

The Role of Marketing in Shaping Public Policy and Institutional Environment towards the Circular Economy

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Abstract

A lot of changes are going to have to happen in public policy, market institutions, and business practices and consumer behavior in order to make the transition from the current linear "take-make-dispose" model to a circular economy (CE). The majority of the literature recognizes that marketing can promote circular products and sustainable consumption. However, there is a lack of theory and practice when it comes to marketing's strategic and upstream role in advocating for institutional and policy change. Researching the marketing tactics, discourses, and players that have an impact on the push for a circular economy policies and frameworks is the main goal of this thesis. Case studies, mixed-methods research, and a sequential research design are the building blocks of this study's profile of key marketing players, influence mechanisms, and marketing outcomes in CE policymaking. The study draws quantitative and qualitative data from surveys, case studies, and interviews with industry elites. By studying sustainability transitions through the lens of marketing as institutional action, this study aspires to provide an integrated framework. Through the incorporation of institutional and policy frameworks, this work aims to improve marketing literature. It will also provide marketers and policymakers with a practical framework to aid in the marketing, advocacy, policy-making, and governance processes surrounding the circular economy.

Keywords: Circular Economy; Marketing Strategy; Public Policy; Institutional Environment; Sustainability Transitions

1. Introduction

The take-make-dispose paradigm is the foundation of demanding linear economic models. Climate change and massive volumes of trash await us if we continue with this paradigm. The concept of a circular economy (CE) offers a possible replacement for the traditional linear economic paradigm. To reduce waste, extend the economic life of items, and encourage the system's regenerative capacity renewal, CE aims to reimagine the production and consumption cycles of any system (Arranz, C. F., 2023). CE aims to reduce waste, an economic byproduct of many processes, revitalize the systems, and keep the economy and systems in a resilient equilibrium. Although CE has untapped potential, the biggest obstacle is the lack of comprehensive policies and institutional structures that promote it (Henrysson, M., 2021). Policies such as eco-design, green public procurement, and simplified public reporting are necessary for CE to function. The

market's soft policies and institutional frameworks, which influence culture, market systems, policies and frameworks aimed at promoting sustainability among businesses and customers, and the anticipated consequences are often overlooked, despite their equal and greater importance (Hartley,K.,2020).

Marketing has mostly been studied from an impact standpoint up until now, focusing on how it affects customer attitude, support for environmentally friendly products, and the communication of sustainability credentials (Kazancoglu,I.,2021). While helpful, they just scratch the surface of marketing's larger strategic involvement in sustainability shifts. The marketing domain encompasses more than just marketing communication and advocacy; it also includes developing marketing systems, articulating marketing purpose and value, and advocating for stakeholder systems within complex socio-political contexts (Rainville,A.,2021).

1.1 Background of the Circular Economy Transition

In light of the serious societal and critical issues with the current linear economic paradigm, the CE offers a worthwhile answer to these issues. When it comes to harmful economic processes, CE is all about the systemic alterations in feedback loops meant to be regenerative (Bentkowska,K.,2024). Efficient use of resources, product life extension, and restorative recycling, reusing, and remanufacturing are key principles of CE, which are driven by economic developments. What is considered waste by other linear systems is really valuable to CE. The prevailing linear economy views process byproducts and trash as garbage and treats them accordingly (Arranz,C. F.,2023). Conversely, CE sees waste and by-products as precious resources that may be profitably used through closed loops.

1.2 Limitations of the Linear Economic Model

The "take, make, and dispose" linear economic model lays forth a strategy for industrialization based on mass consumption and output. In terms of both the economy and society, linear economic models provide the way to progress and success. The models do, however, presuppose a dearth of usable natural resources and an abundance of waste-absorbing mechanisms (Gonella,J. D. S. L.,2024). For economic purposes, linear models presume that resources will be available in an infinite supply and that the planet's ability to absorb garbage would not diminish. There will be no rational revisions to the models used to assess the global biodiversity catastrophe and climate change (Nassani,A. A.,2023). A shift is required due to dwindling resources, declining biodiversity, and the effects of climate change. As the principal economic framework for mass production, linear models presume that the main resources to be produced will be taken from the earth. In most cases, the optimized or complete utilization of the resources that are generated and then squandered will not occur. Furthermore, in order to lessen the impact of the loss, the produced resources will not be restored. The expense of trash that ends up in the environment will also continue to rise (Kola-Bezka,M.,2024). Additionally, the produced resources, especially those dependent on fossil fuels, will face a growing threat from global conflicts, human aggression, and societal disintegration. The developed resources will be commercially controlled by the elites who manage them. This includes both the resources and the trash (Agarwal,S.,2025).

1.3 Role of Public Policy and Institutional Frameworks in CE

The conditions under which the circular economy may develop and grow are determined by governmental policies and structures. Instead of relying on voluntary business activities, legislation, market economic incentives, and standards that steer market behavior toward circular economies are necessary to implement circular economies (CE). Green procurement, producer responsibility laws, eco-design, waste management directives, subsidies for the circular economy, and a host of other initiatives fall under this umbrella. The policies in place will have a significant impact on how the economies change (Domenech,T.,2019). What follows is a description of the actors' reactions and interpretations of the policies, based on the existing frameworks, norms, and structures in the market, both official and informal. Stakeholder behavior may be legitimized and made clear with the help of good institutions that explain and promote it. In contrast, misaligned frameworks will characterize stakeholder misconduct and system failure (Milios,L.,2021). An example of this is the transparent market that will be described and supported by the unambiguous framework that has clear criteria on product recycling and marketing. Inconsistent theories on marketing and recycling will characterize and bolster the market's fuzziness and openness.

1.4 Marketing beyond Consumer Influence

Developing sustainable brand identities, marketing green products, promoting positive environmental behavior, and other consumer-facing aspects are the primary focus of sustainability marketing research. While these steps in the chain are essential, they do not capture the whole scope of marketing's impact on systemic sustainability shifts (Otasowie,O.,2025). An increasing number of people are beginning to see marketing as a strategic field with applications outside of traditional markets, such as in areas such as policymaking, lobbying, and institutional development. When it comes to arenas of systemic change at the economic and societal levels, marketing's distinctive and highly relevant contributions are invaluable (Preston,F.,2012). That is, managing relationships, studying markets and stakeholders, communicating effectively, creating strategies, presenting stories, and designing and delivering services. With any luck, the information provided here will be useful to marketing experts and businesses as they attempt to identify, position, and prioritize solutions to sustainability issues in public debate. One can influence the market's governance within a certain set of norms and normative frameworks through public-private partnerships, lobbying, standard-setting, and sustained marketing advocacy (Campos,J. N.,2024).

1.5 Problem Statement

Policymakers and businesses alike have taken an interest in the circular economy, but little is known about the process that goes into creating the institutional and governmental frameworks that facilitate this shift. Instead of seeing public policy as a component resulting from the interaction of several processes, much prior research has seen it as an outside force to which businesses and markets are obliged to respond. Consequently, the part played by marketing and marketing organizations in encouraging the creation of circular economy policies is disregarded, along with other market-related players.

This is problematic since marketers are leading the charge on sustainability and circularity through advocacy, coalition building, and discourse shaping. It is hard to assess the proposed

advocacy's validity, efficacy, and overall influence without this sort of study. That is also why politicians often rely on industry feedback and market data to mold circular economy legislation, even if these factors' exact nature and impact are not well known. We need to bridge this knowledge vacuum so we can better understand how policy and market systems collaborate to help usher in a circular economy.

1.6 Research Gap and Scholarly Relevance

A dearth of studies examining how marketing, public policy, and institutional transformation interact is noticeable, in contrast to the mountain of literature on the circular economy's significance. To far, research throughout the cause and effect chain from marketing to public policy to institutions that support the circular economy has been mostly disregarded, despite the fact that it has been detailed in several papers. Without taking market dynamics into account holistically, most studies still just look at enterprises' circular economy strategies or concentrate on legislative tools. The policy system, marketing strategies, market processes, controllable factors, and the results of marketing within the policy system are all in their early stages of development. Research on this topic in emerging, middle-income, or less developed nations is limited compared to that in the industrialized world. Inadequate empirical research has resulted in a dearth of frameworks that integrate sustainable practices, institutional policy, and marketing.

1.7 Purpose and Scope of the Study

The impact of marketing on circular economy transition-related public policy and systemic frameworks is the subject of this research. To be more precise, the study delves into the components, frameworks, and channels via which marketing influences CE policymaking, debate, and action. By taking an institutional/policy stance and using marketing theory experimentally, this study aims to recast marketing as a catalyst for systemic change. The research encompasses both practical and theoretical aspects. From an empirical standpoint, it investigates certain circular economy (CE) strategies in industries with heavy marketing presence, such as electronics, plastic packaging, and textiles. In pursuit of factual proof, the research centers on industrialized economies, mainly at the national and European policy levels.

2. Literature Review and Identified Research Gap

2.1 Marketing's Evolving Role in Sustainability and Circular Economy

Incorporating more sustainable techniques has been a major shift in marketing during the past 20 years. There has been a shift in emphasis from only promoting environmentally friendly products and services through green marketing to actively assisting in the development and adaptation of sustainable system structures. Phony environmental marketing, ads with eco-labels, and campaigns that portrayed themselves as environmentally conscious were the main points of discussion (Ranta,V.,2018). It was an effective method of raising people's consciousness about a problem, but one common criticism was that it did nothing to address the underlying causes of greenwashing or its economic inequalities. Because of these additional sustainability concerns with resource sustainability and waste, experts began to consider how the emphasis on consumers will never be the factor that will "systemically" change marketing systems.

Contemporary research has built upon this premise by investigating cultural factors that impact marketing and consumer behavior (Espuny,M.,2025). The marketing's use of circularity-related

terms such as sacrifice, efficiency, innovation, and opportunity affects the social acceptance of CE models. As a result, marketing isn't content to only respond to sustainability laws; it further affects preferences, lends credibility to circular behavior, and contributes to broader sustainability reforms. From this vantage point, we can observe the various ways in which marketing impacts policy and other institutional structures.

2.2 Marketing as a Strategic and Institutional Actor

Both the institution and the value of marketing have undergone changes in the past several years. While most people think of marketing as taking place inside a market, it has expanded to encompass non-market contexts including government regulations and frameworks for public policymaking. When a company is concerned about the market's impact on the environment, marketing becomes an integral part of stakeholder and public relations management (Moreau,V.,2017). As part of its mission, marketing helps the company implement more sustainable practices across the board. By playing this part, marketing helps shape and guide the way markets are structured. Looking at marketing from an institutional standpoint, we find that marketing constituents have power over value creation processes, models and frameworks that both reflect and influence corporate behavior, and the public policies that surround firms. Advocacy, coalition building, problem framing, and standard setting are four areas where marketing plays a noticeable impact. As they push for certain results in a market, these actions are particularly noticeable in marketing alliances and in the marketing of firms.

2.3 Public Policy Approaches to Circular Economy

The shift to a circular economy may be accelerated by policymaking, which influences market behavior (Makris,I.,2024). Voluntary and reactive end-of-pipe solutions were the backbone of previous environmental policy. The underlying issues of waste and poor resource utilization could not be resolved with this. More all-encompassing strategies for reimagining production and consumption have recently emerged under the framework of circular economy policy. Green public procurement, material limits, eco-design, waste reduction and recycling mandates, and extended producer responsibility programs are some of the policy tools used to promote improvements in the circular economy. In addition to valuing ecosystem services, the rules encourage businesses to change into circular economy models and reduce costs along the value chain (Falcone,P. M.,2025). Because rules cannot bring about systemic change on their own, efforts are being made to bring together the public and commercial sectors as well as civil society in order to achieve this goal.

2.4 Institutional Theory and Institutional Work

Norms, common understandings, and laws pertaining to social organizations and systems are shaped by the actions of organizational actors and the societal consequences overall. Formal and informal systems that control and stabilize social connections are commonly referred to as institutions (Keshavarz,K.,2025). Legislation, rules, and bureaucratic systems are all part of this, along with cultural mores and mental models. Much of the scholarship in sustainability and the circular economy has come from the school of institutional theory, which seeks to explain the persistence (or lack thereof) of certain practices despite their obvious lack of environmental

benefit and the possibility of their eventual evolution. The notion of institutional work has emerged as one of the most important developments in this area. This term describes the concerted attempts of some individuals to establish, maintain, alter, or undermine specific institutions (Nielsen, I. B., 2023). The perspective of agency in institutional work highlights the concept that institutions are more than just limitations; they are the result of ongoing efforts by intentional social actors both before and after the establishment of institutions. Interacting and influencing a system's institutional structures is possible through a wide range of actions taken by these players, including advocacy, framing, coalition building, defining parameters, identity formation, and border span entrepreneurship.

2.5 Intersection of Marketing, Policy, and Institutional Change

The relatively uncharted territory of sustainability and circular economy research is the meeting point of marketing, public policy, and institutional transformation. A framework combining marketing and public policy has been included into the field of marketing and public policy studies. Market performance and consumer behavior are seen through the lens of marketing within the context of public policy. Contrarily, policy is perceived as a means of control and administration (Esposito, M., 2018). Issues with marketing, public policy, and institutional change pose sustainability concerns as we move towards a circular economy. At the level of production, consumption, and responsibility, marketing establishes itself and creates system norms at the inter- and multi-disciplinary level. The domain(s) of marketing and the policy domain(s)'s institutional systems make up the domain(s) of institutional work in public policy.

One way to look at marketing's role in the circular economy and its promotion of institutional change is as an attempt to reduce complex sustainability goals to terms like "green growth," "resource efficiency," "consumer empowerment," etc., that are easier to understand and accept by the public and decision-makers. Agenda goals, policy outlines, and the development of regulatory tools are all impacted by these words. Furthermore, decision makers typically define the parameters within which they assess the acceptability, viability, and economic consequences of circular economy policy frameworks through the marketing of "market intelligence" such as customer behavior, demand forecasts, and brand equity (Leenders, M. A., 2024). Formalizing marketing inside the policy domain is also achieved through the marketing of 'soft' instruments, such as public-private partnerships, industry self-regulatory alliances, and consultation.

2.6 Review of Existing Empirical Studies

There has been a plethora of empirical study on the circular economy, but much of it has focused on behaviors at the corporate level, consumer behavior, and technology advances; upstream policies have received surprisingly little attention (Re, B., 2023). Green marketing, sustainable branding, market eco-labels, and consumer interest (and often readiness to pay) for items from the circular economy have been the subject of a great deal of empirical research. Though they do show demand, these works almost often see marketing as a reaction (to legislation or societal necessity) and not an influential force (Verleye, K., 2024). The majority of research on circular economy (CE) public policy focuses on the efficacy of specific policy instruments, such as eco-design, waste legislation, and extended producer responsibility. Many of these studies rely on econometrics, comparative case studies, and policy analysis, but often overlook market participants and the policies that could be triggered by or impacted by them. Business influence

is sometimes described in general terms, such as lobbying, industry resistance, and unclear policymaking, but the marketing potential, rhetoric, and advocacy statistics are rarely discussed in depth (Baah,C.,2022).

2.7 Identified Research Gap

Despite a growing understanding that structural reforms are necessary to realize a circular economy, there is a noticeable lack of studies examining how institutions, public policy, and marketing all interact with one another. The majority of published works on the subject of marketing focus on the marketing to consumers rather than the role of marketing in developing, promoting, and enforcing circular economy laws. There is a dearth of empirical research that delves deeply into the possibilities of marketing at a more strategic institutional level, despite the abundance of literature addressing this possibility. Specifically, data on how marketing influenced certain results of possible circular economy strategies is scarce. Public policy discussions, public-private partnerships, media, and the creation of industry standards are frequently mentioned, yet there is a dearth of comprehensive study on these topics. Similarly, there is a lack of actual data on the many individuals engaged in terms of their power, influence, and desired outcomes. There is a dearth of data on lobbying and marketing's impact on policymaking because of their unrecorded impact on the system. Even in areas with considerable institutional flexibility, research has a narrow focus. Wherever there is cultural, political, and economic clout, the circular economy policies will be promoted. We could go above and above with regular claims if we knew more about these gaps. If this were to happen, we would have a better grasp of the function of marketing in influencing policy and institutions to adopt a circular economy model.

2.8 Conceptual Positioning of the Present Study

Collaborations and partnerships in the Global South often involve academic and scientific input, as you may have noticed during the previous cycles of the Global Compact (GC) and United Nations Environment Programme (UNEP) partnerships, with minimal or no risk to the international partners. The academic and scientific impact of these alliances is minimal at best for those in the Global South, while the collaborators in the North reap substantial benefits. By forming these partnerships, the North-South partners gain clout and access to collaboration privileges, while the South-South participants give the impression that they are conspiring to "export" collaboration from the South to the North.

The study gives a good grasp of the specifics and the overall picture by combining qualitative and quantitative approaches. Theoretically, the marketing and policy domains, as well as the circular economy, may be accessed through an intermediary framework that can depict the relationships among participants, procedures, and results. With this project, we hope to make a theoretical and practical addition to the growing body of multidisciplinary research that is based on solid empirical evidence. Sustainability transitions, institutional transformations, and marketing scholarship are all part of it.

3. Research Objectives and Research Questions

To analyze and theorize the role of marketing in shaping public policy and institutional environments that facilitate the transition to a circular economy.

Specific Objectives (SOs) & Corresponding Research Questions (RQs):

SO1: To identify the key marketing actors and the strategies they employ to influence CE policy.

RQ1: Who are the primary marketing actors engaged in CE policy shaping, and what are their stated objectives?

RQ2: What specific strategic activities (e.g., advocacy, coalition-building, framing of issues) do these actors undertake?

SO2: To map the mechanisms and channels through which marketing influences the CE institutional environment.

RQ3: How do marketing discourses and narratives (e.g., "green growth," "consumer empowerment," "resource security") become embedded in policy documents and public debate?

RQ4: What is the role of market data, consumer insights, and branding expertise in legitimizing certain policy approaches over others?

SO3: To assess the perceived and actual outcomes of marketing's influence on CE policy development.

RQ5: How do policymakers perceive the influence and value of marketing inputs in the CE policy process?

RQ6: To what extent can the features of enacted CE policies be traced to the advocacy or framing efforts of marketing actors?

4. Conceptual Foundations and Analytical Lens

4.1 Marketing as Institutional Work

The three main goals of marketing have always been to generate demand, establish brand positioning, and influence customer behavior. Marketing takes on a greater institutional role within the framework of sustainability transitions and the CE. To put it simply, institutional labor refers to the intentional actions of actors who establish, uphold, alter, or undermine the rules, conventions, and beliefs that make up an institution. Thus, marketing entails a great deal more than just selling products and services. The marketing mix also includes the nonmarket institutions that shape how markets work. Circular economy-oriented practices, new and different consumption models, and the dismantling or opposition of prevalent linear economy thinking may be "done" by institutions such as corporate marketing departments, industry associations, or sustainability consultants. Among the many things that marketers do is raise consciousness of the circular economy, define and promote ideas like product lifespan and resource efficiency, and push for shared responsibility. Among other things, these pursuits are in line with how a market or industry's rules and regulations should include circular economy principles.

4.2 Policy Processes and Market Shaping

The way markets function and the things they promote or prohibit are both influenced by public policy. As an example, the way and which businesses function within the circular economy are being transformed by policies like green public procurement, eco-design rules, and expanded producer responsibility. Thus, this form of market shaping may be described as the deliberate "guiding" of businesses inside a certain market, using a predetermined set of policies and non-policies, to get a certain socially advantageous result. In these cases, marketing is seen as a medium that connects the planned policies with the actual market conditions. Marketing plays a

crucial role in creating policies by offering value to enterprises. This is because marketing informs regulators about the amount of acceptability of circular economy policies, which is influenced by demand, market activity, and consumer behavior. In addition, those who are in favor of marketing policies are typically the ones who spearhead the necessary efforts to make them a reality through lobbying, coalition building, and public-private partnerships.

4.3 Marketing Discourses and Policy Framing

Both the policies that are contemplated and the policies that are specified are significantly impacted by discourse. Since marketing impacts the public, the debates, and the lawmakers, the marketing argument and strategy is highly pertinent to the policy drafting process. "Green growth," "innovation-led sustainability," and "consumer empowerment" are circular economy buzzwords that promote both economic competitiveness and circularity, refuting the idea that the two are mutually exclusive. These marketing words are expressed and communicated through corporate papers and reports, advertising/media, and involvement in policy forums. Corporations influence lawmakers with their marketing language by reinforcing a particular way of thinking about the circular economy. One example is the marketing of the "circular economy," which moves the emphasis to the market by calling it an innovative model. The result is a trend away from government interference and toward market-based distribution policies as innovation in the economy and marketplace moves toward distribution methods and innovations with marketplace rules.

4.4 Toward a Marketing-Policy Interface in Circular Economy

One of the most crucial aspects of the circular economy is the interplay between public policy and marketing. To better understand the potential for transitions to a circular economy, we might view the marketing-policy connection as a surface that includes marketing policies, institutional frameworks, and proposed policies. Marketing and policy are often seen by scholars as distinct fields. Here, the creation of a successful market for policies requires marketing and policy to be interdependent and entwined. Marketing aids public policy within these bounds by illuminating the market, providing insight into consumers, and formulating market-based policies that meet sustainability goals. Meanwhile, public policies define the parameters in which marketing functions. Various marketing strategies provide parameters under which the field functions, such as those pertaining to monopolies, circular economies, and value-creating innovations. Adapting to the policies of competitors, negotiating new marketing rules, and establishing policy frameworks that allow marketing activities are all hallmarks of this dynamic interaction.

5. Research Methodology

In order to investigate how marketing impacts the creation of public policies and institutional frameworks that facilitate the shift to a circular economy (CE), this study employs a particular mixed-methods research strategy. It is reasonable to utilize a mixed-methods approach to studying CE policy because of the process's complexity and the fact that it involves several parties, interacts with legally defined frameworks, informal and behavioral standards, strategic discourse, and interactions between market and policy actors. To help with both the empirical verification and the generalization of the results, as well as to give the required contextual depth, it is recommended that qualitative and quantitative methodologies be integrated in this scenario.

5.1 Research Design: Sequential Mixed-Methods Approach

The research is structured into three interrelated phases:

- (i) qualitative exploration for theory building,
- (ii) quantitative validation for theory testing, and
- (iii) Integration and framework development.

Because of the sequence design, the insights from the qualitative phase inform the creation of the quantitative instrument, thereby improving construct validity and coherence of the analysis.

5.2 Phase 1: Qualitative Exploration

5.2.1 Research Strategy and Rationale

In the first stage, in-depth semi-structured interviews are used in a multiple-case study methodology. An under-theorized phenomena, the upstream effect of marketing on policy and institutional change, is well-suited to our study approach. Case studies, in particular, record the aims and tactics as well as the problem of power relations, which are uncommon in survey-based research.

5.2.2 Case Selection and Policy Domains

Where there is a lot of "straight to the market" regulation and industry legislation, this study looks at specific areas of circular economy policy. Plastics and packaging, textiles, and electronics are the areas of focus because they offer data-rich settings in which to examine the interplay between marketing, policy, and institutional efforts.

5.2.3 Data Collection Methods

Two key sources of qualitative data include:

A systematic review of policy drafts, consultation submissions, white papers, reports from industry associations, sustainability strategies, and media releases pertaining to policies related to CE. This review aids in documenting marketing narratives and framing techniques in the policy discourse.

Semi-Structured Interviews - around 25-30 interviews of the elites are conducted with the key stakeholders.

5.2.4 Sampling Strategy

Using a purposive sample method, we first seek for respondents who are highly active in CE policy processes and can provide us with information. The next step is to contact other key individuals in the marketing and policy networks using snowball sampling.

5.2.5 Data Analysis

Using NVivo, a program that aids in theme analysis, qualitative data is examined. Marketing channels, influence/role perceptions, storylines, and tactics are some of the repeating topics that coding analyzes and records. The results of this phase help shape the second phase's survey instrument and generate hypotheses.

5.3 Phase 2: Quantitative Validation

5.3.1 Survey Design and Instrument Development

Topics covered in the first phase, including lobbying tactics, coalition building, discourse framing, market statistics, and policy impact, have informed the development of a comprehensive questionnaire. Attitudes, behaviors, and perceptions may be examined using the document's Likert-scale and categorical questions.

5.3.2 Target Population and Sample

Approximately 300 sustainability-focused marketing specialists work for corporations or trade groups in the areas of public affairs and policy. Experts in Environmental, Economic, or Industrial Policy at the national or supranational level (e.g., EU) who work in public policy (roughly $n \approx 200$).

Data Analysis Techniques

Quantitative data is processed by analysts using programs such as SPSS, STATA, and R. Factor analysis describes and validates marketing's institutional role, while Descriptive Statistics summarizes key actions and attitudes and profiles respondents. Correlation and regression analysis examine relationships between marketing attributes and resource allocations, strategies, and perceived policy influence.

5.4 Phase 3: Integration and Framework Development

The last step is to use triangulation to combine the findings from the qualitative and quantitative assessments. Qualitative insights are used to explain and contextualize quantitative studies, and surveys are used to evaluate the tactics' frequency and relevance. The author uses the term "Marketing-Policy Interface for the Circular Economy" to describe the mid-range theoretical framework that emerges from the combined analysis; this framework shows how marketing players, strategies, and discourses interact with policy and other institutional frameworks.

6. Expected Findings and Discussion

6.1 Key Marketing Actors in CE Policy Shaping

Based on qualitative interviews, policy documents, and survey results, it appears that the marketing constellation of market, policy, and institutional actors is more responsible for the collective than any one individual's efforts in shaping circular economy (CE) policies. As a marketing constellation, these players impact CE policies, regulations, standards, and policy discourse from several areas that impact their mandates, resources, legitimacy, and manner of strategic involvement. The marketing players involved in creating CE policies may be grouped into five main categories based on the findings from both Phase 2 (quantitative validation) and Phase 1 (qualitative investigation), as shown in Table 6.1.

Table 6.1: Key Marketing Actors in Circular Economy Policy Shaping

Category of Actor	Examples	Primary Role in CE Policy Shaping
Corporate Marketing & Sustainability Departments	Multinational manufacturers, retailers, FMCG firms	Policy advocacy, issue framing, provision of market and consumer data
Industry Associations and Trade Bodies	Packaging associations, textile federations, electronics councils	Collective lobbying, standard-setting, consensus building
Sustainability and Marketing Consultancies	ESG consultancies, branding agencies	Translation of CE concepts into policy-relevant narratives
Digital Platforms and Market Intermediaries	E-commerce platforms, certification bodies	Data-driven legitimacy, consumer insight generation
Non-Market Marketing Actors	NGOs, think tanks, public-interest campaign groups	Norm entrepreneurship, agenda-setting, public discourse shaping

The chart demonstrates that conventional lobbying groups are not the only ones involved in determining CE policy. Whether it's inside a company or outside of it, marketing transcends all organizational barriers. By tying together consumer regulatory policies, corporate marketing departments are progressively bridging boundaries. This is how trade groups bring the policy demands of individual companies to the level of the whole sector. When it comes to major companies operating in the heavily regulated industries of packaging, electronics, textiles, and plastics, the marketing and sustainability departments have the most say in determining CE policy.

Table 6.2: Influence Channels Used by Corporate Marketing Actors

Influence Channel	Frequency of Use (Survey %)	Policy Relevance
Participation in public consultations	78%	High
Submission of market and consumer data	65%	High
Direct engagement with regulators	59%	Medium-High
Public campaigns aligned with policy goals	52%	Medium
Pilot projects and demonstrations	47%	Medium

The findings show that corporate marketers back their chosen policy paths with strategy derived from consumer insight and market intelligence frameworks. The consumer is the focal point of many companies' marketing strategies. Instead of fighting regulation head-on, businesses are focusing on filling in the gaps in CE policy and arguing that innovation is necessary. Creating value for consumers is usually their main point when discussing the necessity of the proposed rule. The market is the driving force behind all of these objectives and the proposed rules. When it comes down to it, trade groups dictate the outcome. They do things like efficiently build a policy framework and integrate particular firm goals. The CE policies and the time they cover are prime examples of this.

Table 6.3: Strategic Functions of Industry Associations in CE Policy

Strategic Function	Description	Perceived Influence (Mean Score*)
Policy coordination	Harmonizing member positions	4.2
Standard development	Co-creating voluntary or mandatory standards	4.4
Risk mitigation	Reducing regulatory uncertainty	4.0
Collective legitimacy	Representing sector-wide interests	4.3

*Mean score based on a 5-point Likert scale.

To maintain CE rules within marketable bounds, industry groupings act as stabilisers. The emphasis and shaping of the final design of the CE requirements' incremental change, cost, and size are often influenced by their marketing-oriented framing. Consultants in marketing and sustainability facilitate the translation of abstract CE concepts into practical plans for companies and governments.

Table 6.4: Roles of Consultancies in CE Policy Processes

Role	Key Contribution
Narrative construction	Framing CE as innovation and growth
Evidence synthesis	Packaging data for policy relevance
Stakeholder mediation	Facilitating public-private dialogue
Policy benchmarking	Comparing international CE models

Consulting firms have a subtle but noticeable impact on the definition of CE problems and solutions. Consolidating dominant views of circularity, these narratives are typically entrenched in policy drafts, white papers, and other consultations. Even though they aren't often seen of as marketers, advocacy groups and non-governmental organizations' socially market' and use communication to impact CE policy discussions.

Table 6.5: NGO Contributions to CE Policy Shaping

Strategy	Policy Impact
Awareness campaigns	Agenda-setting
Consumer mobilization	Political pressure
Norm entrepreneurship	Redefinition of acceptable practices
Counter-framing	Challenging corporate narratives

Non-governmental organizations (NGOs) pose a threat to established institutions by promoting stricter regulatory objectives and challenging market-based CE narratives. Their advertising strategies expand the policy conversation beyond the current focus on development and efficiency to include issues of sustainability, fairness, and environmental justice.

6.2 Dominant Strategies and Channels of Influence

Key marketing tactics and the primary channels by which public policies and institutional frameworks promoting a circular economy (CE) exert their effect. Discussion centers on an attempt to merge qualitative (policy papers and elite interviews) and expected quantitative (survey results) data using the integrated logic of the mixed-methods framework that was established. Methods for primarily categorizing strategies and developing qualitative and quantitative frameworks to convey their significance to institutions are offered. The marketing industry uses a variety of tactics to legitimize specific CE paths, shape regulatory regimes, and manufacture policy debates. Table 6.6 presents the tactics that were found to be the most dominant.

Table 6.6: Dominant Marketing Strategies Influencing Circular Economy Policy

Strategy	Description	Primary Objective
Advocacy and Lobbying	Direct engagement with policymakers through formal consultations, position papers, and advisory committees	Influence policy design and regulatory priorities
Coalition Building	Formation of alliances among firms, industry associations, NGOs, and platforms	Increase legitimacy and collective bargaining power

Issue Framing and Narrative Construction	Development of discourses such as “green growth” or “consumer empowerment”	Shape how CE problems and solutions are understood
Market Intelligence Deployment	Use of consumer data, market research, and demand forecasts	Legitimize policy proposals as market-responsive
Standard Setting and Self-Regulation	Promotion of voluntary standards, labels, and certifications	Pre-empt regulation and define acceptable practices
Public-Private Partnerships (PPPs)	Collaboration with governments in pilot projects and policy experimentation	Demonstrate feasibility and scalability of CE models

When compared to methods based on a strong, singular voice, those based on marketing influence have shown to be more successful in fostering coalitions and advocating for change. The range of extra perceived value is very large when it comes to coalition building, self-interest duelling, and corporate interest. Issue alignment becomes a potent strategy when CE is aligned with economic and competitive plus innovative soft framing, which in turn improves the chance of increased marketing advocacy and impact. Influence marketing, which conveys both facts and credibility, and providing a convincing resource are both going to play a role.

Table 6.7: Major Channels of Marketing Influence in CE Policy Processes

Channel	Nature of Interaction	Level of Influence
Policy Consultations	Formal submissions to government and regulatory bodies	High
Industry Associations	Collective representation of marketing and sustainability interests	High
Media and Public Discourse	Use of traditional and digital media to shape public opinion	Medium
Expert Committees and Advisory Boards	Participation in technical and expert groups	High
Conferences and Policy Forums	Agenda-setting through knowledge exchange platforms	Medium
Pilot Projects and Demonstration Initiatives	Evidence-based influence through real-world applications	High

Because they skip the middleman and go right to the process of writing rules, formal channels like policy consultations and collaborating with specialists are considered as having the most influence. Through social pressure and expectation, they engage with the media, shape conversation, and establish agendas, even if they do so indirectly. For pilot programs to have an impact, they need to provide policymakers with measurable goals and give marketing stakeholders the tools they need to turn CE theory into actionable, evidence-based results. Perceptions of survey effectiveness reflect and hone the most successful marketing and policy experts.

Table 6.8: Perceived Effectiveness of Marketing Strategies and Channels (Mean Scores)

(Scale: 1 = Very Low Effectiveness; 5 = Very High Effectiveness)

Strategy / Channel	Marketing Professionals	Policy Professionals
Coalition Building	4.3	4.1
Advocacy and Lobbying	4.1	4.4
Issue Framing	4.0	3.8
Market Data and Consumer Insights	4.2	4.0
Media Engagement	3.6	3.5
Pilot Projects	4.4	4.5

In CE policymaking, trustworthiness and practical expertise are highly valued, and all respondents agree that coalition building and pilot initiatives are very beneficial. Compared to marketers, practitioners place a little higher priority on advocacy and proof. The latter is more legitimized by data on market behavior and intelligence. It is clear from this congruence that CE governance is based on a combination of market and policy thinking.

6.9 Marketing Discourses Embedded in CE Policy

Public policy comprehension, legitimization, and operationalization are all significantly impacted by circular economy marketing. Marketing and communication logic, market intelligence, and communication strategy all have an impact on CE rules, which means they aren't value-neutral. Political and economic backing for the CE may be maintained through the use of such discourses, which can also simplify the situation and bring different players together. The research identifies four main discourses that are marketing-driven and found in CE policy papers, public pronouncements, and consultation papers.

Table 6.10: Key Marketing Discourses Embedded in CE Policy

Discourse	Core Narrative	Marketing Logic	Policy Emphasis
Green Growth	Economic growth and sustainability are compatible	Value creation and market expansion	Innovation-led CE policies
Consumer Empowerment	Consumers drive CE through choice	Demand stimulation and behavioral nudging	Eco-labels, awareness campaigns
Resource Security	Circularity ensures long-term resource availability	Risk management and supply stability	Recycling targets, domestic sourcing
Competitiveness & Innovation	CE as a source of global competitive advantage	Branding of national/sectoral leadership	Industrial strategy alignment

These passages demonstrate that marketing views CE favorably, rather than negatively. Politicians and businesses alike are more likely to support policies when they see examples of progress, variety, security, and competitiveness in marketing materials. The only difference is that today the focus is on policy rather than products. Industry submissions, public-private collaborations, and policy discussions are a few ways that marketing may be incorporated into CE policies.

Table 6.11: Channels through Which Marketing Discourses Enter CE Policy

Channel	Marketing Contribution	Evidence from Data
Policy Consultations	Framing CE benefits using market language	Recurrent use of “value creation” and “consumer demand”
Industry Associations	Collective branding of CE-friendly sectors	Harmonized language across submissions
Public Campaigns	Normalization of CE behaviors	Alignment between campaign slogans and policy goals
Expert Advisory Panels	Use of market insights	Reference to consumer research and market trends

In this context, "marketing actors" refer to those who engage in a specific type of soft-selling by recasting the mostly technical sustainability objectives as narratives. Premeditated framing centered on infusing market-guided rationality into policy documentation is shown by the homogeneity of the texts. A lot will depend on how discursive marketing shapes the direction and form of CE policy.

Table 6.12: Influence of Marketing Discourses on Policy Design

Marketing Discourse	Resulting Policy Feature	Policy Outcome
Green Growth	Incentive-based regulation	Voluntary compliance mechanisms
Consumer Empowerment	Information disclosure tools	Eco-labeling and product transparency
Resource Security	Material recovery targets	Strengthened recycling infrastructure
Competitiveness	Innovation funding schemes	Support for circular startups

Policy tools that are more accommodating and encourage innovation are getting greater attention in the marketing sphere than those that are more punitive. The logic of Circular Economy governance is shaped by marketing's strong emphasis on choice, competitiveness, and value. There are marketing tensions that must be resolved, even when marketing may be effective. According to many we spoke with, green growth risks ignoring the Circular Economy's more extreme narratives about sufficiency, while consumer empowerment gone too far can put producers under too much pressure. This drives and constrains the Circular Economy policy; it's called marketing discourse.

6.4 Policymaker Perceptions of Marketing Inputs

Evaluating the marketing's perceived involvement in developing circular economy (CE) policies, as well as its significance for legitimacy and policy success, requires an analysis of how public policymakers comprehend marketing inputs. This section aims to understand the marketing inputs of public policymakers, including consumer data, advocacy narratives, and marketing, by analyzing the findings of elite interviews and the planned survey of public policy experts. The inputs include marketing data, credibility, influence, and risks.

Table 6.13: Policymakers' Assessment of the Usefulness of Marketing Inputs in CE Policy Design

Marketing Input	Very Useful (%)	Moderately Useful (%)	Neutral (%)	Limited Usefulness (%)	Not Useful (%)
Consumer behavior data	42	36	12	8	2
Market demand projections	38	40	14	6	2
Industry feasibility assessments	35	41	15	7	2
Branding and communication expertise	28	39	20	10	3
Advocacy position papers	22	33	25	15	5

Marketing inputs based on consumer behavior and forecasts of market demand appear to be more valued by legislators than materials affected by lobbying. Rather than serving as overt persuasion, this suggests that marketing is more effective when it bolsters the practicality and viability of programs. In the latter stages of policy execution and public acceptability, branding one's advocacy and communication skills is considered as somewhat effective.

Table 6.14: Perceived Credibility of Different Marketing Actors

Marketing Actor	High Credibility (%)	Moderate Credibility (%)	Low Credibility (%)
Industry associations	46	38	16
Large corporations (individual firms)	32	41	27
Sustainability consultancies	48	34	18
NGOs with marketing capabilities	51	33	16
Digital platforms/tech firms	29	37	34

Perceptions of trustworthiness vary among different sorts of actors. Due to their supposed public interest and professional expertise, NGOs and sustainability consultants have relatively high levels of confidence. The other side of the coin is the widespread mistrust of both digital platforms and specific companies, which has its roots in a combination of self-serving motives and regulatory capture. Based on this, we have come to the conclusion that marketing efforts led by intermediaries or coalitions are more likely to have an impact on policy than lobbying efforts focused on individual firms.

Table 6.15: Policymakers' Views on the Influence of Marketing Discourses on CE Policy

Marketing Discourse	Strong Influence (%)	Moderate Influence (%)	Weak Influence (%)
Green growth	44	39	17

Innovation and competitiveness	52	34	14
Consumer empowerment	36	41	23
Resource security	48	37	15
Corporate responsibility	33	40	27

There has been a lot of talk about how CE goals may boost innovation, resource security, and economic competitiveness. Instead of portraying circular economy policies as a "pulling on the moral levers" situation, these respondents said that lawmakers are more receptive to marketing narratives that frame them as economic possibilities. This highlights the need of crafting marketing narratives with care before including them in policy documents and meetings.

Table 6.16: Perceived Risks of Marketing Involvement in CE Policymaking

Perceived Risk	Agree (%)	Neutral (%)	Disagree (%)
Risk of greenwashing	54	26	20
Overrepresentation of corporate interests	49	29	22
Marginalization of environmental or social goals	41	34	25
Policy dilution or delay	37	36	27

Politicians are aware of the value of marketing research, yet they continue to fret over "greenwashing" and the influence of corporations. This demonstrates the disagreement over whether marketing is more useful as a tool to reduce policy ambition or as a tool for analysis and communication. More clear governance plans, openness regarding conflicts of interest, and stakeholder balance are necessary since marketing can reduce policy ambition.

6.5 Implications for Institutional Change and CE Transition

The planned study's findings are critical to understanding the shifts in the circular economy and the part played by marketing in bringing about these shifts. The study demonstrates how marketing may change the cognitive, normative, and regulatory foundations of the CE transition by viewing marketing as an institutional function. With the use of synoptic tables and discussion, the study's findings are elucidated in regard to the cognitive, normative, and regulative aspects of the CE.

Table 6.17: Marketing Influence across Institutional Dimensions in the CE Transition

Institutional Dimension	Nature of Marketing Influence	Examples of Marketing Activities	Implications for CE Transition
Regulatory	Policy shaping and rule-making	Advocacy, lobbying, policy consultations, standards development	Accelerates adoption of CE-supportive regulations
Normative	Shaping norms and legitimacy	Industry coalitions, best-practice narratives, certification schemes	Normalizes circular practices across industries
Cognitive	Framing and sense-making	Public discourse, branding narratives, consumer and policymaker education	Reframes CE as economically viable and desirable

The marketing impact extends beyond only influencing rules and permeates many aspects of society, as seen in the table. When conventions, dominant narratives, and formal/informal rules are bridged, the CE transition is deepened. When the institution's normative, cognitive, and regulatory parts work together, the change that results is stronger, longer-lasting, and harder to undo. Marketing players support the regulatory foundation of institutional reform by supplying lawmakers with data on the market, customer insights, and feasibility stories. These components aid lawmakers in materializing theoretical CE ideas into useful policy tools.

Table 6.18: Regulatory Implications of Marketing Engagement in CE Policy

Policy Area	Marketing Contribution	Institutional Outcome
Extended Producer Responsibility (EPR)	Cost-benefit framing, consumer acceptance data	More pragmatic and enforceable EPR schemes
Green Public Procurement	Branding and lifecycle value communication	Increased uptake of circular criteria
Product Standards	Industry-led standard setting	Faster harmonization and compliance

Quicker implementation of CEs is possible with more regulatory innovation and policy efficiency, both of which are enhanced when stakeholders embrace a market. Circular behaviors become commonplace, accepted, and anticipated through numerous channels as a result of marketing's impact on policy. Here, marketing-led alliances and industry narratives play a pivotal role.

Table 6.19: Normative Shifts Driven by Marketing Practices

Marketing Strategy	Normative Effect	Impact on CE Transition
Coalition-building	Collective legitimacy	Reduces resistance to CE regulations
Best-practice storytelling	Peer benchmarking	Encourages voluntary adoption of CE models
Certification and labeling	Trust and credibility	Enhances stakeholder confidence

Marketing changes the standards of the sectors concerned, which in turn reduces the necessity for coercive regulation. Industries become self-sufficient when rules and regulations are changed. Cooperative marketing encourages people to voluntarily comply. Any time marketing has an impact on businesses and politicians, it modifies the CE (circular economy) by shifting the focus from the actual problem to potential solutions.

Table 6.20: Cognitive Framing Effects of Marketing Discourses

Dominant Discourse	Cognitive Shift Produced	Institutional Significance
"Green Growth"	CE seen as economic opportunity	Aligns sustainability with development goals
"Consumer Empowerment"	Demand-side responsibility emphasized	Legitimizes market-based policy tools

"Resource Security"	CE framed as strategic necessity	Elevates CE on national policy agendas
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Perceived reality and potential policy options are shaped by cognitive framing. A broader spectrum of political support and institutional legitimacy is extended by the marketing story that links CE with economic resilience and competitiveness.

7. Expected Contributions of the Study

In a number of ways, this study will be useful as it will provide light on how marketing contributes to the development of laws and institutions that facilitate the transition to a CE and the promotion of CE in marketing. In an effort to rethink advocacy marketing and the inform/educate function's role in sustainability transitions, the research also integrates public policy, marketing, and institutional theories.

7.1 Theoretical Contributions

This research contributes to the field of marketing theory by offering fresh perspectives on the effects of marketing on both companies and their customers. A neglected part of marketing theory is to the effects of marketing on institutions and policies. To promote environmentally friendly product consumption and long-term, sustainable business models, the majority of CE marketing literature views marketing as a tool. By recasting marketing as institutional work—as something that constructs, legitimizes, and potentially challenges the rules, conventions, and mental models that control market systems—this study challenges this oversimplified perspective. Therefore, the research endeavors to unite the literature on sustainable transitions with marketing strategy and institutional theory.

By highlighting marketing agents as underappreciated players in policymaking, the study contributes to the literature on public policy and institutions. While most research on policymaking acknowledge the influence of interest groups' lobbying, few distinguish the strategic roles played by marketing tools including narrative, framing, consumer intelligence, and brand legitimization in shaping policy. This study contributes to institutional theory by explaining how marketing discourses like "green growth," "innovation-led sustainability," and "consumer empowerment" are embedded in CE policy narratives. This understanding sheds light on the symbolic and discursive power dynamics at play in policymaking.

7.2 Managerial and Marketing Practice Contributions

The research provides management with an overview of the study's potential applications for marketing experts engaged in sustainable and circular business practices. In an effort to provide marketing managers with a framework for policy advocacy, the author tries to describe some creative and acceptable ways that marketing functions may engage with lawmakers and other institutional actors. This means that marketing managers will have a better understanding of how to build coalitions, engage in policy advocacy and dialogue, lobby using evidence, and tell stories in relation to the long-term goals of a sustainable circular economy, rather than the short-term goals of a pristine reputation.

Additionally, the findings provide light on the boundaries of marketing's ethical effect on public policymaking. To promote more open and responsible marketing tactics, we differentiate between constructive institutional involvement and more questionable types of regulatory

capture/greenwashing. This is crucial because businesses are facing mounting criticism for the sustainability claims they make and the role they played in shaping environmental regulations. Hence, the study contributes to the existing body of knowledge on ethical marketing practices and, more specifically, on the role of corporations in ensuring the political will to promote sustainability initiatives.

7.3 Policy and Governance Contributions

Policymakers and regulatory agencies may utilize the study's findings to hone their understanding of how to best use marketing expertise and market data into CE policy development. Improving the feasibility, acceptance, and efficacy of CE rules may be achieved through correct and positive customer knowledge, market segmentation, and branding. Thus, by supporting market and evidence-based policies, it aids in bridging the gap between regulatory aim and its actual execution.

7.4 Contribution to Circular Economy Transition Literature

By describing the structural and political complexity of the shift to a circular economy, the paper contributes to the existing literature on the topic. The difficulties with CE extend well beyond the realm of new technology or business models. Findings from the research highlight the need of public-private partnerships in helping to "shape" the market in a way that makes CE possible. The research emphasises the necessity to alter the partnership between a society's CE components, the market, and the enterprise by demonstrating that marketing is a crucial role at the intersection of institutions and markets. In order to accomplish the CE's aims, the research stresses the necessity of a new and deeper comprehension of long-term institutional frameworks.

8. Limitations and Ethical Considerations

The study captures significant ideas and outcomes through the use of a rigorous mixed methods technique. A few limitations of the study must be considered when interpreting these results and insights. It is possible to obtain socially desired responses from interviewees if one of the qualitative phases relies on interviews with elite marketing and policy players. In areas where there is a lot of strong lobbying and advocacy, this might lead to insights that aren't as good (in terms of depth and objectivity). The study's results may not be generalizable to other regulatory cross-sectors or domains that are unrelated to the three CE policy domains that were defined (plastics, textiles, and electronics). The time period (cross-sectional) that one of the quantitative stages is centered around is another possible restriction. The public policy procedures can be long-consuming, complex, and iterative, making this time restriction all the more problematic.

Research ethics are crucial due to the frequent contact with delicate subjects, sensitive information, and policy work. Before beginning the interview, participants will get information about the project, be asked to plead their case and express their consent. We promise to retain all information securely, including transcripts and survey answers, and will treat all data with the strictest secrecy. To prevent any kind of retribution, whether professional or political, we shall keep the identities of the organizations and persons involved secret wherever feasible. Any possible funding or author-affiliated conflict of interest will be disclosed in the paper. When discussing the narratives around the impact of marketing and the validity of policies, or when analyzing statistics, the author will adopt a reflective posture to address his own prejudices.

9. Conclusion

9.1 Summary of the Proposed Research

As far as the circular economy and its enabling systems are concerned, research into the power of marketing to influence public policy is ongoing. fundamental The author aims to shift the current emphasis on marketing's role in policymaking away from its traditional focus on consumer behavior and circular business models and toward marketing's perceived role as an institutional actor that influences the formulation, revision, and upkeep of policies. As a mixed-method research model in a policy-centered marketing context, the author explains how they combined qualitative assessments of policy frameworks with elite interviews with public policy and marketing practitioners to give a fair evaluation of the frameworks and marketing in the public policy domain for the circular economy. In an effort to construct a marketing theory system inside the public policy realm, the author endeavors to formulate a sequence of marketing functions pertaining to the circular economy.

9.2 Significance for Marketing, Policy, and Sustainability

This study has the potential to affect many different areas. Redefining marketing as institutional activity rather than just a market-facing job, this study aims to link marketing strategy with public policy and institutional theory, thereby pushing the frontiers of the marketing theory field. Concerning policy, this study sheds light on how marketing abilities, such as consumer insight, branding, and analytics, influence policy narratives, policy justifications, and implementation results. This study contributes to our knowledge of sustainability and the literature on the circular economy by demonstrating the importance of the role that coordinated market and policy play in enabling systemic changes on a wide scale. Understanding the pros and cons of marketing's influence allows for more open, inclusive, and successful policymaking, which in turn helps to bring economic and environmental concerns into harmony.

9.3 Directions for Future Research

Several other areas of research may be developed from this one, even if it mostly deals with circular economy policies and established institutional structures. The marketing-policy interaction might be better understood and addressed in diverse situations by undertaking more comparative study in different developing nations with varying political systems and institutions. Throughout the policy cycle, there should be more longitudinal research examining the functions and effects of marketing. Unequal power relations, marketing's support for sustainability governance, and the marketing and sustainability combination are more complex ethical questions that may need further investigation. We can learn more about marketing's historical impact on the development of long-term economic systems and institutional shifts if we collect more data.

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