing, including special value creation for the brand, organization's becoming more and more famous, increased loyalty and profitability, market growth and increased market share for the organization. That is why Schaefer (2005) believes that sustainable development is in fact the most meaningful domain of the improvement of marketing. In terms of literature, the simplest definition for sustainable marketing can be as follows: establishing and maintaining sustainable relationships with the customers, society and the environment. Charter et al. have defined sustainable marketing and creating, producing and delivering numerous long-term, continuous and valuable strategies for pure sustainability (Ren et al., 2010). They believe that efforts are constantly being made regarding fulfillment of the needs of customers and other beneficiaries. Other scholars have presented other definitions for this concept and regarded it as provision of benefit for the organizational beneficiaries in regards with environmental protection, in addition to promotion of their quality of life and improvement of their interactions. In a newer definition presented by Bells, sustainable marketing aims to supply durable services and products to the market that would meet the needs of customers and significantly improve their social and environmental performance throughout the course of their lives (Haun et al., 2008). In all of these definitions, sustainable marketing is a type of marketing that is an adaptation of the concept of sustainable development which has gone beyond the development of marketing theories and broaden its scope to guaranteeing and establishing a time and place balance between environmental, social (both in terms of value and equality) and economic concerns of any business and its consumers (Li et al., 2010). Given the aforementioned points, sustainable marketing seems to focus on three domains in addition to the issues that are considered in conventional marketing. These three additional domains are: sustainable relationships with the customers, sustainable relationships with the environment and sustainable relationships with the society. In sustainable marketing, a special value and price is created

for the customers and effective promotion and distribution mechanisms are used in order to meet these three objectives.

### **Research Background**

Khodarahmi (2016), in a research called “the impact of green marketing incentives on the sustainable development and performance of companies”, has stated that general knowledge and awareness of employees of the social responsibilities of the organization towards the society have been enhanced. Employees of the automotive companies believe that the company has some social responsibilities towards the beneficiaries as some of the consumers of the automotive products. Given the results of the above-mentioned study, green marketing can be used as a proper strategy for the social responsibilities of the organization and the company. Also, green marketing can pave the way for sustainable development due to its significant impacts on the performance of the company. Gharibi (2014) has written an article called “achieving sustainable development in the oil, gas and petrochemicals industry: global strategies”. He has argued that sustainable development, as an efficient policy, has attracted the attention of many governments, nongovernmental organizations and also many universities all around the world. As a result, these organizations have made mutual attempts and collective efforts which are an indication of the profitability and effectiveness of this policy in today’s modern world. Petrodi and Merikhi (2012) have written an article called “analysis of sustainable development stimuli in Iran’s oil and gas industry”. In this article, they have argued that most important stimuli of sustainable development in the oil and gas industry marketing are: reduction of consumption and increase of energy efficiency, development, improvement and observation of the HSE rules, motivation of senior and line managers, governmental rules and regulations, achievement of competitive advantages and market leadership. Moeen Nejad (2012), in an article called “Reviewing green marketing strategy in the respect of better exploitation of the environment”, has stated that intensive competition and dynamicity and the increased concern about the environment as well as governmental regulations and the increased awareness of consumers have driven companies to think about the mental and physical health and cleanness of consumers’ environment as well. Nonetheless, over time concepts such as green marketing, environmental and social marketing entered the marketing literature in association with the social responsibilities of the firms. This issue entered in all of the dimensions of the organizations and influenced marketing and lead to the emergence of the concept of marketing. The need to manufacture ecological products and green commercial activities forced the companies to combine environmental issues with marketing strategies and efforts. Garj (2015), in an article called “green marketing for sustainable development”, mentioned that both the private and the public companies are worried about the environment and believed that green marketing is associated with sustainable development. This is also received as a tool for advertisement with the purpose of gaining the trust of customers. The obstacles associated with the approval of green marketing of the Indian industry become more prominent. Therefore, it becomes necessary for the commercial companies to consider the environment as an opportunity in the market and not just a means for becoming more compatible with the environmental pressures and approvals. Green marketing must turn into a norm in a developing country such as India which would be of significant help for reducing environmental pollution in the entire world and to sustainable development. Vinod (2012), in an article called “evolution of sustainable development as marketing strategy”, stated that the over the year the world has observed various phases of marketing strategy. Outside of this area, continuity is a key issue which has emerged over time in the marketing strategy sector. In the preliminary phases in 1970s, the ecological issues emerged as a new pattern in marketing strategy. Then, in the next decade, social issues became famous and emerged alongside ecological ones. Reevaluation of these issues led to the evolution of environmental issues or green environment in marketing strategy and the continuity in the field of marketing strategy became the center of focus of scholars. Rosenbusch et al. (2010), in an article called “marketing strategies of Swedish-Norwegian

companies”, stated that commercial companies have also become aware of the need to protect the environment and have adopted marketing strategies for protecting the environment as a social responsibility. In this article, the reasons for which companies have accepted green marketing (in association with manufacturing products that are not harmful for the environment) and research methods have been analyzed and the researchers have come to some conclusions about them. This article is mostly build upon the relevant writings and an overview of empirical studies and its objective is to understand the importance of entrance of environmental protection-based marketing into the companies. Moreover, in this article, it has also been mentioned that the environment label on the goods differentiates environment-friendly manufacturers from ordinary ones. The key finding of this article is that large companies cannot completely stay away from green business and must equally participate in social programs. To this end, the power of decision making has been given to these companies regarding the extent to which they are willing to include green marketing strategies in their overall plans and programs. Eng et al. (2009), in an article called “green marketing strategies as a competitive advantage in the new era”, have stated that nowadays, companies are forced to pay more attention to environmental issues and environmental protection in accordance with environmental rules and regulations, economic influences and the increased public sensitivity of different societies to environmental issues. As a result, many of the leading companies have been able to take advantage of them and achieve a competitive advantage by understanding the importance of environmental issues and the concerns of different societies. This has been possible due to the inclusion of green marketing strategies in the plans of these companies.

### Research Method

The present study is an applied research due to its objectives. In terms of the process of conduction of the study, it is a descriptive survey. Statistical population of this study consists of all of senior managers and marketing managers of Gachsaran, Aghajari, Masjed Soleiman, Maroon and Karoon Oil and Gas Exploitation Companies (14 managers). These subjects were all selected as the statistical sample of the study using the census method. to collect the essential information, an open-ended questionnaire, in the form of an interview, was used. The validity and reliability of the questions were confirmed by marketing and senior managers. To analyze the collected data, a qualitative content analysis approach was used, which included the following stages:

1. Open coding
2. Axial coding
3. Collection of opinions and comments

Finally, all of the identified strategies for maximizing environmental protection were presented in the form of a conceptual model. In the following sections, the findings of the present study will be reviewed.

### Research Findings

All of the collected information were classified into 6 groups after the initial analysis, namely green marketing, social marketing, lean marketing, ethical marketing, altruistic marketing and innovative marketing. The concepts associated with each of these 6 classes were separately identified. Ultimately, various strategies were extracted from the raw and preliminary concepts regarding each of these 6 classes which have been displayed in the table below:

**Table 1:** dimensions of different types of environmental marketing along with the concepts of open coding

Category	Relevant concepts
Green marketing	<ul style="list-style-type: none"> <li>• Recycling all of the unusable materials and products and destroying them might be effective.</li> <li>• It is essential and necessary to improve the quality of the manufactured products.</li> </ul>

	<ul style="list-style-type: none"> <li>• It must be a legal obligation to put a green label on the products.</li> <li>• Interest in the environment must be considered as a dominant organizational culture in the company so that all of the managers, employees and customers would be committed to it.</li> <li>• Successfulness of green marketing depends on the capabilities of the information systems of the organization.</li> <li>• It is important to pay attention to the observation of environmental regulations and requirements in the marketing process.</li> </ul>
Social marketing	<ul style="list-style-type: none"> <li>• Approving and implementing the laws associated with the pollution standards of the products is rather necessary.                         <ul style="list-style-type: none"> <li>• People should be encouraged to protect the environment.</li> </ul> </li> <li>• A green product is a product that is of great help when it comes to protecting the natural environment.</li> <li>• Consumers will be upset if they feel that they are not exposed to all of the necessary information and/or their trust is being taken advantage of.</li> <li>• One of the most effective and simplest ways is make efforts to make people more aware and encourage them to change their lifestyle to green lifestyle.</li> </ul>
Lean marketing	<ul style="list-style-type: none"> <li>• All of the processes that damage the environment must be eliminated.</li> <li>• It is important to reduce the time it takes to respond to the customers and to increase the services they are presented with.</li> <li>• It is necessary to pay attention to value-creating activities in the marketing process.                         <ul style="list-style-type: none"> <li>• It is essential to increase flexibility and pay attention to changes.</li> </ul> </li> <li>• Access to the CRM technology and application of such technology are rather necessary.</li> </ul>
Ethical marketing	<ul style="list-style-type: none"> <li>• Marketers must get adapted to the governmental standards and regulations and professional organizations.</li> <li>• Special attention must be paid to ethics in all of the marketing decisions in a completely clear and transparent way.</li> <li>• Ethical advertisement is a totally natural affair and it is a part of company's identity.                         <ul style="list-style-type: none"> <li>• Advocates of a specific brand hate being deceived.</li> </ul> </li> <li>• The marketing method must be completely in proportion with the target society and type of product.</li> </ul>
Altruistic marketing	<ul style="list-style-type: none"> <li>• People's and environment's rights must be observed.</li> <li>• Participation in the environment support associations is quite important.</li> <li>• A campaign for customers and organization for protecting the environment is a suitable plan.</li> </ul>
Innovative marketing	<ul style="list-style-type: none"> <li>• It is important to pay attention to the modern technologies in the process of production of different products.                         <ul style="list-style-type: none"> <li>• It is essential to pay attention to the green design of products.</li> <li>• It is important to consider the idea of greenness of products.</li> </ul> </li> </ul>

As it can be seen in the table above, for each of the dimensions of marketing, some activities have been presented by the organizations under study which have been classified in the relevant categories. In the following section, it is necessary to review the axial codes or axial concepts of each of the extracted concepts so that ultimately, proper strategies could be developed. In the following section, the axial codes will be presented.

**Table 2:** dimensions of different types of environmental marketing along with the concepts of axial coding

Category	Axial concepts
Green marketing	<ul style="list-style-type: none"> <li>• Recycling and destroying the wastes</li> <li>• Putting a green label on the products                             <ul style="list-style-type: none"> <li>• Green culture</li> <li>• Clean transportation</li> <li>• Green information systems</li> </ul> </li> <li>• Paying attention to the governmental rules and regulations</li> </ul>
Social marketing	<ul style="list-style-type: none"> <li>• Green standards</li> <li>• People's participation and cooperation                             <ul style="list-style-type: none"> <li>• Green products</li> <li>• Clarification</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Changing the lifestyle</li> </ul>
Lean marketing	<ul style="list-style-type: none"> <li>• Removing the harmful processes and procedures                             <ul style="list-style-type: none"> <li>• Increasing the speed of responding</li> <li>• Creating value-creating activities                                     <ul style="list-style-type: none"> <li>• Flexibility</li> </ul> </li> </ul> </li> <li>• Managing the relationship with customers</li> </ul>
Ethical marketing	<ul style="list-style-type: none"> <li>• Compatibility of marketing with standards and rules</li> <li>• Paying attention to ethics and clarification                             <ul style="list-style-type: none"> <li>• Ethical advertisements</li> </ul> </li> <li>• Being honest with the customers</li> </ul>
Altruistic marketing	<ul style="list-style-type: none"> <li>• Paying attention to the rights of the environment and the society                             <ul style="list-style-type: none"> <li>• Participation in different associations</li> </ul> </li> <li>• Creating a campaign for protecting the environment</li> </ul>
Innovative marketing	<ul style="list-style-type: none"> <li>• Paying attention to technologies that are compatible with the environment                             <ul style="list-style-type: none"> <li>• Green designs</li> <li>• Green ideas</li> </ul> </li> </ul>

Given the specification of all of the axial dimensions in the 6 marketing categories, which can lead to the maximization of environmental protection, some environment-based marketing strategies can be developed. In the following section, all of the concepts will be presented in the form of different strategies.

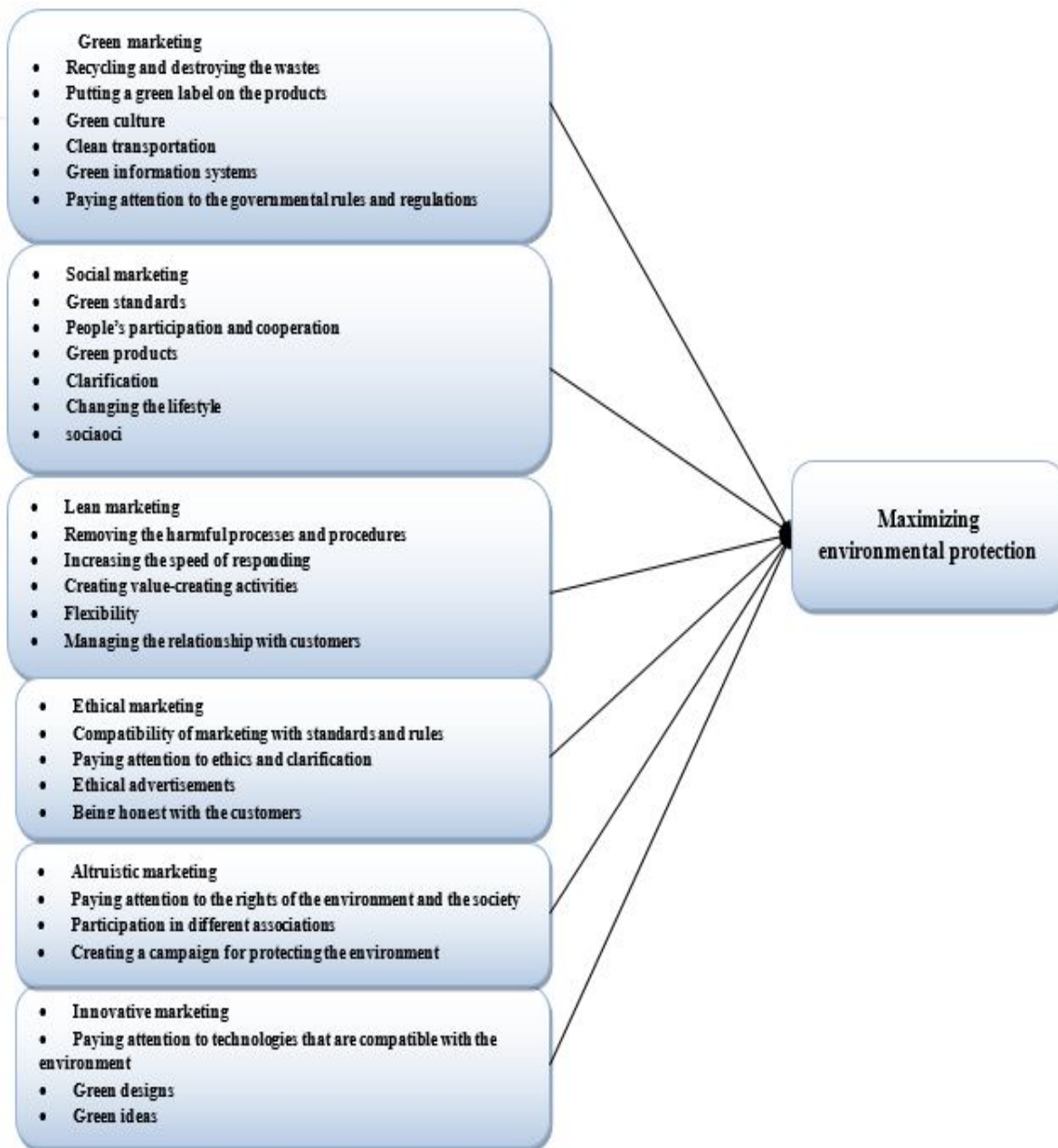
**Table 3:** strategies for maximizing environmental protection

Type of marketing	Proper strategies for maximizing environmental protection
Green marketing	<ol style="list-style-type: none"> <li>1- All of the productive wastes of the companies must exit the cycle of environment with the precise supervision of the recycling unit and be used if they are usable or be destroyed otherwise.</li> <li>2- All of the products should be manufactured using raw materials that are compatible with the environment and they should all have a green label.</li> <li>3- Creating the environment supporting culture in the organization.</li> <li>4- Using clean fuel in the process of supply chain.</li> <li>5- Using information systems to reduce the environmental damages by eliminating traffic and using environmental requirements, etc.</li> <li>6- Institutionalizing environmental rules and regulations in marketing</li> </ol>
Social marketing	<ol style="list-style-type: none"> <li>1- Presenting green products in accordance with green standards</li> <li>2- Making people participate in these processes alongside clarification</li> <li>3- Paying attention to the change in the inaccurate lifestyle and reforming it</li> </ol>
Lean marketing	<ol style="list-style-type: none"> <li>1- Eliminating harmful processes and creating value-creating processes in marketing with the purpose of increasing speed of responding to customers and flexibility</li> <li>2- Managing the relationship with customers in the marketing process</li> </ol>
Ethical marketing	<ol style="list-style-type: none"> <li>1- Presenting actual, unexaggerated and unambiguous advertisements in the marketing process</li> </ol>
Altruistic marketing	<ol style="list-style-type: none"> <li>1- Practically supporting the environmental rights or creating advertisement campaigns and associations with people’s and government’s participation</li> </ol>
Innovative marketing	<ol style="list-style-type: none"> <li>1- Paying attention to technologies that harm the environment less than any other technology</li> <li>2- Paying attention to green ideas and using them in redesigning the products</li> </ol>

Given the information presented in the table above, it can be said that all of the dimensions of marketing put emphasis on products, rules and regulations, society’s participation, modern technologies, environmental culture and destroying productive wastes of the companies. All of these factors together can lead to the reduction of environmental harms and ultimately lead to the achievement of sustainable development in the society. As it was mentioned before, the goal of sustainable development is for the companies to grow with the minimum degree of environmental damages. By developing proper rules and executing them in all of the marketing and productive processes of active companies, this goal can be achieved. What is necessary here is the implementation of strategies, a part of which is controlled by the organizations, another part is controlled



by the society and finally, another part is controlled by the governments. These three dimensions of sustainable development must interact with one another so that they could be effective in reducing environmental damages caused by different activities of the company and be of help to the realization of the presented strategies.



**Figure 1:** conceptual model of proper strategies for maximizing environmental protection

### Discussion and Conclusion

Sustainable development is known as the most principal trait of growth and excellence of advanced societies and it is the center of focus of all of the current and future human activities. Sustainable development is not considered in application of sources, production of products, economic and social decision makings, etc., which

might result in irreversible damage to the human environment. To move towards sustainable development, environmental problems need to be solved. Furthermore, sustainable development requires sustainable supply of energy sources; in such a way that they would be accessible in the long run with a logical cost and they would be used without any negative social effects. Sustainable marketing in fact supplies and guarantees sustainable products and services in the society, in a way that the way would be paved for the development of new altruistic and market-oriented innovations such as renewable energies, cars that work with nature-friendly fuels, organic food, altruistic products, etc. in today's markets. Therefore, paying attention to proper marketing strategies for achieving sustainable development and reducing environmental damages are quite necessary. The goal of the present study has been to identify these strategies in the oil, gas and petrochemicals industry. These strategies have been divided in 6 main categories of marketing (green marketing, social marketing, lean marketing, ethical marketing, altruistic marketing, and innovative marketing). Various concepts in this respect have been identified given the opinions of marketing and senior managers and they have been associated with their relevant categories. The result of such connections indicated that the companies under study must pay attention to issues such as modern technologies, customers' participation, recycling, clarification (being honest with customers), redesigning the products in compliance with environmental requirements, paying attention to culture creation in the organization, etc. They must also consider the aforementioned issues in all marketing processes as principles that are important in their strategies and policies. This is because of the fact that these will reduce environmental damages and destructions and it will ultimately lead to sustainable development which is the ultimate goal of environment-based marketing.

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