

# Determination of Green Marketing Strategies Through Marketing Communication in the Business World in the Society 5.0 Era

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## **ABSTRACT**

Marketing communication in green marketing aims to influence purchase decisions for consumers interested in the green movement. In addition to product advantages and brand image, companies must also think about consumer transaction convenience. Consumers consider various transaction choices to facilitate electronic-based businesses; in other words, there is an element of service acceleration through more sophisticated business modifications, namely the application of the Society 5.0 era. Marketing communications must include the following elements: advertising through environmental advertisements, sales promotion through the web systems and utilization of cloud computing, utilization of big data in public relations, and personal selling through web engineering systems, and expanding market space.

**Keywords:** *Green Marketing, Marketing Communication, Society 5.0.*

## 1 INTRODUCTION

### 1.1 Background

These days, information technology is not seen as difficult to access because it has become a necessity in people's lives. Information technology continues to innovate and transform and is increasingly sophisticated to assist people's lives.

While many people still talk a lot about Industry 4.0 that is technological changes with the use of Big Data, AI, robots, and others (Skobelev and Borovik 2017), the world was astonished by Japanese Prime Minister Shinzo Abe' statements at the World Economic Forum (WEF) in Davos Switzerland on 23 January 2019. In his statement, he has a vision of Society 5.0 and stated that data would connect Society 5.0 to increase growth in the future.

Very radical changes occur in the market environment, such as technology, globalization, the economy, and government regulations (Melnyk et al. 2020). These

situations and conditions will emerge new behaviors from consumers reflected in their needs and desires (Duarte & Cruz-Machado 2017). To win the competition, marketers must react quickly to changes in demand, satisfying all customer needs and wants because marketing is customer-oriented. Consumers are very concerned about the limited resources on earth, health, and environmental degradation, so they start to look at more environmentally friendly stuff (Zafar et al. 2020).

Green marketing is a marketing practice that raises environmental issues (Zafar et al. 2020). The process of production activities carried out by the company often impacts environmental degradation, so that green marketing is considered an innovation on this problem. The term "Green Marketing" was introduced in the late 1980s and early 1990s by the American Marketing Association (AMA), which organized its first workshop themed "ecological marketing". The goal of green marketing is not only to earn

profit as the main companies' goal but also to contribute to the environment or those related to sustainability (Papadopoulos et al. 2010). The company is expected to encourage good habits of consumers to care about the environment, such as saving paper, using used paper, and saving energy for both present and future lives. The company produces eco-friendly products to meet customer needs and its concern for environmental sustainability (Chan et al. 2012).

Considering several aspects such as the increasing attention to environmental issues and scarcity of natural resources, corporate social responsibility is deemed essential to increase awareness of the development of green marketing concepts or similar concepts such as sustainable marketing and environmental marketing. These efforts can be begun by identifying and analyzing marketing management in Indonesia, in this case, green marketing strategy through marketing communication in the business world in the society 5.0 era.

### 1.2 Method

This study is qualitative descriptive research, where the nature of qualitative research aims to examine people's lives in cases that are limited in nature, but in-depth and holistic, in the sense that they do not recognize the conceptional selection of symptoms into their exclusive aspects, which we know as variables. Qualitative research reveals not only actual events but also hidden values. In addition, qualitative research is also more sensitive to descriptive information and relatively tries to maintain the object's integrity. Data sources used in this study are primary and secondary data.

### 1.3 Green Marketing

According to AMA, green marketing is a marketing of a product that considers environmental safety (Wahab 2018). Therefore, green marketing covers almost all company activities, including modifications of prod-

uct, production processes, product packaging, and advertisements.

Green marketing is a synonym for other terms such as ecological marketing, environmental marketing, and sustainable marketing. Basically, this term refers to the use of ecological issues or environmental preservation in the preparation of the marketing mix, especially in the promotional elements (Katrandjiev 2016). According to Jacquelyn Ottman, from an organizational point of view, environmental considerations should be integrated into all marketing aspects (Osman et al. 2016).

Prakash (2002) states the term "green marketing" refers to "the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies, and processes of the firms that manufacture or sell them." Prakash (2002) defines environmental marketing as "gaining profit from identifying and providing for the wants and needs of consumers while recognizing and minimizing impacts to the environment." The critical concept of the two statements about green marketing or environmental marketing is a promotional strategy to get benefits based on environmentally friendly product claims. The development of the green marketing concept was triggered by the development of consumer awareness of environmental issues, which led to the emergence of the green consumer concept (Peattie 2004).

### 1.4 Society 5.0

The Japanese government defines society 5.0 as a human-centered society that can balance economic progress with solving social problems using a system that integrates virtual and physical worlds (Harayama 2018).

In society 5.0, the new values created through innovation will eliminate regional, age, gender, and language gaps. This way, it is possible to reach a society that can enhance economic development and find solutions to social problems. However, this achievement may face difficulties or obsta-

cles, and Japan is ready to face it directly to be the first country in the world that can present a future society model.

Fukuyama (2018) stipulates that society 5.0 aims to create a society where people enjoy life to the fullest. Economic growth and technological development exist for that objective and not for the prosperity of the few. Even though society 5.0 originates from Japan, its goal is not just for the welfare of one country. The frameworks and technologies developed will contribute to solving the challenges of societies worldwide.

### 1.5 *Green Features in marketing communication*

Communication is a process of delivering information from a person as a communicator who delivers a stimulus to change or shape other people's behavior. In communication, human beings can deliver their messages in various forms, such as spoken words or through cell phones, newspapers, and other communication media. Stimulus-response can be applied in mass communication to change behavior in the broader community, such as a marketing strategy that builds popularity and boosts people's purchase interest in these products (Lian et al., 2016).

Marketing has been positioned strategically in the business process, by choosing the right market, effective business management, also supported by the effectiveness of marketing communications to help business processes run significantly well (Kumar 2013). If executed properly, communication can become a spearhead in marketing, because communication is able to arouse the interest of the target community to make purchases. Belch & Belch (2012) say that marketing communication aims to achieve consumers' three stages of change, namely:

#### 1) Knowledge Change Stage

Changes in knowledge show that consumers know the product's existence, what the product was created for, and whom the product is targeted to; thus, the message conveyed focuses more on informing about the product.

#### 2) Attitude Change Stage

Attitude signifies a person's judgment, feelings, and tendencies that are relatively consistent with an object or idea.

The attitude change stage is related to the effects of marketing communication on consumer assessment of a product. There are three components of attitude factor, namely (Duffett 2015):

a) Cognitive component (brand trust): consumer trust and knowledge about the green objects being offered;

b) Affective component: emotional reflecting one's feelings towards an object (brand evaluation), whether the object is wanted or liked.

c) Behavioral component (purchase intention): reflects the actual tendency and behavior towards an object, where these components show the tendency to take action.

This attitude change is determined by three elements called tricomponent attitude changes, namely cognition (knowledge), affection (feeling), and conation (behavior). If these three components indicate a tendency towards a change (cognitive, affective, and conative), there will likely be a change in attitude. Every purchase decision involves seven components: the type of product, the form of the product, the brand, the seller, the number of products, the time of purchase, and the method of payment that is modified with the need for green consumers. In addition to the product features and brand image, companies must also think about the convenience of dealing with consumers. Consumers consider various payment options to make transactions easier; in other words, there is an element of accelerating service through more sophisticated business modifications, namely the application of the Society 5.0 era.

#### 3) Behavior Change Stage

Behavior change aims to prevent consumers from switching to other products and get used to using them. In general, there are three primary stages to the hierarchy of effects in marketing communication practice. This can be thought of as the stages and positions where customers or audiences re-

spond and understand a product from the results of their interactions through marketing communications.

## 2 DISCUSSION

### 2.1 *Determination of Green Marketing Strategies through Marketing Communication in the Business World in the Society 5.0 era.*

Green marketing strategies include green-based product development, green distribution outlets/channels, green promotion, green prices, and green consumption. Thus, companies that implement environmentally friendly marketing strategies and tactics will have a competitive advantage compared to companies that do not implement them. Furthermore, the marketing communications carried out must include the elements below:

1) The use of environmental advertising (advertising)

Advertising is mass communication through newspapers, magazines, radio, television, and other media or direct communication specially designed for inter-business (business-to-business) customers and end-users. In line with the increasing global green movement and public attention to environmental issues, many companies have chosen environmental advertising through electronic media or printed media as a technique to introduce their products to consumers who have environmental responsibilities. Environmental advertising aims to influence consumer purchase behavior by encouraging them to purchase products that do not damage the environment and direct their attention to the positive consequences of their purchase behavior for themselves and the environment.

2) Sales Promotion through the Web Systems and Utilization of Cloud Computing (Sales Promotion)

Sales promotion consists of all marketing activities that intend to stimulate a quick purchase of a product or a purchase in a short time. Society 5.0 still uses a vision and mission using humans, so even though the

promotion is carried out using an e-commerce-based sales website, all promotional activities are still carried out by the humans themselves. Basically, advertising and promotion will be related to marketing in broad scopes, such as (marketing and advertising through promotion, web content, target marketing, and others). However, information technology support in business requires high costs for the procurement of hardware, software, and human resources; thus, a solution to reduce the cost of procuring information technology infrastructure without lowering its quality is needed. One effort that can be made is to use cloud computing, which is a system used to provide integrated information services, making it easier for users to find suitable products (Fouad 2019).

3) Utilization of Big Data in Public Relations (Public Relations)

Public relations summarize all planned communication, both inbound and outbound information, between an organization and all its stakeholders to achieve specific goals based on mutual understanding. Big data can be used to sustain public relations, as it is believed to be an intelligent way to manage information internally and externally and enables an organization to improve decision making and achieve better organizational goals (Fouad 2019). Companies engaged in the business sector are primarily oriented towards achieving the highest possible profit margins (profit-oriented). A variety of important information can be generated from big data that can support the decision-making process for company leaders as follows:

1. Knowing the public response to the products marketed through sentiment analysis on social media;
2. Helping companies make decisions more precisely and accurately based on data;
3. Helping improve the company's image in customers' eyes;
4. Business planning, by knowing customer behavior, such as in telecommunication and banking industries;

5. Knowing market trends and consumer desires.
- 4) Personal selling through Web Engineering systems (Personal Selling)

Personal selling is direct communication between a seller and a prospective buyer (person-to-person communication). In this case, the seller seeks to help or persuade potential buyers to buy the offered product. Businesses whose operations are supported by information technology infrastructure must meet three operating standards: low capital expenditures, variable operating costs, and scalability of the computing platform. The products offered will use a static advertising system that advertises the products exhibited on the company's website. All transaction activities can be carried out using a web engineering-based systems development that aims to create high-quality web applications.

#### 5) Expanding Marketplace

Direct selling is a company's effort to communicate directly with potential target customers to generate responses and/or sales transactions. Based on marketplace, the reach extends beyond the boundaries of traditional markets and can move from one location to another geographically. Then buying and selling transactions can occur anywhere so that customer convenience can be improved and transaction costs are reduced.

## 2.2 Implications of Green Marketing Strategy in the business world.

Sales promotion is also interrelated to green products. A green marketing approach to the product area enhances the integration of environmental issues in all aspects of a company's activities, from strategy formulation, planning, compilation, to production and distribution to customers. ". The goal of green marketing is not only to earn profit as the main companies' goal but also to contribute to the environment or those related to sustainability. The following are the Green Marketing strategy implications in the Business World in the Society 5.0 era:

- 1) Attracting the new target market's attention, namely green consumers.

Green marketing emerged because of public awareness of the importance of environmental sustainability. This public awareness arouses what is known as green consumerism. Green consumerism is a continuation of the global consumerism movement that began with consumer awareness of their rights to get feasible, safe, and environmentally friendly products (Handayani 2017). Green consumers believe that as individuals, individuals can effectively contribute to protecting the environment. As such, they feel that the task of protecting the environment should not be left to governments, businesses, the environment, and scientists alone as consumers can also play a role.

- 2) Improving the quality of green products.

In general, the green product is an effort to minimize waste. Green products must have long-lasting product quality, in the sense that they are not easily damaged, contain no toxins, are made from materials that can be recycled, and have minimalist packaging (Fuiyeng & Yazdanifard 2015). The green product should not majorly impact environmental degradation and what must be considered about the product are the price, quality, safety, and availability of the product. Consumers will pay more for green products. Prices higher than the predetermined average price can only be sold by adding value to the product. Assurance of product quality is fundamental and must be communicated convincingly. Quality is judged by several features, including the performance, appearance, feeling, comfort, and durability of a product.

- 3) Facilitating green promotion.

*Promotion* is a marketing mix part that plays a significant role. The promotion reflects activities that communicate product features and persuade consumers to buy them. Promoting a product and service to gain a market can be done by advertising, public relations, direct marketing sales promotions, and on-site promotions. Smart green product

sellers should emphasize the credibility of environmentally friendly products by using sustainable marketing. Eco-friendly promotion is the process of introducing environmentally friendly products to the public with various environmentally friendly actions. Companies that concern consumers and the environment will implement sustainable communication intensively to increase public understanding of the environmentally friendly products they sell. Terms such as phosphate-free, recyclable, ozone-friendly, and environmentally friendly are the things most often socialized as green marketing. The key to the success of green marketing is credibility. Green promotion conveys actual environmental data to consumers that are related to company activities. Companies need to develop an integrated communication approach involved in certain company aspects and specific products on environmental and social responsibility issues. The information must be communicated coherently and consistently to customers and other stakeholders.

#### 4) Increasing awareness of eco-friendly products' features and aspects.

With a good marketing communication strategy that includes attractive messages, providing appropriate information, and the desired effects, company objectives can be achieved. Green marketing refers to the satisfaction of customer needs, wants, and desires concerning the sustainability and preservation of the environment. Eco-labels, eco-brands, and environmental advertisements are part of green marketing tools that can ease consumer perception and increase awareness of eco-friendly product features and aspects. Implementing this policy tool plays an important role in changing consumer purchase behavior to purchase environmentally friendly products, thereby reducing the environmental side effects of the production process (Fuiyeng & Yazdanifard 2015).

### 3. CONCLUSION

Green marketing combines various activities, including modifications of product, production processes, product packaging, and advertisements. Based on the description above, it can be concluded as follows:

The objective of marketing communication in green marketing is to influence purchase decisions for consumers interested in the green movement. Every purchase decision involves seven components: the type of product, the form of the product, the brand, the seller, the number of products, the time of purchase, and the method of payment that is modified to the need for green consumers. In addition to product features and brand image, companies must also think about the convenience of consumer transactions. Consumers consider various transaction choices to facilitate electronic-based businesses; in other words, there is an element of service acceleration through more sophisticated business modifications, namely the application of the Society 5.0 era.

Marketing communications must include the following elements: The use of environmental advertising, sales promotion through web systems and the use of cloud computing, utilization of Big Data in public relations, personal selling sales through Web Engineering systems, and expanding marketspace.

The green marketing strategy implications in the business world in the society 5.0 era aim to attract the attention of a new target market, namely the green consumer, improve the quality of green products, facilitate green promotion, and increase awareness of eco-friendly products' features and aspects.

Based on the above conclusions, the author proposes the following suggestions:

The company should further increase promotional activities and promote the values of the environmentally friendly concept that they want to attach to the product.

This study can still be developed further concerning other marketing concepts, such as the relationship with purchasing decisions, customer satisfaction, and customer loyalty.

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