

EXPLORING THE INTERCONNECTION BETWEEN SUSTAINABILITY, GENTRIFICATION MITIGATION, AND MARKETING THEORIES IN JOHANNESBURG'S SOCIAL HOUSING LANDSCAPE

Mzuchumile Makalima

Summary

Urban transformation, especially in the context of social housing, demands a comprehensive and sustainable approach that addresses the interconnected challenges of funding, gentrification, and triple bottom line considerations. This study explores three marketing theories which are Stakeholder Theory, Relationship Marketing, and Green Marketing as integrated frameworks for navigating these complexities. Stakeholder Theory emphasizes inclusive decision-making and ongoing engagement with diverse stakeholders, ensuring the alignment of urban development with community needs. Relationship Marketing brings a customer-centric perspective, fostering trust and collaboration for enduring relationships between urban planners and the community. Green Marketing introduces economic, environmental, and social responsibility, promoting sustainable practices within the triple bottom line framework. Synthesizing these theories provides a holistic strategy for Johannesburg's social housing paradigm, aiming for gentrification mitigation, and a balance between economic, social, and environmental sustainability. The proposed approach serves as a blueprint for equitable and sustainable urban development globally.

Keywords: Urban Transformation, Social housing, Green Marketing, Stakeholder Theory, Relationship Marketing

A FENNTARTHATÓSÁG, A GENTRIFICATION MITIGATION ÉS A MARKETINGELMÉLETEK KAPCSOLÓDÁSÁNAK FELTÁRÁSA JOHANNESBURG SZOCIÁLIS LAKÁSTÁJÁN

Összefoglalás

A városi átalakulás, különösen a szociális lakhatás összefüggésében, olyan átfogó és fenntartható megközelítést igényel, amely a finanszírozás, a dezintegráció és a hármas lényegi megfontolások egymással összefüggő kihívásait kezeli. Ez a tanulmány három marketingelméletet tár fel, ezek az érdekelt felek elmélete, a kapcsolati marketing és a zöld marketing, mint integrált keretek ezekben a bonyolultságokban. Az érdekelt felek elmélete a befogadó döntéshozatalt és a különféle érdekelt felekkel való folyamatos együttműködést hangsúlyozza, biztosítva a városfejlesztés és a közösségi igények összehangolását. A kapcsolati marketing ügyfélközpontú perspektívát hoz, elősegítve a bizalmat és az együttműködést a várostervezők és a közösség közötti tartós kapcsolatok érdekében. A Green Marketing bevezeti a gazdasági, környezeti és társadalmi felelősségvállalást, elősegítve a fenntartható gyakorlatokat a hármas alapponal keretén belül. Ezen elméletek szintetizálása holisztikus stratégiát biztosít Johannesburg szociális lakhatási paradigmájához, amelynek célja a dezintegráció mérséklése, valamint a gazdasági, társadalmi és környezeti fenntarthatóság közötti egyensúly. A javasolt megközelítés mintaként szolgál a méltányos és fenntartható városfejlesztéshez világszerte.

Kulcsszavak: városi átalakulás, szociális lakhatás, zöld marketing, érdekelt felek elmélete, kapcsolati marketing

Introduction

Urban transformation is a complex phenomenon largely influenced by the convergence of economic, social, and environmental changes that shape the landscapes of cities and towns across the globe (Smith, 2018). As urbanization accelerates, the challenges of fostering sustainable development become increasingly evident, requiring innovative approaches to navigate the complex interplay of factors (Jones & Brown, 2020). This review delves into the field of marketing theories as strategic frameworks that can be harnessed to address the intricacies of urban transformation, specifically focusing on the context of Johannesburg's social housing paradigm. This paper takes the view that in the pursuit of a sustainable and equitable urban future, it is important to explore marketing theories that align with the goals of sustainability, gentrification mitigation, and the application of triple bottom line principles.

The dynamics of urban transformation need a comprehensive understanding of the intersection between social, economic, and environmental dimensions (Clark, 2019). Johannesburg, a city with a rich history marked by rapid urbanization, social inequality, and the ongoing challenges of post-apartheid urban development, serves as a compelling case study (Harris, 2021). Within this context, the paper explores three prominent marketing theories that offer strategic insights into navigating the complexities of sustainable urban development: the Stakeholder Theory, Relationship Marketing, and Green Marketing (Kotler & Armstrong, 2019). Each of these theories provides a unique perspective on how urban transformation can be approached, with a particular emphasis on fostering social housing paradigms that align with the principles of sustainable development (Peattie & Peattie, 2021).

Stakeholder Theory:

- *Definition:* The Stakeholder Theory is a conceptual framework that suggests organizations should consider the interests and concerns of all stakeholders, not just shareholders, when making decisions (Freeman, 2018).
- *Application:* In the context of urban transformation, Stakeholder Theory emphasizes the importance of involving and considering the perspectives of stakeholders, including residents, local businesses, government agencies, and community organizations. Applying this theory to Johannesburg's social housing paradigm would entail engaging with stakeholders to ensure that sustainability and gentrification mitigation strategies align with the needs and aspirations of the community.

Relationship Marketing:

- *Definition:* Relationship Marketing focuses on building long-term relationships with consumers by understanding their needs and preferences and tailoring products or services accordingly (Gummesson, 2022).
- *Application:* In the realm of urban transformation, Relationship Marketing can be applied to foster long-term, mutually beneficial relationships between urban planners, developers, and the community. By understanding the unique needs of residents and setting up trust, Relationship Marketing principles can contribute to the development of social housing projects

that not only address housing needs but also contribute to the overall well-being and satisfaction of the community.

Green Marketing:

- *Definition:* Green Marketing involves the promotion and sale of products or services based on their environmental benefits, aiming to encourage sustainable practices (Peattie & Peattie, 2021).
- *Application:* In the context of Johannesburg's social housing paradigm, Green Marketing principles can be applied to promote environmentally sustainable and energy-efficient housing solutions. This involves integrating green technologies, promoting waste reduction, and creating eco-friendly living spaces. The application of Green Marketing aligns with the triple bottom line principles, emphasizing not only economic viability but also social and environmental sustainability.

These three marketing theories offer complementary perspectives for addressing the challenges associated with sustainable urban development, supplying a framework for navigating the complexities of funding, gentrification, and triple bottom line considerations in the specific context of Johannesburg's social housing paradigm.

Materials and Methodology

This study conducted a literature review to investigate urban transformation in Johannesburg's social housing paradigm. Objectives included understanding the interconnection between sustainability, gentrification mitigation, and marketing theories in Johannesburg's social housing landscape. The search identified relevant sources using keywords such as "Social housing", "Gentrification", "Relationship marketing", "Green Marketing" and "Stakeholder theory" on databases that are Web of Science, Scopus and google scholar. The inclusion criteria of the literature reviewed focused on marketing theories and social housing-centric studies. The screening of articles involved reviewing titles and abstracts, and as such excluding irrelevant sources. The data extraction retrieved methodologies in the studies as well as key findings.

A synthesis and analysis of the extracted literature characterized it thematically, highlighting commonalities between the works. This methodology ensured a structured review, offering insights into past urban transformation in Johannesburg's social housing paradigm, leading to the development of recommendations and conclusions of this paper.

Results

Stakeholder Theory in the Context of Johannesburg's Social Housing Paradigm

Stakeholder Theory, as proposed by Freeman (2018), highlights the significance of considering the interests of stakeholders beyond shareholders in organizational decision-making. In the context of

urban transformation, particularly within Johannesburg's social housing paradigm, a range of stakeholders plays a pivotal role, ranging from residents and community organizations to government bodies and property developers.

Research by Mitchell et al. (2017) emphasizes that a comprehensive understanding of stakeholders is crucial for the success of urban development initiatives. In the case of Johannesburg, a city marked by historical social disparities and ongoing urban challenges, applying Stakeholder Theory becomes instrumental in ensuring the inclusivity and responsiveness of social housing projects. By finding and engaging with various stakeholders, such as marginalized communities, NGOs, and governmental agencies, urban planners can obtain valuable insights into the specific needs and aspirations of the community.

The work of Clarkson (1995) further extends the applicability of Stakeholder Theory by introducing the concept of a stakeholder management approach. In the context of social housing in Johannesburg, this approach implies an ongoing, dynamic process of engaging stakeholders throughout project lifecycles. This not only involves asking for input during the planning phase but also keeping open channels of communication during implementation and addressing concerns post-implementation.

Moreover, literature by Bryson (2014) highlights the importance of stakeholder collaboration in achieving sustainable urban development goals. Applying this insight to Johannesburg's social housing paradigm, Stakeholder Theory becomes a strategic tool for mitigating gentrification concerns. Gentrification concerns arise when development occurs and living expenses rise due to the influx of developers and more affluent business, thus leading the original residence in a difficult position of not being able to afford basics such as housing (Goebel, 2007).). By involving residents, community leaders, and advocacy groups, urban planners can develop housing solutions that balance the need for urban development with the preservation of community identity and inclusivity.

In summary, Stakeholder Theory, as reflected in the existing literature, provides a robust framework for navigating the intricacies of Johannesburg's social housing paradigm. The theory's emphasis on inclusivity, ongoing engagement, and stakeholder collaboration aligns seamlessly with the goals of sustainability and gentrification mitigation in the context of urban transformation.

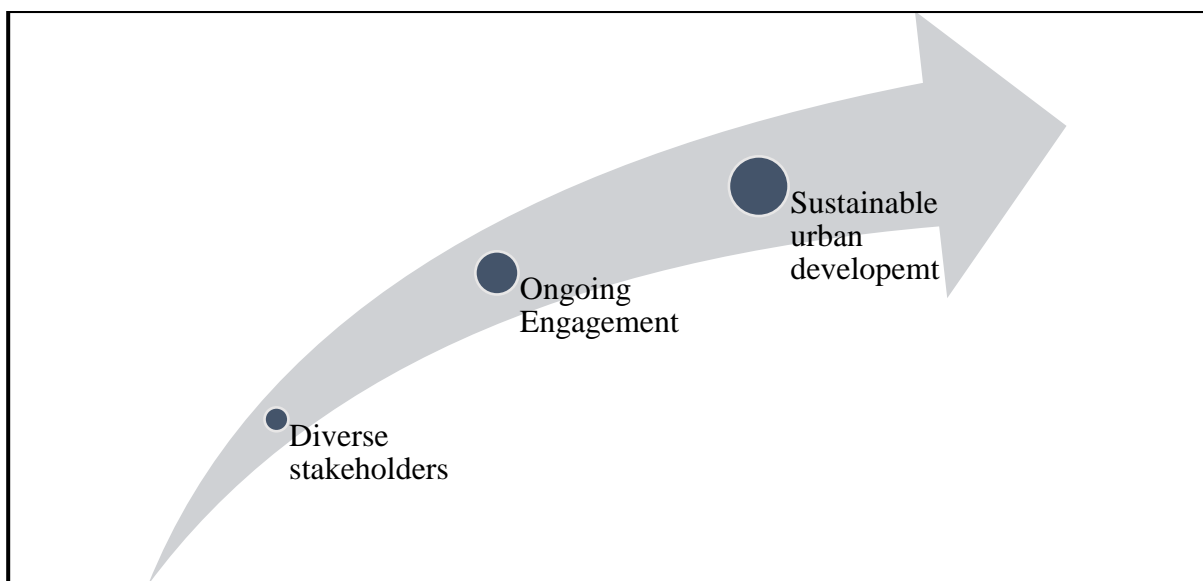


Figure 1: Stakeholder theory, source: Author's construction.

Relationship Marketing in the Context of Johannesburg's Social Housing Paradigm

Relationship Marketing, rooted in the idea of building long-term relationships with consumers based on understanding their needs, finds relevance in the unique challenges of urban transformation, especially within Johannesburg's social housing paradigm.

Gummesson (2022) emphasizes the transformative power of Relationship Marketing, highlighting its application beyond traditional consumer markets. When applied to urban development, this theory suggests a shift from transactional interactions to cultivating enduring relationships between urban planners, property developers, and the community.

Research by Grönroos (2006) points out the role of trust and communication in Relationship Marketing. In the context of Johannesburg's social housing, showing trust is paramount for successful urban initiatives. Building trust involves engaging residents in the decision-making process, communicating transparently about project goals, and addressing concerns. This approach fosters a collaborative atmosphere, aligning with the primary goals of sustainability and gentrification mitigation.

Furthermore, studies by Morgan and Hunt (2022) stress the importance of customer satisfaction in Relationship Marketing. Applied to social housing in Johannesburg, this implies a focus on resident satisfaction. Beyond meeting basic housing needs, Relationship Marketing suggests tailoring housing solutions to the cultural and social context of the community. This not only enhances the overall well-being of residents but also contributes to the longevity and success of social housing initiatives.

Relationship Marketing goes beyond a one-size-fits-all approach. The work of Sheth and Parvatiyar (1995) introduces the concept of Relationship Marketing as a dynamic process that evolves with changing community needs. In Johannesburg, this dynamic approach involves continuous engagement with the community, adapting housing solutions to evolving socio-economic conditions, and ensuring the sustained relevance of social housing projects over time.

In summary, Relationship Marketing, as explored in the literature, appears as a strategic framework for Johannesburg's social housing paradigm. The focus on trust, satisfaction, and adaptability aligns seamlessly with the principles of sustainability and gentrification mitigation, fostering a holistic and community-centered approach to urban transformation.

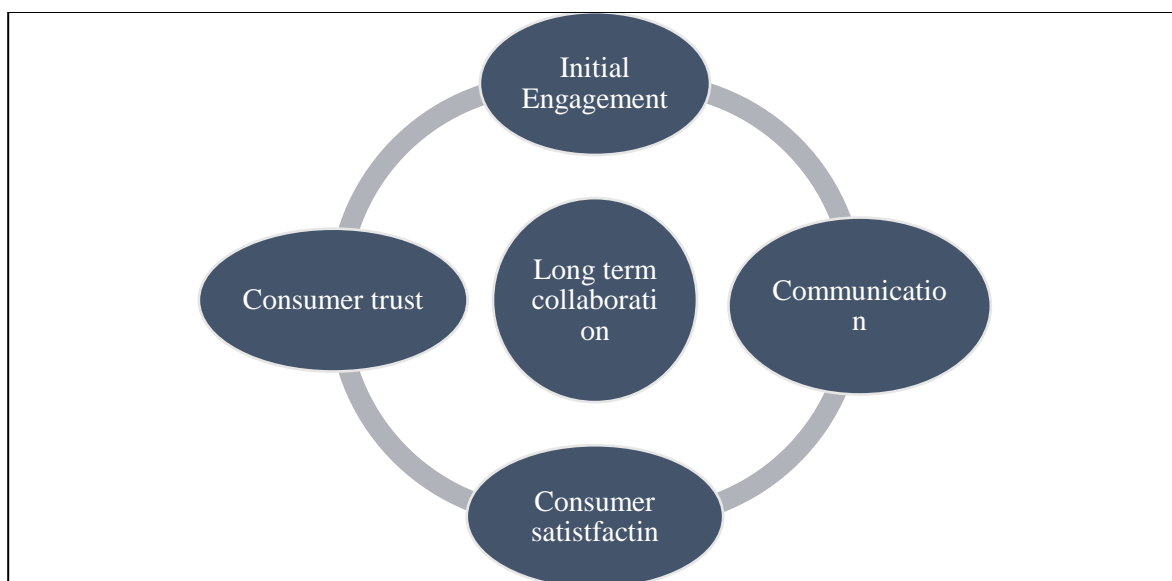


Figure 2: Relationship Marketing, source: Author's construction

Green Marketing in the Context of Johannesburg's Social Housing Paradigm

Green Marketing, rooted in promoting environmentally sustainable practices, appears as a crucial part in addressing the challenges of urban transformation within Johannesburg's social housing paradigm. The literature supplies insights into how Green Marketing principles can be applied to foster triple bottom line considerations—economic, social, and environmental sustainability.

Peattie and Peattie (2021) underscore the role of Green Marketing in promoting environmentally friendly products and services. In the context of social housing in Johannesburg, applying Green Marketing involves integrating sustainable building practices, energy-efficient technologies, and eco-friendly materials. This not only aligns with environmental sustainability goals but also contributes to long-term cost savings for both residents and urban planners, supporting the notion of sustainability.

Research by Ottman et al. (2006) and Ganiyu (2016) expands the scope of Green Marketing to include the social dimension, emphasizing the importance of marketing products and initiatives that enhance social well-being. In the context of Johannesburg's social housing, this implies a focus on creating living spaces that foster community, inclusivity, and cultural sensitivity. Green Marketing, when applied in this manner, becomes a tool for mitigating the social impacts of gentrification by ensuring that urban development initiatives contribute positively to community identity.

Furthermore, Kotler et al. (2010) as well as Culwick & Patel (2020). highlight the role of Green Marketing in influencing consumer behavior and preferences. Applied to social housing in Johannesburg, this suggests that emphasizing the environmental and social benefits of green initiatives can generate community support. Green Marketing principles, in this context, can be used to create a positive narrative around social housing projects, gaining public support and overcoming potential resistance.

The concept of the triple bottom line, introduced by Elkington (2008), aligns closely with Green Marketing principles. In the context of Johannesburg, applying Green Marketing involves not only economic viability but also social and environmental considerations. This comprehensive approach supports the central goals of sustainability and gentrification mitigation, ensuring that social housing projects contribute positively to the well-being of residents and the surrounding environment.

In summary, Green Marketing, as examined in the literature, supplies a robust framework for promoting sustainable urban development within Johannesburg's social housing paradigm (Smets & van Lindert, 2016; Osunsanmi et al., 2018). By emphasizing environmental responsibility, social inclusivity, and economic viability, Green Marketing principles contribute to the realization of triple bottom line goals, aligning with the broader aims of navigating urban transformation sustainably.

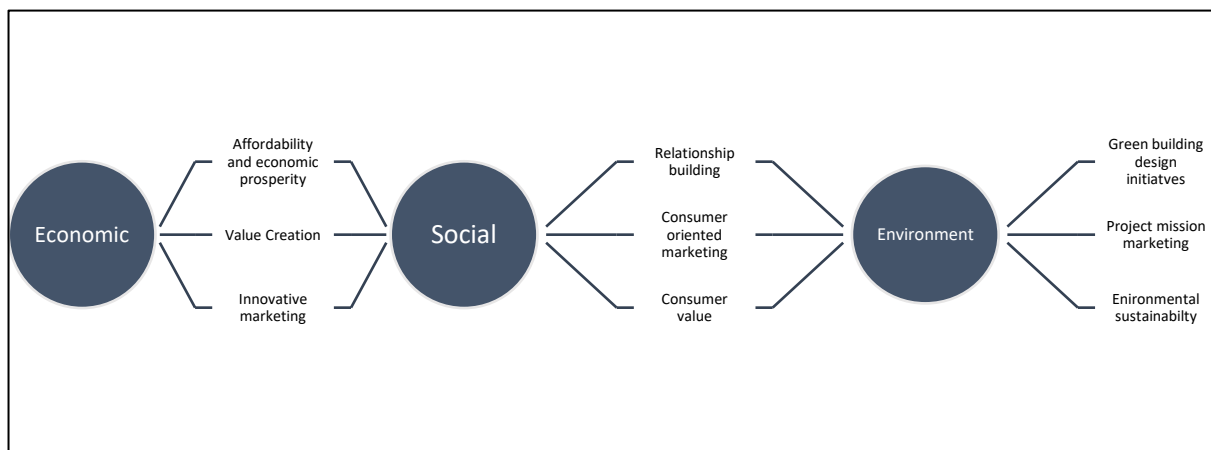


Figure 3: Green Marketing, source: Author's construction

Synthesis of the literature

The synthesis of Stakeholder Theory, Relationship Marketing, and Green Marketing literature reviews presents an integrated framework for effectively navigating the challenges of urban transformation within Johannesburg's social housing paradigm. The approach recognizes the interconnected nature of economic, social, and environmental considerations. Stakeholder Theory ensures broad representation, Relationship Marketing fosters enduring collaborations, and Green Marketing promotes environmentally and socially responsible urban development. Together, they supply an effective strategy for addressing the complex challenges of sustainable funding, gentrification mitigation, and the realization of triple bottom line goals in the context of Johannesburg's social housing paradigm. This comprehensive approach also offers a blueprint for urban planners and policymakers facing similar challenges in other urban settings.

Discussion

The integrated framework derived from Stakeholder Theory, Relationship Marketing, and Green Marketing presents a nuanced strategy for navigating the complex challenges of urban transformation within Johannesburg's social housing paradigm. By synthesizing these marketing theories, this paper gains insights that extend beyond traditional urban development approaches, offering a more holistic perspective that addresses economic, social, and environmental considerations concurrently.

This integrated approach recognizes that urban development is not solely an economic pursuit; it is a delicate equilibrium between economic growth, social equity, and environmental responsibility. The principles of Stakeholder Theory contribute by emphasizing the importance of inclusive decision-making and ongoing engagement with a diverse set of stakeholders. This inclusivity is crucial in mitigating the gentrification concerns prevalent in Johannesburg and ensuring that the community's interests are at the forefront of urban planning processes.

Relationship Marketing complements this by bringing a long-term and customer-centric viewpoint to urban development. The principles of building trust, transparent communication, and customer satisfaction are particularly relevant to the social housing context in Johannesburg. The focus on creating enduring collaborations not only ensures the sustainability of social housing projects but also positions them as agents for positive community transformation over time.

The infusion of Green Marketing principles introduces an environmental and social responsibility dimension to the discussion. Integrating sustainable building practices, energy-efficient technologies, and eco-friendly materials aligns with global environmental goals. Moreover, the focus on social inclusivity within Green Marketing supports the creation of socially responsible urban spaces, countering the negative social impacts often associated with gentrification.

This integrated framework aligns seamlessly with the triple bottom line framework, addressing economic, social, and environmental dimensions concurrently. Stakeholder Theory ensures economic viability through community engagement, Relationship Marketing contributes to social sustainability, and Green Marketing promotes environmentally responsible practices. The importance of this approach reflects a commitment to balancing the often-competing interests inherent in urban development.

The applicability of this integrated framework extends beyond Johannesburg, offering a blueprint for urban development in diverse global contexts. As cities worldwide grapple with the imperative to evolve sustainably, the lessons derived from these marketing theories underscore the importance of community engagement, long-term relationships, and environmentally conscious practices.

In summary, by embracing the principles of Stakeholder Theory, Relationship Marketing, and Green Marketing, urban transformation in Johannesburg's social housing paradigm transcends mere infrastructural changes. It becomes a catalyst for positive social change, economic resilience, and environmental sustainability, setting a precedent for fair and sustainable urban development worldwide.

Conclusion

The synthesis of these marketing theories offers insights that can guide urban planners, policymakers, and stakeholders toward sustainable and inclusive development. The holistic perspective appearing from Stakeholder Theory emphasizes the importance of inclusivity in decision-making, ensuring that diverse voices contribute to the urban planning process. This inclusivity, coupled with Relationship Marketing principles fosters enduring collaborations and trust and also forms the important foundation for sustainable urban development. Additionally, the infusion of Green Marketing principles brings an environmental and social responsibility dimension to the discourse, aligning urban development with the triple bottom line framework.

This integrated framework acknowledges that urban transformation is not solely an economic endeavor but a delicate balance between economic growth, social equity, and environmental responsibility. The principles discussed here present a nuanced strategy for navigating the challenges posed by gentrification, creating sustainability, and realizing the triple bottom line goals.

The applicability of this framework extends beyond Johannesburg, offering a blueprint for urban development in diverse global contexts. As cities grapple with the imperative to evolve sustainably, the lessons derived from these marketing theories underscore the importance of community engagement, long-term relationships, and environmentally conscious practices.

In conclusion, by embracing the principles of Stakeholder Theory, Relationship Marketing, and Green Marketing, urban transformation in Johannesburg's social housing paradigm can transcend mere infrastructural changes. It can become a catalyst for positive social change, economic resilience, and environmental sustainability, setting a precedent for fair and sustainable urban development worldwide.

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Author

Mzuchumile Makalima
PhD student
Hungarian University of Agriculture and Life Sciences
Doctoral School of Economics and Regional Sciences
emzeemakalima@gmail.com

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