

Sustainable Marketing: Integrating Environmental Aspects in Corporate Marketing Plans

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Keywords

Sustainable marketing, environmental aspects, company marketing plan.

Abstract. This research aims to analyze the effectiveness of integrating environmental aspects in company marketing plans as part of efforts to achieve sustainable marketing. Using a theoretical framework involving the concepts of sustainable marketing and corporate social responsibility, this research analyzes the impact of integrating environmental aspects on brand image, consumer loyalty and company financial performance. This research uses a qualitative approach with descriptive methods. This research emphasizes the importance of sustainable marketing practices for companies amidst pressure to be socially and environmentally responsible. The integration of environmental, social and corporate governance factors into marketing strategies allows companies to reduce negative impacts on the environment and build strong relationships with consumers who care about social and environmental issues. Key steps include efficient use of resources, support of sustainable suppliers, development of environmentally friendly products, and education of consumers about the company's sustainability efforts. Consistency in messaging and commitment to sustainability can also strengthen brand image and employee engagement, thereby playing an important role in advancing global sustainability and societal well-being.

1. INTRODUCTION

In a modern era filled with awareness of environmental and sustainability issues, environmentally responsible business practices are gaining increasing attention. Companies in various sectors are increasingly realizing the importance of integrating environmental considerations in their marketing strategies as part of corporate social responsibility (Anatan, 2009). Sustainable marketing has become a major focus for companies seeking to achieve long-term success while considering their impact on our planet (Ahidin, 2019).

In this context, environmental aspects have become an important focus in forming company marketing strategies. Regardless of the industrial sector, companies are starting to realize that consumer behavior is increasingly influenced by environmental awareness and concern about the negative impacts of environmentally unfriendly business practices (Arisyi & Engriani, 2019). In response to market demands and global sustainability demands, companies are now seeking to integrate sustainable marketing practices into their marketing plans as part of a strategy to build stronger relationships with consumers and the surrounding environment (Suryani, 2017).

Sustainable marketing has been proven to significantly improve brand image, but to achieve this success, marketers need to adopt effective strategies. Brands that are committed to larger goals, such as environmental preservation or global sustainability, tend to attract the attention of consumers who are increasingly aware of environmental issues (Dewi, 2022). In this case, taking a long-term approach in marketing planning and integrating sustainable values is the main key in building a strong brand image. Consistency in brand communication and concrete actions integrated with sustainability values will strengthen brand recognition among consumers who increasingly prioritize corporate social responsibility (Widyastuti, 2019). Thus, an effective marketing strategy in the context of sustainable marketing must include long-term commitment, integration of sustainability values, and consistency in brand communication and visible concrete actions (Qurniawati, 2018).

The level of consumer loyalty and involvement towards a brand tends to increase significantly when the brand shows moral values that are in line with consumer values through sustainable marketing strategies (Hakim & Purwoko, 2019). Consumers today tend to give preference to brands that not only offer quality products, but also demonstrate a commitment to social and environmental responsibility (Rangkuti, 2013). By implementing sustainable marketing strategies, brands can strengthen their image as entities that care, are responsible, and think about the social and

environmental impacts of their operations (Saleh & Miah Said, 2019). By highlighting moral values that align with consumer values, brands can build strong emotional bonds with consumers, which in turn increases consumer loyalty, engagement and trust in the brand. This emphasizes the importance of integrating consistent moral values with sustainable marketing strategies to strengthen the relationship between brands and consumers (Dharma, 2012).

Adoption of sustainable marketing strategies has proven to be an important key in improving overall company performance. Through integrating environmental aspects and sustainability values into marketing plans, companies can strengthen brand image, increase consumer loyalty, and develop stronger relationships with stakeholders (Kartikawangi, 2018). With increasing consumer awareness of environmental and sustainability issues, companies that demonstrate a commitment to responsible business practices tend to attract greater interest from customers who increasingly choose brands that care about social and environmental impacts (Lako, 2010). In addition, with sustainable marketing, companies can also increase operational efficiency, reduce environmental risks, and develop sustainable innovation, which in turn can contribute to the company's long-term growth and profitability (Mastarida, 2022). Thus, a sustainable marketing strategy is not only a prerequisite for responding to the demands of today's consumers, but also an important catalyst in encouraging long-term business growth and sustainability.

This research aims to in-depth explore the impact of integrating environmental aspects into a company's marketing plans, both from a consumer perspective and overall company performance. By referring to the theoretical framework of sustainable marketing and corporate social responsibility, this research seeks to make a significant contribution to our understanding of how the implementation of sustainable marketing strategies can influence consumer perceptions and behavior, as well as their impact on the long-term growth and sustainability of companies amidst demands for sustainability and increasing social responsibility in the context of modern business. Thus, it is hoped that this research can provide valuable insight for marketing practitioners and company managers in planning and implementing marketing strategies that consider environmental aspects holistically for the company's long-term success. .

2. METHOD

The research carried out is a type of qualitative research which aims to analyze problems based on social context, referring to the theoretical framework outlined by Moleong (2014). This research method relies on an in-depth understanding of the research subject's experiences, such as behavior, perception, motivation for action, and so on, with an emphasis on descriptions using language and words holistically. This research focuses on explaining in depth sustainable marketing strategies with the integration of environmental aspects.

This research is descriptive in nature, with the aim of providing a clear picture of a particular situation, event, population or area. This concept is supported by the explanation of Anggito and Setiawan (2018) who explain that descriptive research aims to systematically, factually and accurately describe the facts and relationships of the phenomena being investigated. In the process, all collected data is analyzed and organized to conclude research findings which are then expressed in the form of scientific writing. Thus, this research uses a descriptive approach to provide a comprehensive picture of the influence of sustainable marketing strategies that integrate environmental aspects.

3. RESULTS AND DISCUSSION

Sustainable marketing practices are attracting increasing attention as more consumers become aware of the importance of environmental, social sustainability and responsible governance in corporate operations. Sustainable marketing requires companies to consider the direct and indirect consequences of their business models on the environment and society. Environmental factors involved include air and water pollution, deforestation, excess energy use, carbon dioxide emissions, and the use of harmful plastics that contribute to climate change and ecosystem damage. On the other hand, social factors and corporate governance include consumer needs and preferences, social values

held by society, compliance with legal regulations, ethical business practices, and responsibility for public welfare. The integration of these factors into marketing strategies not only provides short-term benefits in the form of a positive image and increased sales, but also strengthens the company's foundation for sustainable growth and sustainability amidst the increasing demands for social responsibility in the modern business realm.

With growing awareness of the environmental and social impacts of business activities, companies are now faced with pressure to adopt sustainable marketing practices. Sustainable marketing requires active involvement in evaluating and improving the environmental impact of a company's supply chain and operations, as well as ensuring that their business practices are aligned with social values respected by society. In addition, it is important for companies to ensure that their corporate governance includes compliance with legal regulations, fairness in the treatment of employees, as well as the implementation of ethical business practices. By taking these factors into account, companies can build strong relationships with consumers who increasingly choose brands that care about environmental and social issues.

Companies that prioritize sustainable marketing practices play an important role in reducing negative impacts on the environment. The first step that can be taken is to reduce their environmental footprint through more efficient use of resources, better waste management, and reduced carbon dioxide emissions in their operations. By evaluating and optimizing each stage of their supply chain, companies can minimize their impact on the environment and ensure that their business practices are in line with sustainability principles.

In addition, companies can also prioritize sourcing materials from sustainable suppliers and developing environmentally friendly products. By supporting suppliers who have sustainable farming or production practices, companies can ensure that the raw materials used in their products come from sources that do not harm the environment. Furthermore, by creating environmentally friendly products, such as using recycled or environmentally friendly materials, companies can meet the demands of consumers who are increasingly concerned about environmental issues.

In addition to focusing on environmental impact, companies can also prioritize donations to sustainable causes, such as tree planting programs, renewable energy projects, or environmental campaigns. By involving themselves in environmental conservation efforts, companies not only improve their brand image, but also make a real contribution to environmental conservation and global sustainability efforts.

Furthermore, companies that care about sustainability can also invest resources in developing environmentally friendly work environments and office buildings. By using energy efficient technology, wise use of resources and reducing waste, companies can create a healthy and sustainable work environment for their employees, while reducing their impact on the surrounding environment.

Finally, companies can provide incentives to employees to adopt environmentally friendly transportation practices, such as carpooling or biking to work. By encouraging employees to reduce the use of private vehicles, companies can participate in reducing greenhouse gas emissions and maintaining a healthy surrounding environment, while helping employees adopt a more sustainable lifestyle. Thus, sustainable marketing practices are not only a business strategy, but also a real step towards greater social and environmental responsibility.

Next, there are several important practices that companies can carry out to create various sustainable marketing strategies in their marketing plans. The following is the explanation:

- 1) Remain Committed to environmental or social goals

When business leaders successfully connect the company's mission with sustainable goals, this not only creates long-term benefits for their company, but also has a positive impact on society and the surrounding environment. By prioritizing sustainability, companies are able to build a strong brand image, which reflects the values of social and environmental responsibility that they uphold. This allows companies to attract consumers who are increasingly aware of environmental and social issues, as well as increasing customer loyalty in the long term. In addition, a focus on sustainability can also be a catalyst for innovation in companies, as it demands the development of more environmentally

friendly products and services and the adoption of sustainable business practices. By continuously innovating, companies can not only meet evolving market needs, but also gain a competitive advantage that differentiates them from competitors in industries that may not yet prioritize sustainability as an integral part of their operations.

In addition to these benefits, a commitment to sustainability also allows organizations to build the trust of environmentally conscious consumers. When companies consistently demonstrate their commitment to responsible business practices, it sends a strong signal to consumers that the company cares about the social and environmental impacts of their operations. By building this trust, companies can strengthen relationships with consumers who increasingly choose brands that demonstrate a high level of social and environmental responsibility. As a result, organizations that prioritize sustainability not only gain financial benefits, but also play an important role in advancing the global sustainability agenda and improving the overall well-being of society.

2) Take a long-term approach

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3) Consumer Education

In a sustainable marketing strategy, it is important for organizations to adopt an educational approach towards their consumers. By educating consumers about the company's mission and values, businesses can help increase consumers' understanding of the importance of the sustainable goals the company strives for. By transparently explaining the concrete steps they have taken to support this mission, companies can build trust and stronger relationships with consumers, which in turn can increase customer engagement and loyalty in the long term. By ensuring that consumers understand the positive impact of the products or services they purchase on environmental and social issues, organizations can create more aware and committed customers, who are more likely to choose brands that align with their values.

Consumer education can also bring significant sales benefits. When customers have a deeper understanding of environmental and social issues, they are more likely to choose products or services that support sustainable goals. By providing informative and engaging educational content, such as awareness campaigns, webinars, or other educational materials, companies can build broader awareness among potential customers. With this increased awareness, organizations can expand their customer base and strengthen their brand recognition, while building a brand image that is committed to social and environmental responsibility. Thus, consumer education not only provides benefits in the form of enhanced customer engagement and loyalty, but also plays an important role in increasing sales and expanding an organization's market share.

4) Implement sustainable practices across the

Integrating a sustainable marketing strategy throughout the organization is a key step that any company that wants to ensure consistency in their message and commitment to sustainability must take. By making sustainability an internal priority, organizations can direct all their activities and initiatives towards achieving the sustainability goals they have set. This allows companies to adopt a holistic approach in ensuring that all decisions taken and actions taken are in line with the company's core values of sustainability.

In addition to increasing message consistency, continuous strategic integration also facilitates collaboration between departments within the organization. By sharing information and involving employees in sustainability initiatives, companies can strengthen synergy between various parts of the organization to drive more efficient and effective implementation of sustainability strategies. This kind of collaboration not only produces more meaningful business results, but also strengthens organizations' ability to adapt to rapid environmental changes and maintain their commitment to sustainability amidst diverse external pressures.

Furthermore, the integration of sustainable practices into all aspects of the business also ensures transparency and trust, both among internal team members and external parties. By demonstrating a consistent commitment to sustainable practices, organizations can build strong trust among employees and customers, who recognize and appreciate the company's efforts to prioritize environmental and social sustainability. By integrating the sustainability mission into the organizational culture, companies can ensure that all individuals within the organization understand and are actively involved in achieving sustainability goals, thereby encouraging the creation of a more positive and sustainable impact on society and the surrounding environment.

5) Be consistent

In an effort to communicate their commitment to sustainability to customers, organizations need consistent and clear messaging. Consistent messaging not only allows customers to understand the core values espoused by the company, but also strengthens the company's brand image as a socially and environmentally responsible entity. By delivering clear and consistent messages about their commitment to sustainability, organizations can build strong trust among customers, who tend to choose brands that align with their values. By transparently communicating the sustainability efforts and initiatives adopted by a company, organizations can attract customers who increasingly choose products or services that support broader social and environmental goals.

In addition to its impact on customers, consistent messaging also plays an important role in maintaining employee engagement and their focus on sustainability. By delivering a uniform message across various departments and levels of the organization, employees can have a clear understanding of their role and contribution in supporting the company's sustainability goals. This consistent message can also increase employees' sense of ownership and involvement in the company's mission, thereby encouraging the creation of a strong company culture that emphasizes the importance of sustainability.

By delivering consistent messaging across operations, organizations can ensure that all individuals in the company have the same understanding of the company's vision and values regarding sustainability. This not only facilitates more effective coordination between various departments, but also strengthens the solidarity and collective work spirit necessary to achieve long-term sustainability goals. Thus, consistent and unified messaging plays a central role in shaping a company's sustainable brand image, maintaining employee engagement, and ensuring coherence in sustainability efforts across the organization.

4. CONCLUSION

The integration of sustainable marketing strategies within an organization is key in building a strong brand image and increasing customer and employee engagement. With an integrated and consistent approach, organizations can ensure that messages about commitment to sustainability are effectively conveyed to customers, which in turn strengthens customer trust and loyalty. In addition,

strong integration also enables the creation of a company culture focused on sustainability, which motivates employees to be actively involved and contribute to the achievement of larger sustainability goals. With consistent and transparent communication, organizations can strengthen their position as socially and environmentally responsible agents of change, while building a solid foundation for sustainable growth amidst market demands that are increasingly complex and responsive to global issues.

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