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Analysis of Effective Marketing Strategies for Environmentally Friendly Products

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ABSTRACT

Companies developing environmentally friendly products are inextricably linked to product development theory. Product development is a strategy for growing a company by offering modified or new products to a predetermined target market. Product development is carried out on physical products and ensures that existing product ideas can be transformed into new, more effective products. Marketing strategy itself is a plan for implementing and controlling activities aimed at influencing exchanges to achieve organizational goals. One of the stages in developing and implementing a marketing strategy is planning a marketing mix consisting of four elements product, price, place, and promotion. The purpose of this study is to understand and analyze effective marketing strategies for environmentally friendly products. This study uses a narrative approach to explain environmentally friendly products in relation to effective marketing strategies. The results of this study indicate that effective marketing strategies for environmentally friendly products include emphasizing sustainability values in branding, educating consumers about their benefits, utilizing social media for green campaigns, collaborating with environmental influencers, and providing green certification and labeling.

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INTRODUCTION

The economy is undergoing transformation, modernization, and innovation in its development. Every company in Indonesia is inextricably linked to economic conditions (Hamzah et al., 2025). Companies play a strategic role in driving economic growth. However, with the increasing number of companies, Indonesia's natural resources are increasingly exploited, causing

environmental damage and ultimately disrupting human life. Companies are inextricably linked to their surrounding environment. Company operations undoubtedly impact the environmental, social, and economic conditions of the community, particularly those in the vicinity of the company's operations (Tambunan et al., 2025).

Environmentally friendly products are those that are harmless to humans and the environment, do not waste resources, do not produce excessive waste, and are processed in a way that reduces environmental pollution during production, distribution, and consumption (Pandiangan et al., 2025). Companies developing environmentally friendly products are inextricably linked to product development theory. Product development is a strategy for growing a company by offering modified or new products to a predetermined target market. Product development is carried out on physical products and ensures that existing product ideas can be transformed into new, more effective products.

Eco-friendly product development is a strategy because a company's eco-friendly product development can improve product design, quality, and reliability, leading to greater environmental awareness, which can lead to better opportunities (Tjiptono, 2014). Eco-friendly products have many environmental benefits, including reducing pollution and air pollution generated during the production process. Eco-friendly products can be recycled, thus reducing the amount of waste in the environment. The eco-friendly product development strategy is also inseparable from global pressure to focus more on comprehensive environmental management, so that the production process focuses not only on efficiency and productivity but also on creating eco-friendly products, starting from the beginning, from raw materials to the final, recyclable product after consumption.

Whether or not every business actor realizes it, in carrying out their business activities, has planned and implemented a business strategy or marketing strategy. Marketing strategies vary widely, from the simplest to the most scientific, depending on the knowledge and experience of each business owner (Schmitt and Zarantonello, 2016). Marketing strategy itself is a plan for implementing and controlling activities aimed at influencing exchanges to achieve organizational goals. One of the stages in developing and implementing a marketing strategy is planning a marketing mix consisting of four elements product, price, place, and promotion. These elements are crucial for a company's success in achieving its goals. Without consumers, the company is doomed to bankruptcy. Companies must be able to provide incentives and incentives to consumers, encouraging them to purchase the

company's products. Consumer interest in purchasing can arise as a result of the incentives offered by the company. Purchase interest is the stage of consumer tendency to act before a purchase decision is actually made.

The purpose of this study is to understand and analyze effective marketing strategies for environmentally friendly products.

RESEARCH METHODE

This study uses a narrative approach to explain environmentally friendly products in relation to effective marketing strategies. A narrative approach is a qualitative research method or storytelling technique that focuses on collecting, analyzing, and presenting the life experiences of individuals or groups in the form of stories with a structured plot. The goal is to understand the meaning, perspectives, and how people construct reality through their stories, often using in-depth interviews, journals, and other artifacts as primary data (Kurdhi et al., 2023). It is not simply telling a story, but rather exploring the meaning behind the story to gain in-depth insights into a particular phenomenon or issue, such as in research, therapy, or case studies.

In-depth insight is a comprehensive and holistic perspective on a subject or issue, going beyond superficial understanding. It is often related to an understanding of educational concepts that view schools as a holistic educational environment, or a specific understanding of a particular field, such as urban planning, which prioritizes in-depth understanding for better, more integrated decision-making.

RESULT AND DISCUSSION

Environmentally Friendly Products

Environmentally friendly products are goods made to minimize negative impacts on the environment, using renewable materials such as bamboo and reusable sugarcane fiber, such as tote bags, menstrual cups, drinking bottles, recycled paper and clothing, or using energy-efficient and low-waste production processes, such as bamboo toothbrushes, cassava packaging, and solar panels, all of which support a sustainable lifestyle. Environmentally friendly products are beneficial in reducing pollution, waste, and greenhouse gas emissions, protecting natural resources, and improving health due to the minimum use of hazardous chemicals, while providing long-term economic benefits through reuse and energy efficiency, as well as encouraging sustainable business practices and consumer awareness for a better future for the earth (Schmitt and Zarantonello, 2016).

Effective Marketing Strategies for Environmentally Friendly Products

Effective marketing strategies for environmentally friendly products include:

1. Emphasizing Sustainability Values in Branding

The value of sustainability in branding is integrating environmentally and socially friendly practices into the core of the business, from operations and values to communications, to build an authentic brand image, enhance reputation, customer loyalty, and competitive advantage. This is not simply greenwashing, with a focus on transparency, product innovation, and an honest narrative to meet the demands of modern, environmentally conscious consumers (Hawkins, 2010). This is a long-term investment that increases brand value and future business relevance. The value of sustainability in purpose branding is building a brand that focuses not only on profit but also integrates a strong commitment to environmental, social, and economic issues into the core of the business to create long-term positive impacts, increase customer trust, build loyalty, and provide a competitive advantage as modern consumers support brands that align with their values (Pandiangan et al., 2024).

2. Educating Consumers About Their Benefits

Consumer education provides significant benefits for both consumers and businesses helping consumers make informed and responsible purchasing decisions, protecting against fraud, increasing customer satisfaction and loyalty, and encouraging more ethical and sustainable business practices, ultimately benefiting consumers with better choices and a healthier environment (Kotler, 2008). A healthy environment provides significant benefits for physical health, including protection from respiratory illnesses, infections, and waterborne diseases; greater mental well-being, happiness, productivity, comfort, coolness, beauty, safety; and the sustainability of natural resources such as clean water and clean air; and prevention of pollution and support of biodiversity, creating a better overall quality of life (Mariani et al., 2023).

3. Utilizing Social Media for Green Campaigns

Utilizing social media for green campaigns is effective because it can disseminate messages massively, utilize engaging visuals such as infographics and videos, and interactive content such as stickers, reels, and TikTok. It increases public awareness and participation, especially among young people, with educational and inspirational content from influencers or communities. However, vigilance against greenwashing is essential to maintain credibility (Schmitt and Zarantonello, 2016).

Platforms like Instagram, TikTok, and Twitter are key to building a culture of green consumption and driving real action (Stanton, 2012).

4. Collaborating with Environmental Influencers

Collaboration with environmental influencers is effective for education and concrete action through creative content, promoting sustainable lifestyles such as zero waste and environmentally friendly products, raising funds, inspiring behavioral change, and building environmentally conscious communities (Sumarwan, 2015). For example, @pandawaragroup popularized clean-up campaigns, making environmental messages more personal and impactful for its followers, especially generation Z.

5. Providing Green Certification and Labeling

Green certification and labeling are processes of independently validating that a product, process, or company meets certain environmental and sustainability standards (Tjiptono, 2014). The goal is to provide consumers with credible information that the product is environmentally friendly, encourage sustainable practices, and open up new business opportunities. This involves submitting detailed documentation such as environmental balance sheets, third-party audits, and implementing green industry best practice standards.

CONCLUSION

The results of this study indicate that effective marketing strategies for environmentally friendly products include emphasizing sustainability values in branding, educating consumers about their benefits, utilizing social media for green campaigns, collaborating with environmental influencers, and providing green certification and labeling.

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