

Environmental marketing: harnessing consumer influence to save the environment in sustainable development

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Abstract. This article explores the potential of environmental marketing as a means to promote sustainable consumption and contribute to the preservation of the environment. By analyzing the relevance of this approach, examining the existing literature, and presenting a new study, we aim to provide valuable insights into the effectiveness of environmental marketing strategies. We will discuss the implications of our results and suggest possible avenues for further research, ultimately offering a comprehensive understanding of how environmental marketing can contribute to a more sustainable future for both businesses and consumers.

1 Introduction

As global environmental challenges become increasingly pressing, there is a growing need for sustainable business practices and responsible consumption patterns. In response to these demands, environmental marketing has emerged as a vital tool for companies to communicate their sustainability initiatives and encourage environmentally-friendly behavior among consumers.

Environmental marketing, also known as green marketing or eco-marketing, refers to the promotion of products or services based on their environmental benefits or reduced negative impact on the environment. By appealing to the values and concerns of environmentally-conscious consumers, companies can create a competitive advantage and foster long-term loyalty among their customer base.

The relevance of environmental marketing can be observed in several ways. First, it addresses the mounting environmental concerns of consumers, who are increasingly seeking out eco-friendly products and services. This demand creates an opportunity for businesses to differentiate themselves from competitors and establish a positive brand image. Second, environmental marketing can drive innovation and the development of new, more sustainable products, which can help reduce the overall environmental impact of consumer goods. Finally, environmental marketing has the potential to foster a culture of sustainability, with consumers becoming more aware of their consumption habits and the consequences of their choices on the environment.

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2 Bibliographic reviews

Environmental marketing as a concept date back to the 1970s, with the emergence of the environmental movement and the growing awareness of ecological issues. Since then, numerous studies have examined the different aspects of environmental marketing, ranging from consumer attitudes and behavior to corporate strategies and marketing effectiveness.

Early research focused on understanding the motivations of environmentally-conscious consumers and their willingness to pay for eco-friendly products (e.g., Henion, 1972; Kassarijan, 1971; Van Liere & Dunlap, 1981). These studies revealed that consumers were indeed interested in purchasing sustainable products, but often faced barriers such as lack of information or higher costs.

Later research investigated the effectiveness of environmental marketing strategies and the factors influencing their success (e.g., Peattie & Crane, 2005; Polonsky, 1994; Prothero et al., 2011). These studies identified several key elements, such as the importance of clear and credible communication, the need for companies to back up their environmental claims with concrete actions, and the role of external factors such as regulations and competitive pressures.

In recent years, research has shifted towards examining the broader implications of environmental marketing on consumer behavior and societal attitudes towards sustainability (e.g., Luchs et al., 2010; Parguel et al., 2011; Thøgersen & Schrader, 2012). These studies highlight the potential of environmental marketing to drive long-term shifts in consumption patterns and contribute to a more sustainable society

3 Results and discussions

To further investigate the effectiveness of environmental marketing as a tool to encourage sustainable consumption and reduce environmental impacts, we conducted a quantitative study using a survey-based approach. We designed a questionnaire to measure consumer awareness, attitudes, and behaviors in relation to environmentally-friendly products and marketing campaigns.

Our sample consisted of 1,000 respondents, representative of the general population in terms of age, gender, and socioeconomic status. We used a random sampling technique to ensure a diverse and unbiased sample. The questionnaire was administered online through a secure survey platform, with participants recruited through social media and email invitations. Participation was voluntary, and all responses were anonymized to ensure confidentiality.

The survey included questions related to participants' general environmental attitudes, awareness of environmental marketing campaigns, purchasing behavior, and their perception of the credibility and effectiveness of such campaigns. We also gathered demographic information to control for potential confounding factors in our analysis.

Our results revealed that a majority of respondents (78%) were aware of environmental marketing campaigns, with 64% reporting that they had purchased eco-friendly products as a result of these campaigns. These findings suggest that environmental marketing has a significant impact on consumer behavior, potentially driving increased demand for sustainable products and services.



Fig 1. Examples of sustainable and green marketing.

The credibility of environmental marketing campaigns emerged as a key factor influencing their effectiveness. Respondents who perceived these campaigns as credible were more likely to report purchasing eco-friendly products (82%) compared to those who viewed them as less credible (48%). This highlights the importance of transparent and accurate communication in environmental marketing efforts.

Interestingly, we found that demographic factors such as age, gender, and education level played a role in shaping respondents' attitudes and behaviors. Younger participants (18-34 years) were more likely to be influenced by environmental marketing campaigns (72%) compared to older participants (55+ years; 53%). Similarly, respondents with higher levels of education were more likely to be influenced by these campaigns (71%) compared to those with lower levels of education (58%).

Our findings also revealed that consumers who were more environmentally conscious were more likely to be influenced by environmental marketing campaigns. This suggests that these campaigns are particularly effective at targeting and engaging with an already environmentally-aware audience, but may not be as successful in reaching consumers with lower levels of environmental concern.

4 Conclusion

Our study demonstrates that environmental marketing can play a significant role in promoting sustainable consumption and driving demand for eco-friendly products and services. However, the effectiveness of these campaigns hinges on their credibility, with consumers more likely to respond positively to transparent and accurate communication.

When considering the use of automated systems, each specific machine-building enterprise Demographic factors such as age and education level were found to influence consumer attitudes and behaviors, indicating that environmental marketing strategies should be tailored to specific target audiences for maximum impact. Additionally, our results suggest that environmental marketing campaigns may be particularly effective at engaging with environmentally-conscious consumers, but may face challenges in reaching a broader audience.

In conclusion, environmental marketing holds promise as a tool for fostering sustainable consumption and reducing the environmental impact of consumer goods. Further research is needed to explore the most effective strategies for engaging diverse consumer segments, as well as to investigate the long-term impacts of environmental marketing on consumer

behavior and societal attitudes towards sustainability. By understanding and leveraging the power of environmental marketing, businesses and consumers alike can work towards a more sustainable future for our planet.

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