

difficult for it to make desired profits (Gardiner, 2015). Therefore Qantas emphasizes on the societal marketing approach and stand out in the crowd of competitors in aviation industry.

Qantas promises to uses only clean fuels in its flights and avoid air pollution. In a recent initiative they also started program to limit the use of paper in their company. Hence, it enabled its passengers to use tickets on their mobiles to obtain the boarding pass. Qantas believe to keep its customers involved in its marketing as well as sustainability initiative. The company enjoys an image in the market associated with thoughtful company involved in several responsible steps to help the society at large. These are spelled out annually in Qantas' sustainability report, which holds the future targets and aims of the company. Qantas is dedicated to establish the operational activities aimed to restrict the negative influence on the environmental. It is also actively using social media, Facebook, Twitter etc. for societal marketing and thus enjoys great customer relationships (Creedy, 2015). For Qantas its customers are its partners in the process of enhancing the company's brand image.

Conclusion

In the recent years around the world the societal marketing approach has come up as imperative concept for the organisations, specifically as we saw for the Australian firms. This new approach of marketing is coming to assistance for the companies to establish better and fruitful customer relationship. The societal marketing also offers opportunity for the corporate to give back to the society at large. As we explored that Myer and Qantas are already using the concept of societal marketing and social media marketing, in an attempt to enhance their public image of their brands (Shao, 2014). We also saw, that there is involvement of customers in the marketing programs of both Myer and Qantas. In the coming future also, it is assumes that these