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**Sustainable marketing: goods-dominant logic creates problems, can service-  
dominant logic bring a solution?**

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## **Abstract**

The question of the future of marketing is clearly addressed in the context of sustainable development. Marketing doesn't succeed in positioning itself into the stakes of sustainable economy. Its role is unclear, even contradictory in such an economy, so that some even talk about "demarketing".

Those difficulties are strongly related to concepts and theories (e.g. exchange theory, sovereignty of the buyer, insatiability of needs) deeply rooted into the good-dominant logic. Why is it a dead-end street? The traditional way of doing business by producing and selling goods is outdated. In such a conception, the more you sell, the more you produce and the more resources and energy you consume. And commercial competitiveness requires giving endlessly more and more to customers in order to retain them.

Today, we know that we urgently need to de-couple the creation of value and customer satisfaction from resources and energy consumption. The "endlessly more and more" model is dead but what could replace it?

The purpose of this paper is to demonstrate the relevance of S-D logic to redefine the ideological foundation of marketing so that it can fit with the requirement of sustainable economy. Indeed, the concepts of S-D logic – co-creation of value, utilization rather than production, experience rather than transactional exchange, goods as resources rather than end, exchanges of intangibles ... - challenge the dominant goods-centered view of marketing and provide a richer foundation for the development of sustainable marketing thought and practice.

**Keywords:** Sustainable marketing, goods-dominant logic, service-dominant logic, ideological foundation of marketing