

GREEN MARKETING STRATEGY IN ATTRACTING CONSUMERS WHO CARE ABOUT THE ENVIRONMENT

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Abstract

The growing desire of customers for environmentally friendly products means companies are competing to meet these needs by switching to using environmentally friendly materials. The materials in question are not only raw materials but also involve other materials such as product packaging, labeling, packaging and so on. Environmental awareness by implementing green marketing strategies can be done with environmentally friendly promotions. The growing desire of customers for environmentally friendly products means companies are competing to meet these needs by switching to using environmentally friendly materials. Green marketing is an approach to marketing that emphasizes environmental and sustainability values. It aims to attract consumers who care about environmental issues and promote environmentally friendly products or services. Several green marketing strategies that can be used to attract consumers who care about the environment are sustainable communication, labels and certification, transparency, customer education, partnerships with environmental organizations, focusing on environmental innovation, and sustainable consumer support.

Keywords: Marketing Strategy, Green Marketing, Consumers, Environment

INTRODUCTION

The issue of environmental conservation has recently become a topic of discussion in the international world, where environmental issues have become an important concern for the whole world along with the many

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problems that will threaten the human environment, such as environmental pollution, air, water and land pollution which are already at dangerous levels. with the greenhouse effect and global warnings that have an impact on nature (Nurjaman, 2022).

One phenomenon that is interesting and widely discussed by the public is increasingly hot air temperatures and erratic weather changes. The changes that occur are one of the consequences of increasing temperatures on earth. The increase in earth's temperature caused by the greenhouse effect is a serious problem faced by humans (Surahman et al., 2023). This certainly raises concerns about the possibility of natural disasters, not to mention health problems that could even threaten the survival of humans and their descendants.

Evidence presented by scientists and environmentalists, such as ozone depletion which directly contributes to the prevalence of skin cancer and has the potential to disrupt the world's climate and global warming, strengthens the reasons for this concern. Not to mention the problem of acid rain, the greenhouse effect, air and water pollution which is already at a dangerous level, fires and deforestation which threaten the amount of oxygen in our atmosphere and flooding in a number of cities. Even now it is a big problem because the amount of waste is increasing and the amount of waste is difficult to recycle (Sang, 2024).

Natural conditions that have experienced climate change have had an impact on changes in environmental conditions caused by human activities that are not sensitive to environmental problems. In fact, waste has now become an unresolved problem because the amount of waste is increasing and the amount of waste is difficult to recycle (Huang & Jiang, 2024). One type of waste that is difficult to recycle is plastic. Plastic has become a part of people's daily lives, its attractive packaging design and versatile functions are one of the reasons why plastic is popular with the public. However, many questions arise regarding safe plastics used as containers for food and drinks. One alternative is to use environmentally friendly products, in this condition what is called green marketing emerges.

Green Marketing is a term in marketing science that became popular in the early 1990s. Moreover, since the emergence of the book entitled "The Green Marketing Manifest" by John Grant, the business world has become increasingly sensitive to the environment. Consumers' interest in environmental awareness creates opportunities for companies to implement green marketing and increase sales. Green marketing then becomes an

alternative strategy that not only helps the company's image, but also adds value to the company's business, even consumers demand green choices and are willing to pay higher prices {Citation}. However, what worries marketers about entering the world of green marketing is none other than because marketers feel that their target market is not yet environmentally oriented. That is why the growth of environmentally friendly products seems slow (Ghosh, M., & Ghosh, A, 2023).

This condition is a new challenge, where a planned strategy is needed to offer existing products. The success of a business in marketing products depends on how they convey messages to the public. Without communication, the public cannot know and recognize the products or services offered by a company. Institution or business. A marketing communications strategy is needed to get a product from the company.

Green marketing is a new strategy in the business world to realize public concern for the environment. Environmental awareness by implementing green marketing strategies can be done with environmentally friendly promotions. The growing desire of customers for environmentally friendly products means companies are competing to meet these needs by switching to using environmentally friendly materials. The materials in question are not only raw materials but also involve other materials such as product packaging, labeling, packaging and so on (Ghosh, M., & Ghosh, A, 2023).

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Green Marketing Concept

A. Understanding Green Marketing

Experts have their own opinions regarding green marketing, according to (Nygaard, 2024), green marketing in the researcher's perspective is an analysis of the influence of marketing on the environment and how environmental variables can combine into various kinds of

company marketing decisions. Meanwhile, according to Ottman in (Kumar, 2024), green marketing is the consistency of all activities in designing services and facilities for human satisfaction, needs and desires, without causing an impact on the natural environment. The opinion of other experts regarding green marketing, namely according to Mintu and Lozada in (Osiako et al., 2022), green marketing is the application of marketing tools as a facility for change that provides organizational satisfaction and individual goals in maintaining, protecting and conserving the physical environment. . According to other experts, namely Dahlstrom in Pongrante (Kreutzer, 2023), green marketing is learning from all activities and efforts to consume, produce, distribute, promote, package and reclaim products in a way that is sensitive or responsive to environmental problems.

B. Green Marketing Tools

In an effort to apply the green marketing concept, there are several things that companies need to pay attention to in order to understand green marketing better (Wei & Pujari, 2023). One of these things is marketing tools that can be used by companies to carry out green marketing. The following are tools from green marketing based on Efendi et. al. in (Khan & Mubashir, 2022):

1. Eco Label, which is a tool that can be used by consumers to help make decisions in choosing environmentally friendly products and can also help consumers understand the manufacturing process of the product they want to buy. So in other words, this eco label is like a guide for consumers in choosing environmentally friendly products to buy. Companies can also use this eco label to differentiate products, position products and communicate environmentally friendly messages to consumers.
2. Eco-brand, is a product brand that symbolizes things that are not harmful to the environment, starting from the product name, symbol or design. Eco-brands can be used to position products offered by companies as green products, making it easier for consumers to differentiate green products from non-green products in the same product category.
3. Advertising with an environmental theme (Green Advertising), can be used as a strategy to introduce products to consumers or potential consumers who love the environment. The aim of green advertising is to influence consumer behavior by making consumers have the desire to buy products that are safe for consumers and the environment itself and

to make consumers more aware of the consequences that can be created by purchases made by consumers themselves. Government regulations are designed to provide opportunities for consumers to make better decisions, or motivate them to be more environmentally responsible.

C. Green Marketing Indicators

According to Syahbandi in (Nuryakin & Maryati, 2022) there are several indicators that can describe green marketing. Green marketing can be described by the presence of 4 indicators, namely as follows:

1. Green Product Dimensions: Products sold by the company must not contain animal or animal elements, then the product also has a long shelf life and the raw material components used in the product are safe for consumers.
2. Green Price Dimension: Setting prices in accordance with the quality of the products offered by the company to consumers.
3. Green Place Dimension: Product distribution that makes it easier for consumers to obtain products so that consumers do not need to spend fuel which can damage the environment.
4. Green Promotion Dimension: Use of promotional media as a tool in changing people's perceptions to love the environment more. For example, by using environmentally friendly shopping bags.

Marketing Communication Strategy

According to (Naufal & Farihanto, 2023) Marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and its references and allocations, especially as a company's response to the environment. and the ever-changing competitive landscape. (Hemzo, 2023) stated the definition of strategy, namely a game to achieve the desired targets of a business unit. But the conclusion of the definition of strategy is a planning formulation for a company to achieve the company's mission and goals by utilizing the resources it has for the company's benefit.

Marketing communication strategies are designed to be easy, effective and efficient in distributing messages and require minimal effort. Therefore, strategy usually consists of two or more tactics with the assumption that one is better than the other. Thus, strategy is a collection of tactics with the aim of achieving the goals and objectives of a company, institution or agency (Fadeev & Kasimova, 2022). The marketing program consists of a number of decisions

regarding the mix of marketing tools called the promotion mix. Promotion mix is a strategy carried out by a company which is related to determining how the company presents product offerings to certain market segments which are its target market in order to influence the reactions of buyers or consumers.

According to Kotler in , he said that the marketing communications mix consists of 4 basic activities: (Septiana & Hariyanti, 2023)

1. Public Relations

Building good relationships with the public for the purpose of getting wide publicity, building a positive image and dealing with gossip, reports and various events that could be detrimental.

2. Advertising

The form of presentation is put forward directly and the promotion of ideas, goods or services is carried out.

3. Sales Promotion

Short-term motivation to encourage the purchase or sale of a product.

4. Personal Selling

Direct interaction between one or more potential buyers with the aim of making a sale.

Green Marketing Strategy to Attract Consumers who Care about the Environment

Green marketing, also known as green marketing, is an approach to marketing that emphasizes environmental values and sustainability. This aims to attract consumers who care about environmental issues and promote environmentally friendly products or services (Rudy & Zhafran, 2022). In this article, we will discuss several green marketing strategies that can be used to attract consumers who care about the environment.

- a. Continuous Communication

Companies must communicate consistently about their commitment to environmental issues. This involves creating messages that highlight sustainable practices, environmental policies, and the steps a company takes to reduce its impact on the environment.

- b. Labels and Certification

Using labels and certifications that show a product or service is environmentally friendly can help consumers identify options that align with their values. For example, “Organic,” “Recycled,” or “Zero Waste” labels can provide confidence that the product meets certain standards.

- c. Transparency

Transparency is key in green marketing. Companies must provide clear information about product composition, materials used, production methods and environmental impact. This helps consumers make more informed decisions.

d. Customer Education

Educating customers about the benefits of environmentally friendly products and their positive impact on the environment is an important strategy. Educational campaigns can include materials explaining sustainable concepts, product uses, and how they can help protect the environment.

e. Partnerships with Environmental Organizations

Collaborating with a reputable environmental organization can lend credibility to a company's efforts to be environmentally friendly. It can also provide access to an environmentally conscious audience that actively seeks products that support sustainable causes.

f. Focus on Environmental Innovation

Products and services that are truly innovative in minimizing environmental impact often catch the attention of environmentally conscious consumers. For example, products that utilize renewable energy, are recycling-based, or have a low carbon footprint can attract consumer attention.

g. Ongoing Consumer Support

Motivating customers to participate in environmental efforts can also be an effective strategy. This could be a fundraising campaign for an environmental organization or a recycling program focused on purchased products (Samad et al., 2023).

Environmentally conscious consumers are increasingly seeking products and services that support sustainable practices. Therefore, green marketing is not just about selling products, but also about communicating a company's values and commitment to sustainability and the environment. With a thoughtful approach, companies can attract environmentally conscious consumers and build sustainable relationships with them (Mehraj et al., 2023).

Green Marketing Strategy as an Effort to Increase Competitive Advantage

Green marketing is not only for carrying out environmental responsibilities, but is also useful for creating a positive image of the company in the eyes of consumers, looking for new markets or opportunities, gaining a competitive advantage, and increasing the value of products or services (Yadav et al., 2023). Another opinion states that green innovation and green

processes can increase a company's competitive advantage (Bondarenko et al., 2024). Based on the Nature Resources Theory (NBRT) theory, it is explained that companies that implement environmental awareness and environmental sustainability (go green) will be able to achieve competitive advantage (Long et al., 2023). One strategy used to increase competitive advantage is to manage products (product stewardship). Companies that carry out product management will gain various benefits, namely being able to get out of a detrimental and dangerous business, being able to redesign existing product systems to reduce liabilities and being able to develop new products with more economical recycling costs (Ozturan, 2022).

Green marketing is the consistency of all activities that design services and facilities to satisfy human needs and desires without causing an impact on the natural environment (Correia et al., 2022). Green marketing activities include, developing products whose production, use and disposal processes do not have a harmful impact on the environment, developing products that have a positive impact on the environment and the proceeds from the sale of these products are used for the benefit of organizations or events related to the environment (Ghosh & Ghosh, 2023). In other words, green marketing is a strategic process that involves stakeholder assessment to create long-term relationships with customers while maintaining, supporting and preserving the natural environment in running the company (Mujibno & Awalia, 2022).

Implementing a green marketing strategy means taking part in efforts to preserve the environment and gain business profits. Green marketing objectives are divided into several stages (Xiong, 2022), namely the Green stage, at this initial stage the company aims to communicate to consumers that the brand or company cares about environmental sustainability. Then the second stage is Greener. This stage is the stage of commercialization as the company's main goal, but also to achieve strong goals for the environment. Companies try to influence consumers to change healthier lifestyles by consuming or using green products. For example, the behavior of saving electricity, water, paper, fuel and so on. The final stage is Greenest, this stage carried out by the company is trying to influence consumers by changing consumer culture towards one that cares more about environmental sustainability. The consumer culture referred to is that consumers have concern for the environment in all lines of activity without being influenced by the company's products offered.

From this description, it can be seen that apart from the business goal of making a profit, implementing a green marketing strategy also has a very

important goal, namely taking part in efforts to preserve the environment and reducing environmental impacts to a more severe level. This noble goal deserves support from all parties, including companies, consumers and the government.

Green marketing is formed by various components, namely green consumers, green production processes, green production processes, green financial affairs, green financial affairs, and reasons for being green. Green consumers are people who purchase and use products that are safe for themselves, their families and the environment, with the aim of protecting the environment. A green production process is a method used to produce using technology that limits pollution or has benefits for the environment. Meanwhile, Green financial affairs are types of accounting approaches that try to consider financial and monetary values for investments in ecological sustainability, forest destruction and animal survival. Reasons of being green is a reason for a person or company to change their behavior to care about the environment (Demessie & Shukla, 2023). These four components are interrelated to each other, so they must be fulfilled by companies implementing a green marketing strategy. If one component is missing, the green marketing strategy will not work.

Implementing green marketing has many benefits. These benefits include carrying out environmental responsibility, creating a positive image of the company in the eyes of consumers, seeking new markets or opportunities, gaining a competitive advantage, and increasing the value of products or services (Ramadhan et al., 2024). In green marketing practices, what must be done is green innovation and green processes continuously in order to increase the company's competitive advantage (Sahioun et al., 2023).

Based on the Nature Resources Theory (NBRT) theory, it is explained that companies that implement environmental awareness and environmental sustainability (go green) will automatically be able to achieve competitive advantage (Kanapathipillai & Kumaran, 2022). Because by implementing a green marketing strategy, companies must manage their products (product stewardship) intensively in order to increase their competitive advantage. Companies that carry out product management will gain various benefits, namely being able to get out of a detrimental and dangerous business, being able to redesign existing product systems to reduce liabilities and being able to develop new products with more economical recycling costs.

CONCLUSION

Green marketing is a new strategy in the business world to realize public concern for the environment. Environmental awareness by implementing green marketing strategies can be done with environmentally friendly promotions. The growing desire of customers for environmentally friendly products means companies are competing to meet these needs by switching to using environmentally friendly materials. Implementing a green marketing strategy means taking part in efforts to preserve the environment and gain business profits. Green marketing objectives are divided into several stages, namely the Green stage, in this initial stage the company aims to communicate to consumers that the brand or company cares about environmental sustainability. Then the second stage is Greener. This stage is the stage of commercialization as the company's main goal, but also to achieve strong goals for the environment. Companies try to influence consumers to change healthier lifestyles by consuming or using green products.

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