

Green Marketing Marketing Strategy to Attract Consumers who Care about the Environment

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Article Info	ABSTRACT
<p>Corresponding Author: Popo Suryana E-mail: popo_suryana@unpas.ac.id</p>	<p>Green marketing is a marketing approach that focuses on environmentally friendly products and services, and places emphasis on sustainable values. Consumers who are increasingly concerned about environmental issues are the main target in implementing this strategy. This research aims to explore and analyze the effectiveness of green marketing strategies in attracting consumers who care about the environment. This research uses a qualitative approach with descriptive methods. The research results show that green marketing strategies have a positive impact in attracting consumers who care about the environment. A thorough analysis of the implementation of green marketing strategies by successful companies shows that information transparency, collaboration with environmental organizations and educational campaigns are key factors influencing the effectiveness of these strategies. Companies that consistently provide detailed information about product composition, production methods and environmental impacts are successful in building credibility and consumer trust. Collaboration with leading environmental organizations has also proven to be a strategic step to access consumer markets that are more sensitive to environmental issues. Educational campaigns that successfully communicate the benefits of sustainable products and encourage customer participation in environmental efforts have also proven effective in increasing awareness and improving customer relationships.</p> <p>Keywords: Marketing Strategy, Green Marketing, Consumers, Environment</p>

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INTRODUCTION

In an era of increasingly competitive business competition, companies and marketers are faced with pressure to develop strategies that enable them to excel and be different from competitors (Fuchs et al., 2000). The presence of various similar product and service options in the market makes it essential for every business entity to establish a competitive advantage that differentiates them. This advantage can come from various aspects, such as product innovation, operational efficiency, service quality, or smart pricing policies (Pietersen, 2010). Companies that succeed in creating competitive advantages are able to attract consumer attention and maintain their market share, even in the midst of intense competition. (Sheth & Sisodia, 2002)

Creating a competitive advantage does not just involve aspects of the product or service, but also involves a deep understanding of consumer needs and preferences (Parasuraman, 1997). Marketers must continuously monitor the market, adapt to changing trends, and proactively respond to customer feedback (Woodruff, 1997). Flexibility in adapting strategies to market dynamics is key for companies that want to survive and develop in a competitive business environment. Thus, developing competitive advantage is not only a business strategy, but also a necessity for long-term existence in an ever-changing market (Kumar & Pansari, 2016).

Competitive advantage, as defined by Michael Porter (2011), plays a crucial role in ensuring the long-term success of a company in a competitive market. This advantage is not only limited to the products or services offered, but also includes the special characteristics and

resources the company has. Superior skills, valuable resources and efficient control are key elements in creating competitive advantage. Companies that are able to combine these factors well will be able to achieve better performance than competitors in the same market or industry (Porter & Kramer, 1985).

In the context of increasingly fierce competition, success in achieving competitive advantage not only guarantees growth, but also the survival of the company (Mcgrath, 2013). Superior skills in innovation, effective resource management, and adaptability to market changes are the foundation for companies that want to differentiate themselves from competitors (Civi, 2000). Competitive advantages create attraction for consumers, strengthen brand image, and open opportunities for wider market penetration. Therefore, focusing on developing and maintaining competitive advantages is a key strategy for companies that have the ambition to achieve long-term success amidst ever-evolving market dynamics (Coyne, 1986).

Green marketing strategy has become a significant strategic step for companies in responding to global environmental issues, especially those related to global warming (Dangelico & Vovalelli, 2017). With increasing awareness of the negative impacts that human activities have on the environment, companies are now more likely to adopt environmentally friendly business practices to support nature conservation (Taghian et al., 2016). Green marketing allows companies to highlight their products or services as sustainable and environmentally responsible solutions (Peattie, 2008). Customers, who are increasingly aware of environmental issues, are increasingly choosing products or services that demonstrate a commitment to sustainability and are environmentally responsible (Fraj et al., 2011).

By implementing a green marketing strategy, companies not only create a competitive advantage by offering environmentally friendly products, but also build a positive image in the eyes of consumers (Ottman, 2017). Modern consumers have a tendency to support companies that are committed to sustainable business practices, and this creates opportunities to expand market share (Ginsber & Bloom, 2004). Therefore, green marketing is not only a response to the demands of consumers who are increasingly concerned about the environment, but also a smart strategic step to achieve competitive advantage in the era of socially and environmentally responsible business (Esty & Winston, 2009).

This research aims to explore the effectiveness of green marketing strategies in attracting consumers who care about the environment. By identifying the factors that influence the success of this strategy, this research seeks to provide a deeper understanding for companies in designing more sustainable marketing approaches. The benefits of this research involve contributing to the development of sustainable business practices, helping companies understand the preferences of consumers who are increasingly concerned about the environment, and ultimately, increasing the company's competitiveness in an increasingly competitive market by utilizing green marketing strategies.

METHOD

To achieve the aim of writing which is to obtain an overview of the phenomenon regarding green marketing strategies in attracting consumers who care about the environment, this study uses qualitative writing. Qualitative writing is a writing process that produces descriptive data in the form of written or spoken words from people and observed behavior (Moleong, 2014). This method is effective for systematically describing facts or characteristics of certain populations and certain fields, whether in the form of circumstances, problems, attitudes, opinions, conditions, procedures or systems factually and carefully (Yulianah, 2022). A descriptive approach is a research method that aims to explain (describe) something. The descriptive exploratory approach in this research is expected to provide an overview and explore various problems that arise related to the implementation of the tax amnesty policy in Indonesia as an effort to reduce tax evasion and avoidance so that it can be achieved. strengthening state revenues. In this research, the research discussion uses literature studies and the collection of secondary data originating from various sources, including books, literature and other media.

RESULTS AND DISCUSSION

Green marketing, or green marketing, represents a strategic approach in the world of marketing that focuses on environmental values and sustainability. The main focus is to attract consumers who are concerned about environmental issues, by prioritizing products or services that have minimal impact on the ecosystem. By highlighting environmentally friendly aspects such as sustainable raw materials, energy efficient production processes, and recyclable packaging, green marketing aims not only to meet the demands of consumers who are increasingly concerned about the environment, but also to encourage positive changes in consumption behavior: towards a more sustainable lifestyle. Here are several green marketing strategies that can be used to attract consumers who care about the environment.

Continuous Communication

In the context of green marketing, consistent communication regarding the company's commitment to environmental issues is very important. Companies must design messages that reflect their commitment to implementing sustainable practices, integrating environmental policies, and implementing concrete steps to reduce negative impacts on the environment. Providing clear and transparent information regarding company initiatives in terms of sustainability creates trust among consumers who are increasingly smart and concerned about environmental issues.

The importance of consistent communication lies in establishing a sustainable and trustworthy company image in the eyes of consumers. Bold and persistent messages are delivered through various communication channels, such as social media, company websites and marketing materials, to ensure consumer engagement with relevant information. By maintaining consistency in communications, companies can build long-term relationships with consumers who share environmental values, create customer loyalty, and support the company's positive image in a market that is increasingly aware of environmental issues.

More than just a response to market demands, consistent communication of environmental commitments also has the potential to be a driver of social change. By sharing information regarding the concrete steps companies are taking to reduce their ecological footprint, companies can become agents of change that inspire consumers, competitors, and even the industry as a whole to adopt sustainable practices. Thus, consistent communication regarding commitment to environmental issues is not only a smart marketing strategy but also a positive contribution to global efforts for environmental conservation.

Labels and certification

The use of labels and certifications that demonstrate environmentally friendly aspects of products or services is an important strategy in supporting consumers to make sustainable choices. Labels such as "Organic," "Recycled," or "Zero Waste" serve as signals that give consumers confidence that the product or service meets certain standards in the context of sustainability. The "Organic" label indicates that the product is produced by minimizing the use of pesticides and synthetic chemicals, while the "Recycled" label indicates that the product is recycled or uses recycled materials, and the "No Waste" label confirms that the product is produced without producing waste excessive.

With these labels and certifications, consumers can more easily identify products or services that comply with the environmental values they adhere to. This helps overcome consumer difficulties in understanding and evaluating the environmental impact of a product. As consumer awareness of environmental issues increases, labels and certifications become important tools to increase transparency and provide reliable information in the consumer decision-making process.

However, attention also needs to be paid to the risk of greenwashing, namely misleading marketing practices using sustainable labels or claims without substantial support. Therefore, it is important for consumers and authorities to be more critical in evaluating and verifying environmental claims on product labels to ensure that sustainable business practices are actually implemented by manufacturers. With cooperation between consumers and producers

and effective regulatory monitoring, labels and certification can continue to be important instruments in supporting changes towards more sustainable consumption.

Transparency

Transparency plays a key role in green marketing, as it gives consumers access to clear and detailed information about the products or services they are considering purchasing. Companies that implement transparent green marketing practices are committed to being open regarding product composition, materials used, and production methods used. By providing greater visibility to these aspects, consumers can make more informed decisions based on their environmental values. Transparent information helps foster trust between companies and consumers, and allows consumers to see whether products meet the sustainability standards they expect.

In addition to providing information about composition and production methods, transparency is also concerned with providing a clear picture of the environmental impact of a product or service. This includes information regarding carbon footprint, water usage, or other impacts related to the product's life cycle. With a better understanding of environmental impacts, consumers can make purchasing decisions that align with their sustainability values. Therefore, transparency is not just about providing data, but also about providing a thorough understanding of a product or service's contribution to the environment.

In an era where consumers are increasingly savvy and aware of environmental issues, companies that implement transparency in green marketing not only meet consumer expectations, but also build a reputation as responsible leaders in the industry. Through an open and honest approach, companies can strengthen relationships with consumers, support a positive brand image, and together contribute to the shift towards more sustainable business practices.

Customer Education

Providing education to customers about the benefits of environmentally friendly products and their positive impact on the environment is a key strategy in green marketing. Educational campaigns are an effective tool to increase consumer awareness regarding the importance of using sustainable products in contributing to environmental protection. Through educational materials, companies can explain sustainable concepts, explain the environmentally friendly materials used, and illustrate how these products can help reduce negative impacts on the ecosystem.

Educational campaigns can also highlight the individual benefits of using environmentally friendly products, illustrating how consumer choices can have a positive impact on overall environmental change. Detailed information on how to use products wisely, extend their shelf life or recycle packaging can be an integral part of such campaigns. By providing clear, easy-to-understand knowledge, companies can empower consumers to make more sustainable decisions in their lifestyles.

In addition, educational campaigns also create opportunities for companies to communicate directly with consumers, respond to questions, and address any ambiguity that may arise regarding sustainable products. These interactions build stronger relationships between companies and consumers, creating a sense of trust and loyalty. By making consumers aware of the positive impact they can make through sustainable purchases, educational campaigns become an effective instrument in supporting changes in consumer behavior towards a more environmentally friendly lifestyle.

Partnerships with environmental organizations

Collaborating with leading environmental organizations opens the door for companies to gain greater credibility in their efforts to be environmentally friendly. Collaboration with organizations that have a good reputation for environmental advocacy and conservation can provide external validation of a company's commitment to sustainable business practices. The presence of a leading partner in this environment can provide positive achievements, strengthen the company's image as a serious player in supporting sustainability issues, and build consumer confidence in the products or services offered.

Apart from credibility, collaboration with environmental organizations also provides strategic access to audiences who care about the environment. These organizations have extensive networks and relationships with consumers who actively seek products or services that align with sustainable values. Through this partnership, companies can more effectively reach target markets that are sensitive to environmental issues, reaching consumers who consciously seek products that have minimal impact on the ecosystem. Thus, collaboration with leading environmental organizations is not only beneficial from a reputational perspective, but is also a smart strategy to expand market share among consumers who actively contribute to environmental conservation.

Ongoing consumer support

Motivating customers to actively participate in environmental efforts can be a very effective marketing strategy. One way to achieve this is through fundraising campaigns for environmental organizations. By collaborating with customers to support the implementation of this campaign, companies can motivate consumers to feel directly involved in environmental conservation and preservation efforts. This kind of campaign can give customers a sense of ownership of their positive contributions to environmental issues, creating a strong emotional bond with the brand, and in turn, increasing consumer loyalty.

Additionally, recycling programs that focus on purchased products are also an effective way to encourage customer participation in sustainable practices. Companies can implement initiatives that reward customers who return or recycle their product packaging. By providing incentives or discounts to participating consumers, companies can create positive incentives for sustainable behavior. These kinds of programs not only create added value for customers, but also have a real impact in reducing waste and encouraging better recycling habits among consumers. By motivating customers to actively engage in environmental efforts, companies not only create strong relationships with consumers, but also contribute to environmental conservation through their active participation.

Increasing consumer awareness of environmental issues has changed marketing dynamics, and green marketing has become a necessity for companies that want to compete in an increasingly sustainable market. Consumers who care about the environment not only look for quality products, but also prioritize sustainable values in their purchasing decisions. Therefore, green marketing is not only a tool for selling products, but rather an effort to communicate the company's values and commitment to sustainability and the environment.

In a thoughtful green marketing approach, companies not only highlight the environmentally friendly aspects of their products or services, but also transparently communicate the sustainable business practices they employ. This includes information about responsible supply chains, use of environmentally friendly materials, and efforts to reduce carbon footprints. Thus, green marketing is not only about creating a positive environmental image, but also about providing in-depth and honest information to consumers who are increasingly savvy and concerned about environmental issues. With this approach, companies can attract consumers who share similar values, build sustainable relationships, and in turn, create a strong market share in an era of increasingly sustainability-conscious consumers.

CONCLUSION

Green marketing is not only a trend but has become an important strategy in an increasingly sustainable business world. Consumer awareness of environmental issues is triggering a shift in purchasing behavior towards products and services that support sustainable practices. Companies that successfully implement green marketing not only offer environmentally friendly products, but also communicate transparently about their values and commitment to sustainability. Collaboration with leading environmental organizations, educational campaigns, and efforts to motivate customer participation in environmental efforts are important elements in achieving green marketing goals. With a wise approach, green marketing can build consumer trust, increase customer loyalty, and ultimately, make a positive contribution to environmental conservation. In an era where sustainability is not only an added

value but also a necessity, green marketing is not only a smart marketing strategy, but also an obligation to answer consumer demands and support changes towards a more sustainable business.

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