

# **The use of sustainable marketing in the new product development**

## **Summary**

While the issues related to the processes of new product development have been widely described in the literature, there are very few studies on sustainable product development processes, both in theoretical and empirical layers. However, even in these few scientific publications the issue of sustainable product development has not been presented in a comprehensive manner. The literature on the subject also lacks studies on the determinants of this process and the success factors of new sustainable products. Similarly, the concept of sustainable marketing has not been presented comprehensively in literature, especially in Poland, so far. Both theoretical studies and relevant empirical research are missing. It should also be noted that there are only a few scientific publications that deal with the issue of using marketing in the new product development process. The almost complete lack of studies (both theoretical and empirical) occurs especially in the field of using sustainable marketing in the above-mentioned processes. Considering the above, the main aim of this dissertation is to assess the scope and determinants for the implementation of the concept of sustainable marketing in the new product development process in companies operating in Poland. The above aim was achieved by planning and conducting empirical research. In order to obtain a complete answer to the research questions posed in the dissertation, the triangulation of data sources and research methods was used. Empirical research was carried out in the following three stages: (1) qualitative research in the area of good practices applied by companies operating in Poland in the field of sustainable product development, in which the method of individual in-depth interviews (IDI) and the case study method were used; (2) quantitative study on the scope of using sustainable marketing in the development of new products on a randomly selected group of the most innovative companies operating in Poland, in which the method of an online survey was used; (3) a qualitative study on the determinants of using sustainable marketing in new products development in companies operating in Poland, in which the expert method was used. The dissertation consists of five chapters, introduction, conclusion and appendices. The first chapter presents the essence and the process of new product development and reviews the basic theoretical concepts explaining this issue. The second chapter presents the concept of sustainable marketing with particular emphasis being placed on explaining the concept of sustainable marketing and discussing its elements. In the third chapter, the subject of

investigation is the process of new product development from the perspective of using sustainable marketing at its particular stages. Chapter four presents three case studies describing examples of good practices in the field of sustainable product development in companies operating in Poland. In the final chapter the results of two subsequent empirical studies are presented. The first study concerns the scope of using sustainable marketing in the new product development process in companies operating in Poland, while the second one is devoted to the research of the determinants of this process.