


## Sustainable marketing strategy: building an eco-friendly brand

Ismail Razak

Krisnadwipayana University, Jakarta, Indonesia

Article Info	ABSTRACT
<p><b>Keywords:</b> Marketing Strategy, Sustainable, Brand, Environmentally Friendly</p>	<p>Increasing consumer awareness of environmental and social issues is encouraging companies to adopt a more sustainable approach in their marketing. This research will focus on marketing practices that are effective in creating a positive brand image in the eyes of consumers, while maintaining environmental integrity. Therefore, the aim of this research is to investigate and analyze sustainable marketing strategies used in building environmentally friendly brands. This research uses a qualitative approach with descriptive methods. The research results show that implementing sustainable marketing strategies has a positive impact on brand image. By prioritizing transparency, the use of sustainable labels and certifications, product innovation, and participation in environmental initiatives, companies can build strong relationships with increasingly environmentally conscious consumers. Consumer education campaigns about the benefits of sustainable products have also proven effective in forming positive perceptions. Sustainable business practices, such as sustainability in the supply chain and waste reduction, demonstrate a real commitment to environmental responsibility. These results provide a basis for recommending the implementation of sustainable marketing strategies as an important step for companies wishing to strengthen their brand image in a sustainability context.</p>
<p>This is an open access article under the <a href="#">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Ismail Razak Krisnadwipayana University, Jakarta, Indonesia <a href="mailto:ismailrazak.zain@gmail.com">ismailrazak.zain@gmail.com</a></p>

### INTRODUCTION

In this ever-evolving era, demands for environmental responsibility are increasingly forcing the business world to examine their impact on the global ecosystem. Consumers who are increasingly environmentally conscious not only want quality products or services, but also demand company involvement in environmental conservation efforts (Asy'ari, 2009). In this context, companies must be able to adapt to market dynamics which increasingly take into account sustainability factors (Kusumawati, 2010). Sustainable marketing has emerged as an innovative approach that allows companies to build brands that not only prioritize financial profits, but also have awareness of the resulting environmental impact (Hapsari et al, 2020).

As consumers become agents of change in their shopping preferences, companies must view sustainable marketing as an integral strategy (Pambayun & Permatassanty, 2021). Creating added value not only from the product or service aspect, but also from the company's commitment to sustainable business practices, can strengthen the bond between brands and consumers (Iswanto et al, 2023). Thus, sustainable marketing is not

only about reducing negative impacts, but also creating positive impacts through policies and initiatives that support environmental sustainability (Felix et al, 2023).

In this context, companies can take steps such as using environmentally friendly raw materials, reducing production waste, or participating in environmental projects (Wahida & Uyun, 2023). This effort not only secures the company's position in the minds of increasingly conscious consumers, but also strengthens the company's commitment to the global environmental mission (Utomo, 2019). Thus, sustainable marketing is not only a response to consumer pressure, but also a proactive business strategy to build brands that can survive and be relevant amidst ever-changing market dynamics (Ahidin, 2019)

Sustainable marketing is not just an initiative, but a business philosophy that permeates every element of brand identity and actions (Irawan, 2023). The main focus is integrating environmental considerations into the entire company ecosystem, from production to interactions with consumers (Magnadi & Indriani, 2013). By prioritizing sustainability, companies not only build brands, but also create strong and positive relationships with customers who increasingly value environmental concerns (Fikri et al, 2016).

Through this approach, companies not only become providers of products or services, but also partners in efforts to preserve the planet (Lay et al, 2021). Consumers who feel that the brands they support have strong social and environmental responsibility tend to form deep emotional bonds (Ratnawati & Lestari, 2018). Sustainability becomes an added value that not only creates financial benefits, but also enriches brand reputation (Amerieska, 2017).

The domino effect of sustainable marketing can be seen in an increase in positive brand reputation. Companies that consistently practice and communicate their commitment to the environment will gain the trust and appreciation of consumers (Khasanah et al, 2022). This positive reputation, in the long term, forms the basis of strong customer loyalty. Consumers tend to choose and maintain relationships with brands that not only meet their needs, but are also in line with the sustainability values they uphold (Ramadianti & Rizki, 2023)

At a business level, sustainability is also a catalyst for success. Increasing consumer demand for sustainable products and services is driving innovation and differentiation in the market (Rupianti et al, 2023). Companies that adopt sustainable marketing not only face current market demands, but also position themselves as leaders who understand and respond to future dynamics (Iswahyudi et al, 2023). Thus, sustainable marketing is not only about preserving the environment, but also about creating a solid foundation for long-term business growth and sustainability (Rustya, 2023).

A strong brand story in the realm of sustainability is not just a narrative, but is a vital means of communicating a company's commitment to sustainability and building meaningful relationships with environmentally conscious consumers (Mubarok, 2014). To create insightful and compelling narratives, companies need to identify unique selling points that are closely tied to sustainability, such as the use of environmentally friendly materials or responsible production practices. By well understanding their target audience, companies can develop clear and consistent messaging, linking sustainability to the values

valued by environmentally conscious consumers. It is not just about selling products or services, but creating brand experiences that reflect integrity, environmental awareness, and a real commitment to positive change in society (Kusumawati, 2010).

It is important for companies to place emphasis on concrete sustainable practices, such as using renewable materials and implementing energy-efficient production methods, in order to build a strong brand story in the context of sustainability (Lestari, 2019). Additionally, collaboration with environmental organizations or participation in sustainability initiatives can be tangible evidence of a company's commitment to social and environmental responsibility. By communicating these efforts effectively through various marketing channels, such as social media, advertising campaigns, or partnership programs, the business world can strengthen a positive brand image and attract environmentally conscious consumers (Putra, 2023).

This research aims to identify marketing practices that are effective in creating a positive brand image in the eyes of consumers, while maintaining environmental and social integrity. The benefits of this research include providing practical guidance for companies in adopting sustainable marketing strategies, increasing understanding of consumer preferences regarding sustainability-focused brands, and contributing to the marketing literature by expanding insight into the link between marketing, sustainability, and brand image. It is hoped that this research can provide a valuable contribution in supporting companies in facing the demands of consumers who are increasingly environmentally and socially conscious.

## METHOD

The approach applied in this research is a qualitative approach, with research methods using library research. According to Nazir (1988), library research is a data collection method that involves exploring books, literature, notes and information related to the research problem. Data collection techniques are carried out through documentation, which includes examination and analysis of various archives related to the research subject. The documents used in this research are books and journals related to research articles. After the data is collected, the next step is data analysis by extracting descriptive information such as author's name, year of publication, topic, type of research, and findings. The final stage involves preparing an explanation of the research topic using an overview, according to the method outlined by Yulianah (2022).

## RESULTS AND DISCUSSION

Many leading brands have succeeded in setting high standards in implementing sustainable marketing strategies, proving that environmental responsibility is not only possible, but can also strengthen a brand's reputation. Patagonia, for example, has demonstrated an extraordinary commitment to ethical sourcing and a transparent supply chain. With a focus on plant-based cleaning products, Seventh Generation inspires the industry with its dedication to sustainability. Likewise, Eileen Fisher, through circular design principles, has dedicated herself to shaping the fashion industry to be more sustainable. This case study provides inspiration for other businesses looking to follow in this positive footsteps and

highlights the potential for long-term success in building a brand that is not only successful in the marketplace, but also has a positive impact on the environment.

The success of these brands highlights that sustainable marketing is not just about meeting the demands of increasingly environmentally conscious consumers, but also about creating added value in business. By integrating environmental responsibility into marketing strategies, these brands not only create customer trust, but also open up opportunities for continued innovation and long-term business growth. Collectively, these case studies confirm that companies can achieve financial success while contributing to environmental sustainability, proving that sustainable marketing is not just a trend, but rather a sustainable investment for an ethical and responsible business future.

Marketing practices that are effective in creating a positive brand image in the eyes of consumers, while maintaining environmental integrity involve a variety of strategies and actions that promote sustainability. Here are some forms of these practices:

#### **Transparency and Open Communication**

Keeping environmental integrity a top priority requires concrete steps, and transparency is emerging as a key foundation for achieving this goal. By communicating open information about their sustainable practices, companies give consumers access to a deep understanding of their commitment to the environment. It includes a detailed explanation of the resources used in the production process, the production methods used, and concrete steps taken to reduce negative impacts on the ecosystem. Thus, transparency creates an open window into a company's entire operations, allowing consumers to make decisions based on transparent and convincing information.

Furthermore, transparency also serves as a key element in building sustainable relationships between brands and consumers. Increasingly savvy and environmentally conscious consumers are seeking clarity in the production journey and product origins. Therefore, when companies disclose their sustainable practices, this not only creates trust but also invites consumers to engage in sustainability efforts. A deep understanding of environmentally friendly business practices makes consumers feel involved and supportive of the brand. Thus, transparency is not only a communication strategy, but also an important tool in building relationships based on environmental integrity and shared responsibility.

#### **Sustainable Labels and Certification**

Creating a positive brand image in a sustainability context requires strategic steps, and one effective approach involves the use of widely recognized sustainable labels and certifications. These certifications, such as organic, eco-friendly or Fair Trade certification, provide a clear signal to consumers that the brand prioritizes environmentally responsible production practices. For example, organic certification guarantees that the ingredients used in the product were grown without the use of pesticides or synthetic chemicals, supporting sustainable agriculture. Eco-friendly certification shows the brand's commitment to the use of renewable resources and the selection of environmentally friendly materials. Meanwhile, Fair Trade certification provides confidence that the brand supports fair working conditions and fair pay to producers.

Furthermore, the use of these labels and certifications is not just about providing quality assurance, but also creating a compelling brand story. When consumers see a sustainable label or certification, they feel involved in a larger movement to support ethical and sustainable business practices. Brands that publicly display these certifications build trust and credibility, helping to create an emotional bond between the brand and environmentally conscious consumers. Therefore, sustainable labels and certifications are not only a marketing tool, but also a symbol of a brand's commitment to sustainability and social responsibility.

### **Sustainable Innovation**

Integrating sustainable innovation in products or services is an important foundation for building a positive brand image and environmental responsibility. This practice involves developing products that actively reduce negative impacts on the environment. For example, companies can adopt the use of recycled or environmentally friendly materials in the production process. By designing products that minimize waste or can be recycled, companies provide sustainable solutions that not only meet consumer needs, but also support environmental conservation efforts.

Continuous innovation is also reflected in the company's efforts to design solutions that minimize its carbon footprint. This could include the use of renewable energy resources, optimizing production processes for energy efficiency, or developing products with longer life cycles. In addition to direct environmental benefits, these innovations create uniqueness that can differentiate brands in an increasingly competitive marketplace. Consumers who increasingly value sustainability are more likely to support products or services that not only meet their needs, but also manifest cherished environmental values. Thus, integrating sustainable innovation into core practices in product or service development can be a strong pillar in building a brand reputation that focuses on environmental responsibility.

### **Sustainable Partnerships and Campaigns**

Engaging in partnerships with environmental organizations or supporting sustainable campaigns can be a strategic move that not only strengthens brand image, but also has a positive impact on environmental conservation. Partnerships with environmental organizations give companies access to knowledge and resources that can improve their sustainable practices. This creates a collaborative framework in which companies can learn, innovate and effectively engage in nature conservation efforts. Additionally, these kinds of partnerships send a strong signal that companies are taking concrete steps to understand and address environmental challenges.

Support for sustainable campaigns also creates opportunities for companies to engage directly with consumers who care about environmental issues. For example, supporting forest conservation campaigns or reducing plastic use can build awareness and concern among consumers. Providing opportunities for consumers to participate in the campaign, whether through donations or volunteer actions, deepens consumer engagement with the brand. This creates closer relationships and builds a community that shares the common goal of supporting sustainability. Thus, engaging in partnerships or supporting



sustainable campaigns is not only an investment in brand image, but also an investment in building a community committed to positive change in environmental protection.

### **Consumer Education**

Creating educational campaigns aimed at consumers regarding the benefits of sustainable products or services is an important strategy in forming positive perceptions and increasing environmental awareness. This kind of campaign can provide an in-depth explanation of how the product or service differentiates itself in terms of sustainability, outlining concepts such as the use of eco-friendly materials, sustainable production processes and positive impact on the environment. By targeting consumers as agents of change, this educational campaign aims to change their views on sustainability, motivating them to make more environmentally conscious choices.

Making consumers aware of a company's environmental policies and the positive impact of their purchases is an important step in building awareness and support. A clear educational campaign can reveal company initiatives to reduce their environmental footprint, such as the use of renewable energy, waste reduction, or participation in nature conservation programs. By providing transparent information, companies create opportunities for consumers to become partners in sustainability efforts. Increased awareness of a company's environmental responsibilities also creates a sense of ownership, where consumers can feel that their purchases are having a real positive impact. Therefore, through targeted educational campaigns, companies not only create positive perceptions but also build deeper relationships with consumers who increasingly value sustainability.

### **Responsible Business Practices**

Environmentally responsible business practices are not just about the products or services produced, but also involve all company operations. Ensuring sustainability in the supply chain is a key step for companies that want to strengthen their sustainable brand image. This includes selecting business partners who share sustainability values, including suppliers who practice environmentally friendly production practices. In this way, companies not only make a positive impact through their products or services but also through collaboration with third parties that align with their sustainability mission.

Reducing waste is also a crucial aspect of sustainable business practices. Implementing efficient production processes, wise waste management, and recycling materials are steps that can be implemented to reduce the environmental footprint. When companies commit to reducing their waste, this reflects their responsibility towards the environment and can strengthen their brand image in the eyes of increasingly environmentally conscious consumers. Additionally, implementing policies that support the environment, such as greening programs or environmental welfare initiatives, further contributes to a company's positive reputation. Therefore, overall business practices that focus on sustainability form a solid foundation for building a brand image that is not only financially successful but also has a positive impact on the environment.

### **Participation in Environmental Initiatives**

Participating in larger environmental initiatives is a strategic move for companies looking to establish a brand image that cares about sustainability. Getting involved in

environmental conservation campaigns, for example, allows companies to become agents of change in efforts to maintain the sustainability of our planet. Active support in such campaigns creates a positive narrative and builds the impression that the company is not only taking responsibility at a business level, but is also committed to contributing to the improvement of environmental conditions more broadly.

In addition, being involved in reforestation projects is a clear example of the company's efforts to maintain ecosystem balance. Planting trees and supporting reforestation projects not only helps reduce carbon footprints and supports biodiversity, but also creates active company involvement in responding to global environmental challenges. This positive contribution not only has a positive impact on the environment, but also creates the impression that the company has a long-term vision to strive for sustainability and has a responsibility towards the welfare of our planet together. Thus, participating in larger environmental initiatives not only serves as an act of philanthropy, but also as a smart strategy in building a brand image that cares about and is responsible for the future of the environment.

## CONCLUSION

Sustainable marketing practices play a crucial role in building a positive and sustainable brand image in the modern, increasingly environmentally conscious era. In this context, companies are not only required to provide quality products or services, but also to prioritize environmentally and socially friendly business practices. Implementing a sustainable marketing strategy involves several aspects, such as transparency, use of sustainable labels and certifications, product innovation, partnerships with environmental organizations, consumer education campaigns, sustainable business practices, and participation in larger environmental initiatives. Transparency is the basis that allows consumers to fully understand a company's commitment to sustainability. The use of sustainable labels and certifications provides a marker of credibility to consumers, demonstrating that the product or service was produced with environmental impact in mind. Sustainable innovation, whether through the use of recycled materials or product designs that minimize the carbon footprint, creates significant added value. Partnerships with environmental organizations and support of sustainable campaigns not only strengthen brand image, but also build consumer engagement. Educational campaigns shape positive perceptions by providing consumers with an in-depth understanding of the benefits of sustainable products or services. Sustainable business practices, including sustainability in the supply chain and waste reduction, create a solid foundation for a responsible brand image. Participation in larger environmental initiatives, such as reforestation projects, communicates a company's commitment to global sustainability and provides a concrete positive impact on the environment. Overall, sustainable marketing strategies are not only a response to the demands of consumers who are increasingly environmentally conscious, but also a proactive step to build brands that can survive and be relevant amidst ever-changing market dynamics. By combining these elements, companies can create a brand image that not only provides financial benefits, but also plays an active role in promoting environmental and social sustainability.

## REFERENCES

1. Ahidin, U. (2019). Implementasi Pemasaran Berkelanjutan Dalam Rangka mendukung Ekonomi Berkelanjutan dan Pembangunan Berkelanjutan (Sebuah Tinjauan). *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 3(1), 243-255.
2. Amerieska, S. (2017). Peran Akuntan Berbasis Values Driven Accounting Sebagai Upaya Penciptaan Daya Saing Berkelanjutan. *Jurnal Akuntansi*, 21(1), 62-74.
3. Asy'Ari, H. (2009). *Implementasi Corporate Social Responsibility (CSR) sebagai modal sosial pada PT NEWMONT* (Doctoral dissertation, program Pascasarjana Universitas Diponegoro).
4. Felix, A., Certlysia, C., De Sheng, L., Hendra, M., Tjalani, R., & Colin, V. (2023). Strategi Komunikasi Pemasaran Digital. *Jurnal Common*, 7(2), 164-175.
5. Fikri, S., Wiyani, W., & Suwandar, A. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Mahasiswa (Studi pada Mahasiswa Strata I Fakultas Ilmu Sosial dan Ilmu Politik Universitas Merdeka Malang). *Jurnal Bisnis Dan Manajemen UNMER*, 3(1), 75420.
6. Hapsari, R., Ratnawati, K., & Anggraeni, R. (2020). *Entrepreneurial Marketing*. Universitas Brawijaya Press.
7. Irawan, E. (2023). Strategi Manajemen Pemasaran Destinasi Pariwisata Berkelanjutan: Suatu Kajian Literatur. *Jurnal Manajemen Pariwisata dan Perhotelan*, 1(2), 01-16.
8. Iswahyudi, M. S., Budaya, I., Purwoko, P., Riswanto, A., Lestari, A. A., Widawati, E., ... & Lova, A. N. (2023). *MANAJEMEN PEMASARAN: Strategi dan Praktek yang efektif*. PT. Sonpedia Publishing Indonesia.
9. Iswanto, J., Subekan, S., SaDiyah, D. F., Mastur, M., & Tohawi, A. (2023). Strategi Pemasaran yang Efektif: Meningkatkan Omzet Penjualan Roti dalam Tinjauan Hukum Ekonomi Islam di Mawaddah Bakery Bandar Lor Kediri. *Journal On Education*, 5(4), 17807-17813.
10. Khasanah, L. N., Nafiyah, I., & Khomsah, N. (2022). PERAN DIGITAL MARKETING BAGI UMKM DI MASA PANDEMI. *Sahmiyya: Jurnal Ekonomi dan Bisnis*, 196-202.
11. Kusumawati, R. (2010). Pengaruh karakteristik pimpinan dan inovasi produk baru terhadap kinerja perusahaan untuk mencapai keunggulan bersaing berkelanjutan. *AKSES: Jurnal Ekonomi dan Bisnis*, 5(9).
12. Kusumawati, R. (2010). Pengaruh karakteristik pimpinan dan inovasi produk baru terhadap kinerja perusahaan untuk mencapai keunggulan bersaing berkelanjutan. *AKSES: Jurnal Ekonomi dan Bisnis*, 5(9).
13. Lay, C. L., Gunawan, I., Abednego, F., & Natasha, S. (2021). Pengaruh Cause Related Marketing Terhadap Trust In Cause Related Marketing Dan Brand Loyalty. *Jurnal E-Bis*, 5(2), 409-424.
14. Lestari, E. R. (2019). *Manajemen Inovasi: Upaya Meraih Keunggulan Kompetitif*. Universitas Brawijaya Press.
15. Magnadi, R. H., & Indriani, F. (2013). Strategi Pemasaran Kolaboratif Sebagai Upaya Menciptakan Keunggulan Bersaing Berkelanjutan. *Sustainable Competitive Advantage (SCA)*, 1(1).



16. Mubarok, M. H. (2014). Strategi Pertumbuhan Berkelanjutan Indofood Di Pasar Kompetitif. *BISNIS: Jurnal Bisnis dan Manajemen Islam*, 2(2), 99-112.
17. Nazir, M. (1988). Metode Penelitian. *Jakarta: Ghalia Indonesia*.
18. Pambayun, E. L., & Permassanty, T. D. (2021). *An Integrated Marketing Communication Circle in 4.0 Era: Filosofi, Konsep, dan Implementasi*. Penerbit Adab.
19. Putra, I. J. (2023). Strategi Ketahanan Untuk Keberlanjutan Usaha Mikro Kecil dan Menengah (UMKM) dalam Perspektif Syariah di Kota Solok. *Ad-Deenar: Jurnal Ekonomi dan Bisnis Islam*, 7(02).
20. Ramadianti, L., & Rizki, M. (2023). Analisis Konsumsi Mahasiswa UIN Sumatera Utara dalam Gaya Hidup Sehari-hari. *JIKEM: Jurnal Ilmu Komputer, Ekonomi dan Manajemen*, 3(1), 1120-1143.
21. Ratnawati, A., & Lestari, A. A. (2018). Peran brand trust dalam memediasi brand experience, brand personality dan brand community terhadap brand loyalty. *Jurnal Ekonomi Dan Bisnis*, 19(2), 185-202.
22. Rupianti, R., Setiawan, A., Sapari, L. S. J., & Oktarianti, N. (2023). Manajemen Bisnis dalam Era Digital: Pendekatan Teoritis dan Praktis. *Manajemen Bisnis dalam Era Digital: Pendekatan Teoritis dan Praktis*.
23. Rustya, D. (2023). Pengembangan Kewirausahaan Berkelanjutan dalam Pendidikan: Pendekatan Berdasarkan Prinsip-prinsip Ekonomi Islam. *Journal Islamic Banking*, 3(2), 61-75.
24. Utomo, M. N. (2019). *Ramah Lingkungan dan Nilai Perusahaan*. Jakad Media Publishing.
25. Wahida, K., & Uyun, H. (2023). Tatanan Indonesia Dalam Mewujudkan Pertumbuhan Ekonomi Berkelanjutan Melalui Green Economy. *Harmoni: Jurnal Ilmu Komunikasi dan Sosial*, 1(2), 14-26.
26. Yulianah, S. E. (2022). *Metodelogi Penelitian Sosial*. CV Rey Media Grafika