

# “The Rise of Sustainable Marketing: A Case Study of Tata Tea and Analysis of Research Trends”

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This research paper explores the growing role of sustainable marketing in modern business strategies, with a particular focus on the example of Tata Tea's "Jaago Re" campaign. Sustainable marketing, which integrates environmental and social responsibility into branding and product promotion, has gained significant traction as businesses recognize its value in enhancing brand equity and consumer loyalty. The case of Tata Tea demonstrates how a company can effectively combine social awareness with commercial objectives, using sustainability as a core element of its marketing efforts. Additionally, a bibliometric analysis highlights a marked increase in the number of sustainable marketing research papers published between 2015 and 2020, reflecting the rising academic interest in this area. This study provides insights into how companies can leverage sustainable marketing for both business growth and positive societal impact, while also contributing to the expanding body of literature on sustainability in marketing practices.

KEY WORDS: Sustainable, advertising, green marketing

## 1. Introduction:

Sustainability marketing is a strategic approach that combines the goals of environmental protection, social responsibility, and business profitability. It involves promoting products, services, or brands in ways that highlight their contributions to sustainability, both in terms of reducing environmental impact and supporting social well-being. This form of marketing has become increasingly important as consumers, governments, and businesses recognize the need to address pressing environmental and social issues like climate change, resource depletion, and inequality.

A key principle of sustainability marketing is the triple bottom line, which emphasizes the need for companies to focus not just on financial profitability but also on social and environmental performance. This framework is often referred to as “People, Planet, and Profit.” For businesses practicing sustainability marketing, this means creating products and services that meet consumer needs while minimizing harm to the environment and supporting the well-being of people involved in the production and consumption process. Companies that align their marketing strategies with sustainable principles aim to create long-term value for all stakeholders, rather than just focusing on short-term profits.

One of the main axes for sustainable marketing is the development and promotion of natural products. These products have been developed to reduce environmental damage by using renewable materials, energy-efficient processes and minimal waste generation. For example, companies like Patagonia emphasize the environmental benefits of their products, while car manufacturers like Tesla promote carbon reduction in electric vehicles. Sustainable marketing often involves communicating the benefits of these products in a way that resonates with consumers who are increasingly looking for environmentally responsible options. In addition to product development, sustainable marketing also emphasizes the company's ethical business practices.

This can include ensuring fair prices, supporting local communities and promoting transparency in the supply chain. Ethical purchasing, fair trade and human rights are important for companies to consider and communicate to their customers. When companies demonstrate commitment to these values, they help build trust with their customers. However, one of the challenges of sustainable marketing is the risk of greenwashing – making exaggerated or misleading claims about the environmental benefits of a product. The Green Zone can damage a company's reputation if customers find out that the company's sustainability claims or their performance are not true.

To avoid greenwashing, companies must ensure that their sustainability claims are supported by transparent data and third-party certification. Sustainable trade supports the circular economy, an economic model that promotes the reuse, recycling and reuse of materials to reduce waste and reduce dependence on resources. By incorporating circular economy principles, companies can develop more sustainable business models that contribute to resource efficiency and reduce environmental degradation.

## 2. Practices under Sustainability Marketing:

Here are the eight main principles of sustainable marketing that companies use to promote environmental and social responsibility:

1. **Eco-friendly product design:** Companies focus on designing the products that use sustainable materials, energy efficiency. They are improved and designed to last longer, reducing waste and resource consumption while providing customers with environmentally-friendly solutions.
2. **Green packaging** reduce the use of packaging materials and choose packaging solutions that can be recycled, composted or reused. This process reduces waste and helps reduce the environmental impact of the products.
3. **Ethical procurement and fair trade** ensuring that materials and products are sourced appropriately, with fair prices, safe working practices and sustainable manufacturing practices. Fairtrade Certification and local operations help promote social responsibility.
4. **Clear communication** Provides clear and honest information about the environmental benefits or social benefits of a product, supported by third-party certifications such as Fair Trade or USDA Organic. Transparency builds trust and prevents greenwashing, where companies falsely claim or boast about sustainability.
5. **Circular economy** projects the implementation of projects to extend the life cycle of products, such as repair services, recycling or return programs for used products. These programs reduce waste and promote the reuse of materials.
6. **Reduce the carbon footprint:** Adopt measures that reduce carbon emissions, such as switching to renewable energy, using integrated carbon projects, or improving energy efficiency in production and operations. These actions contribute to the prevention of climate change.
7. **Sustainability certification:** Work with certified certification organizations to verify environmental claims, such as LEED (for buildings), FSC (for wood products), or Energy Star (for appliances positive energy). These labels make it easier for consumers to identify sustainable products.
8. **Corporate Social Responsibility (CSR)** participating in or supporting environmental and social projects, such as charity projects, community development projects or training projects. CSR initiatives represent a brand's commitment to having a positive impact beyond profit.

These practices are important for businesses that want to keep up with increasing consumer demand for sustainability and environmental and social impact.

## 3. Companies and their sustainable marketing techniques:

More companies across industries are using sustainable marketing practices to attract environmentally and socially conscious customers. Below are some examples of companies and the sustainable business practices they are currently using:

1. **Patagonia:** Product Longevity, Transparency, Activation Patagonia is a leader in sustainable trade and marketing its products in a Sustainable and Environmentally Friendly way. Responsibility. The company is launching a campaign called 'Worn Wear', which encourages consumers to repair, reuse and recycle their products instead of buying new. Patagonia also supports environmental causes and uses its platform to support advocacy, conservation and sustainability. The brand promotes transparency in the supply chain and shows consumers how products are made and their impact on the environment.
2. **Unilever:** Developing sustainable products, eco-labels Unilever integrates sustainability into its product lines and overall business strategy through its "Sustainable Living Programme". The goal of this program is to reduce the company's environmental footprint and increase social impact. Unilever brands, such as Ben and Jerry's and Dove, use eco-labeling and packaging sustainability with a focus on ethical sourcing. Unilever's Love Beauty and Planet brand is environmentally friendly, with plant-based ingredients, 100% recyclable packaging and reduced water consumption in the process.
3. **Tesla:** clean technology and green branding Tesla markets its electric vehicles (EVs) as a solution to reduce carbon emissions and promote sustainable transportation. In its marketing, the company emphasizes the environmental benefits of electric vehicles and highlights clean energy innovations, such as solar panels and energy storage systems. The Tesla brand is about revolutionizing the automotive industry and the environment through the development of sustainable energy products.
4. **The Body Shop:** Sourcing ethical, cruelty-free products The Body Shop is known for its focus on fair trade, cruelty-free practices and sustainable sourcing. Through programs such as fair trade, the company sources raw materials from farmers, artisans and small producers in developing countries. Its marketing emphasizes ethical

manufacturing and packaging, as well as its commitment to social justice causes, such as supporting women's rights and fighting animal testing.

5. **H&M:** Circular economy, recycling program H&M has implemented sustainable strategies, such as the collection of "knowledge" made from organic and recycled materials. The company also promotes its clothing collection program where customers can bring in old clothes for recycling in exchange for a discount. H&M's focus on recycling and sustainable fashion aims to reduce textile waste and drive a circular economy in the fast fashion industry.
6. **Apple:** Product Return and Recycling Program Apple positions itself as a leader in technology sustainability through programs such as the Apple Trade-In program, which allows consumers to trade in their devices old for recycling. Apple's marketing emphasizes the use of recycled materials in its products and the company's commitment to run its business on 100% renewable energy. The collection emphasizes plastic reduction and promotes creative design options.
7. **IKEA:** Renewable energy and sustainable materials IKEA's sustainable marketing focuses on environmentally friendly furniture and home products. The company has committed to using only renewable and recycled materials in all its products by 2030. The IKEA brand emphasizes its investment in renewable energy, such as solar energy in stores and wind power projects. It also promotes responsible woodworking, sourcing FSC-certified wood and creating environmentally friendly products.
8. **L'Oréal:** Reducing water and carbon footprints, sustainable packaging L'Oréal's sustainability program "Sharing Beauty to All" aims to reduce the impact of the environment through eco-design products, sustainable storage and responsible purchasing of materials. . Material The brand promotes its efforts to reduce water and carbon emissions in production, as well as a commitment to responsible beauty through non-destructive growing and testing methods.
9. **Nike:** Sustainable and clean materials Nike has introduced "Nike Move to Zero", a program focused on reducing waste and carbon emissions. The company markets the use of recycled polyester and organic cotton and produces products such as shoes made from sustainable materials. Nike's environmental initiatives also include transparency in its supply chain and emphasize its goals to be carbon-free and waste-free.
10. **Starbucks:** Ethical Data and Sustainable Sourcing Starbucks integrates sustainability into its supply chain through the "C.A.F.E. Practices" (Coffee and Fair Farmers) program, which guarantees in search of methods and environmental standards for coffee variables. The company is also committed to reducing single-use plastics, promoting the use of reusable cups and investing in sustainable packaging. Starbucks markets its mission to improve the lives of coffee farmers and reduce its environmental footprint.

These companies illustrate how diverse sustainability marketing techniques can be, from promoting eco-friendly products and recycling programs to engaging in social causes and reducing carbon footprints. By integrating sustainability into their branding, these businesses are not only helping the environment but also building strong connections with socially conscious consumers.

#### 4. West vs East Approach:

Sustainable marketing opportunities in the West (mainly North America and Europe) and the East (Asia and developing markets such as India) differ due to factors such as economic development, cultural values, frameworks laws and customer expectations.

Here is an overview of the main differences between the two domains:

1. **Focus on environmental issues vs. social issues:**
  - The West: Sustainable trade in the West focuses more on environmental issues, such as reducing emissions. Deal with climate change, and promote clean energy. Brands that show environmentally friendly products, using renewable energy and reducing waste as a priority. This is largely due to stronger environmental regulations, consumer awareness and increased media attention to climate change. For example, companies like Tesla focus on zero-emission electric vehicles, while IKEA promotes sustainable purchasing and recycling initiatives.
  - The East: While environmental concerns are on the rise in the East, social issues such as poverty alleviation, social development and fair labor practices are prominent in sustainable trade. This is especially true in developing countries like India, where issues of equitable development, job creation and improved livelihoods are central to sustainable development. For example, brands like FabIndia and Tata Tea emphasize fair trade, ethical sourcing and improving the lives of artisans and farmers.

## 2. Legal Environment:

- The West: Western countries have much stricter environmental laws that encourage companies to adopt sustainable practices. Companies often have to meet strict standards for carbon emissions, waste management and the use of renewable energy in relation to their marketing strategies. The EU Green Deal and the US Environmental Protection Agency (EPA) set standards for corporate sustainability and made environmentally friendly practices non-negotiable for companies. This legal framework leads to marketing that focuses on compliance and transparency, with certifications such as LEED and B-Corp used to validate sustainability claims.
- The East: In contrast, regulations in eastern markets are less strict or different. Governments in countries such as China and India are pushing for green policies, but implementation is less consistent, and businesses may focus on economic growth over environmental standards. As a result, sustainable trade in the Middle East is often based on voluntary enterprise initiatives or CSR (social enterprise) activities without legal status. For example, companies like Reliance Industries in India or Alibaba in China market their renewable energy projects or social development projects as creating a sustainable image, but often there is no pressure to follow through strict rules.

## 3. Consumer Awareness and Demand:

- The West: In Western markets, consumer awareness around sustainability is much higher, and there is strong demand for environmentally responsible products. Consumers are more likely to demand transparency about the carbon footprint of products, ethical sourcing, and waste management. Brands in the West, such as Unilever, actively promote eco-labels and certifications like Fair Trade or Rainforest Alliance to meet these consumer demands. The emphasis is often on empowering consumers to make more sustainable choices.
- The East: In the East, especially in emerging markets such as India and China, consumer sustainability awareness is increasing but still evolving. There is often more sustainability here. Consumers pay more, and sometimes sustainable products are considered better offers. Companies need to balance costs with sustainable performance in the market. Brands like Amul or Patanjali in India emphasize price alongside their sustainable or natural product claims, thus appealing to their target audience and incorporating environmental information.

## 4. Certifications and sustainability labels:

- The West: Sustainability certifications and environmental labels are widely used as part of marketing strategies in the West. Certifications such as FSC (Forest Stewardship Council), Energy Star, USDA Organic and B-Corp are trusted by consumers and expect brands to back up their sustainability claims. Brands actively promote these brands in their marketing to build trust and loyalty. For example, brands like Ben and Jerry's and The Body Shop boast certifications for organic ingredients, cruelty-free manufacturing and fair trade.
- The East: In the East, although the importance of certificates is increasing, they are less important for trade compared to the West. Although labels such as FSC and Fair Trade exist, they are not well known or needed by consumers. Instead, companies can focus on broader sustainability issues, such as social development or cultural values, rather than specific certifications. Companies like Godrej in India are focusing more on broader sustainability initiatives, such as energy conservation and social inclusion, rather than relying heavily on certifications.

## 5. A path to a circular economy:

- The West: In the West, the concept of a circular economy - which involves the reduction, reuse and recycling of materials - has been fully integrated into sustainable trade. . Companies market their own return programs, use product giveaways and recycling programs. For example, H&M's smart collection and IKEA's recycling programs are sold as part of the brands' commitment to circular economy initiatives.
- The East: In the East, the concept of circular economy is growing, but it is not widespread in the market. Companies are increasingly focusing on recycling or waste reduction programs that are linked to national sustainability initiatives. In India, for instance, ITC runs the "Wealth out of Waste" program, promoting recycling and reducing waste, but the marketing around these efforts is often more aligned with CSR than circular economy principles. However, circular initiatives are beginning to take root, particularly in urban areas.

## 5. Sustainable Advertisements in Indian markets:

Sustainable advertising has grown in Indian media as companies focus on environmental and social issues in their campaigns. Here are some notable examples of sustainable advertising in India:

### 1. Tata Tea – “Jaago Re” campaign Focus on:

- Sustainability: social issues and sustainability.
- Overview: Tata Tea's 'Jaago Re' campaign is a good example of using advertising to raise awareness on social and environmental issues. The campaign encourages consumers to wake up and act on pressing issues such as water conservation, ethical purchasing and environmental responsibility. Tata Tea will promote its efforts towards fair trade and sustainable agriculture in the tea industry through strong advertising in television advertisements and digital campaigns.
- Media: TV ads, digital media and social media.

### 2. Hindustan Unilever (HUL) – “Wave Excel: Daag Ache Hain” program Focus on

- Sustainability: Water conservation and environmental awareness.
- Overview: Detergent brand HUL Surf Excel has incorporated lifestyle initiatives in its successful 'Daag Ache Hain' campaign. In recent ads, the brand has emphasized the importance of saving water through laundry practices. The campaign encourages consumers to use less water when washing clothes, and emphasizes that small changes in daily routines can have a big impact on saving the environment.
- Media: TV ads, YouTube ads and social media.

### 3. ITC - "Class Friendly" Notebook Focus on:

- Sustainability: recycling and environmentally friendly paper products.
- Review: ITC's Classmate market notebooks are made from eco-friendly, sustainably produced paper. Their ads promote the use of natural resources and highlight ITC's commitment to the circular economy through initiatives such as the Wealth Out of Waste (WOW) initiative. The program encourages consumers to support products made with recycled materials.
- Media: TV commercials, billboards and digital platforms.

### 4. Coca-Cola India – 'World Without Waste' Campaign

- Focus on Community: Recycling and Waste Reduction.
- Overview: Coca-Cola India's 'World Without Waste' campaign aims to promote recycling and raise awareness about plastic waste management. The campaign includes information about Coca-Cola's commitment to collect and recycle all bottles sold by 2030. This campaign emphasizes the importance of recycling, reducing waste and use sustainable packaging materials.
- Media: TV, social media, outdoor advertising and community events.

### 5. Amul – Sustainable Animal Welfare

- Campaign Focus: Sustainable agriculture and organic farming.
- Overview: Amul, India's largest dairy brand, has integrated sustainability into its advertising by promoting environmentally friendly milk production practices. Their projects focus on organic milk production, promoting animal welfare and supporting rural livelihoods. Amul's popular cartoon ads, which appear in print and digital media, often deal with sustainability-related topics such as water conservation, climate change and rural empowerment.
- Media: print ads, social media and television ads.

### 6. Tata Motors - The "Move with the World" program :

- Focus on sustainability: electric vehicles and reducing carbon emissions.
- Overview: Tata Motors is a strong advocate of sustainable mobility and reducing carbon emissions. Their advertising campaigns, especially for their electric vehicle (EV) models such as the Tata Nexon EV, emphasize the importance of switching to eco-friendly and zero-emission vehicles. The "Move with the World" program encourages consumers to consider the environment in their vehicle choices.
- Media: TV, digital platforms and outdoor advertising.

7. FabIndia – Ethical sourcing and craftsmanship:

- Focus on sustainability: ethical sourcing, fair trade and eco-friendly materials.
- Overview: FabIndia's publications focus on ethical sourcing, promoting handmade products made by rural artisans using eco-friendly and sustainable materials. Their campaigns emphasize the brand's commitment to supporting local communities and encourage the use of sustainable fashion. FabIndia's advertising campaigns showcase ancient craftsmanship and modern sustainability values.
- Media: TV, print media and social media.

8. Godrej – The "Efficient and Green" concept

- Focus on sustainability: Energy conservation and environmentally friendly products.
- Overview: Godrej has launched the "Good and Green" initiative to promote sustainability in its products and operations. Their ads focus on energy-efficient home appliances, urban living and corporate responsibility to reduce carbon footprints. The theme revolves around the use of green technologies to save the environment.
- Media: Television advertising, digital advertising and social media.

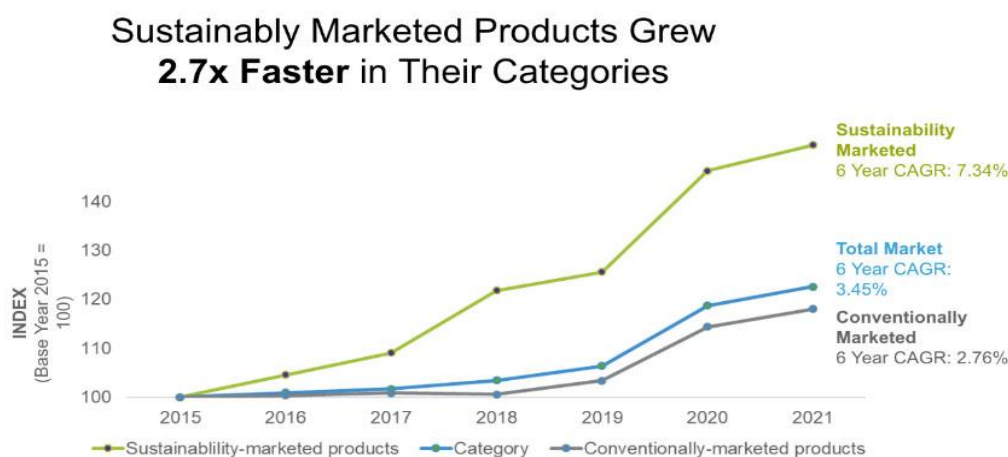
9. PepsiCo India – "Sustainable Agriculture Programme"

- Focus on sustainability: sustainable agriculture and water conservation.
- Overview: PepsiCo India's advertising focuses on the company's efforts to promote sustainable agriculture, especially water-efficient practices. Through its sustainable agriculture programs, PepsiCo supports farmers in adopting practices that reduce water use and improve yields while protecting the environment. Their programs demonstrate their contribution to environmental protection through agriculture.
- Media: Digital platforms, TV ads and outreach programs.

10. JSW Steel – "Everyday Better" program

- Focus on sustainability: renewable energy and carbon reduction.
- Overview: JSW Steel focuses on sustainable practices, especially steel production by reducing carbon emissions and using renewable energy. Their "Every Day Better" campaign highlights the company's efforts to renew and reduce environmental impact while promoting the concept of sustainable industrial growth.
- Media: TV, outdoor advertising and digital platforms.

Sustainable advertising in Indian media has become a powerful tool for brands to communicate their commitment to environmental and social responsibility. These campaigns not only promote eco-friendly products and services, but also increase awareness of broader sustainability issues and capitalize on the growing demand for responsible business practices in India. Using a variety of communication platforms, these companies create meaningful relationships with consumers for sustainability and drive change in the environmentally conscious market.



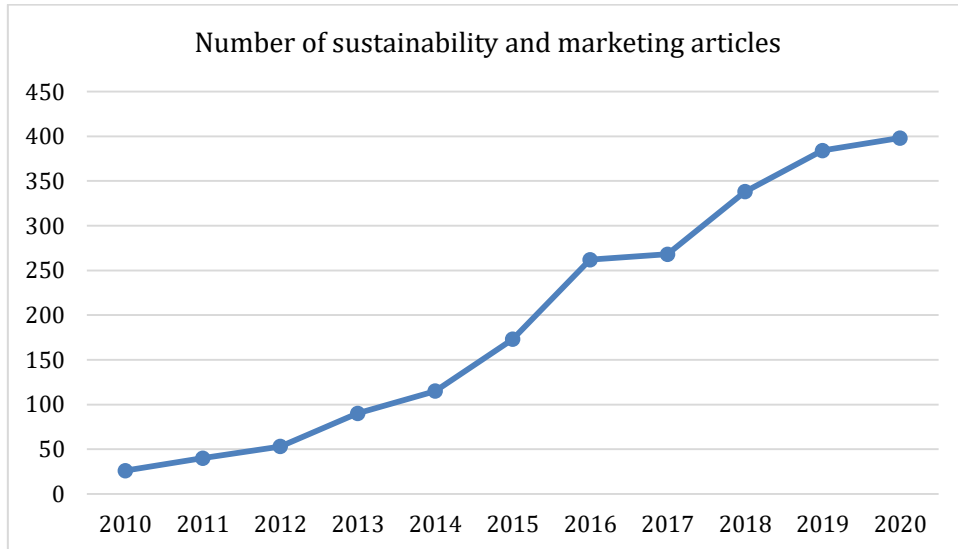
Source: IRI POS data for MULO across 36 core categories; Analysis by NYU Stern Center for Sustainable Business

Fig 1: Sustainably marketed products grew 2.7x faster

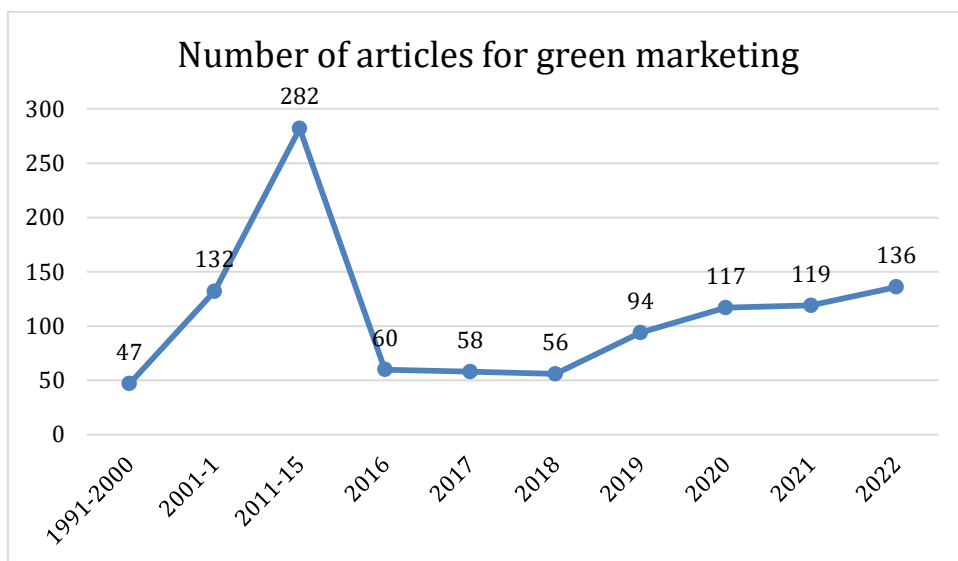
## 6. Analysis and Calculation:

### ➤ Analysis:

a. Number of sustainability and marketing articles from 2010 to 2020:



b. Number of articles for green marketing from 1990 to 2020:



### ➤ Calculations:

#### ❖ Tata Tea Revenue and growth after sustainable marketing:

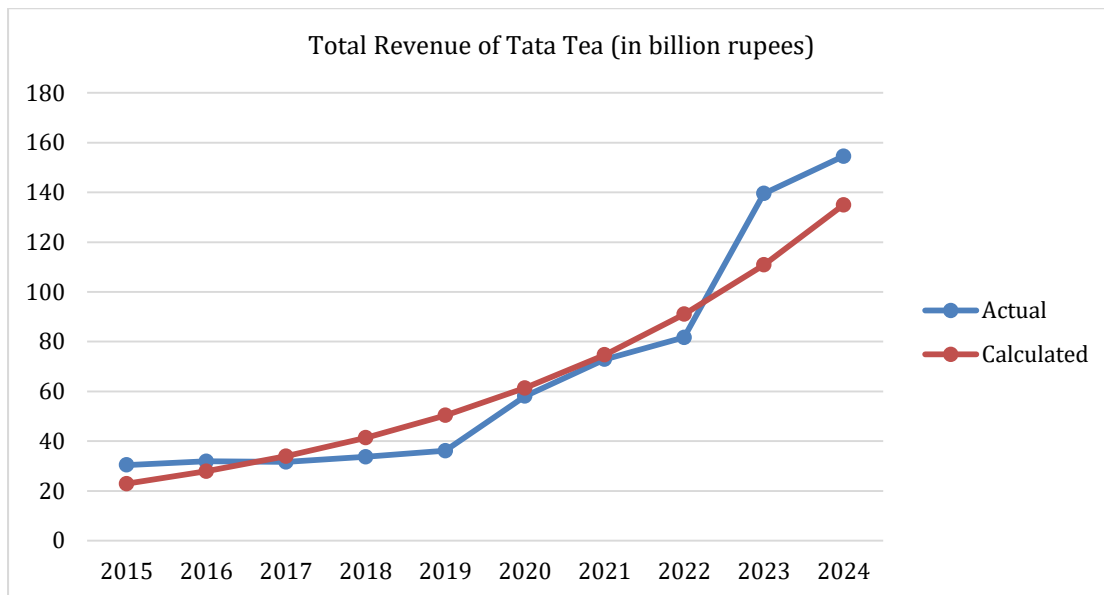
In graph, x-axis shows years from 2015 to 2024 and Y-axis will show total revenue of Tata tea (in billion rupees)

Let's consider 2015 as 1, 2017 as 2.....2024 as 10.

After manually drawing graph and on excel.

We concluded quadratic equation covers maximum number of plots considering  $y=a*b^x$

Year	Total Revenue (in billion rupees)
2015	30.4
2016	31.9
2017	31.6
2018	33.65
2019	36.12
2020	58.07
2021	72.87
2022	81.71
2023	139.52
2024	154.51



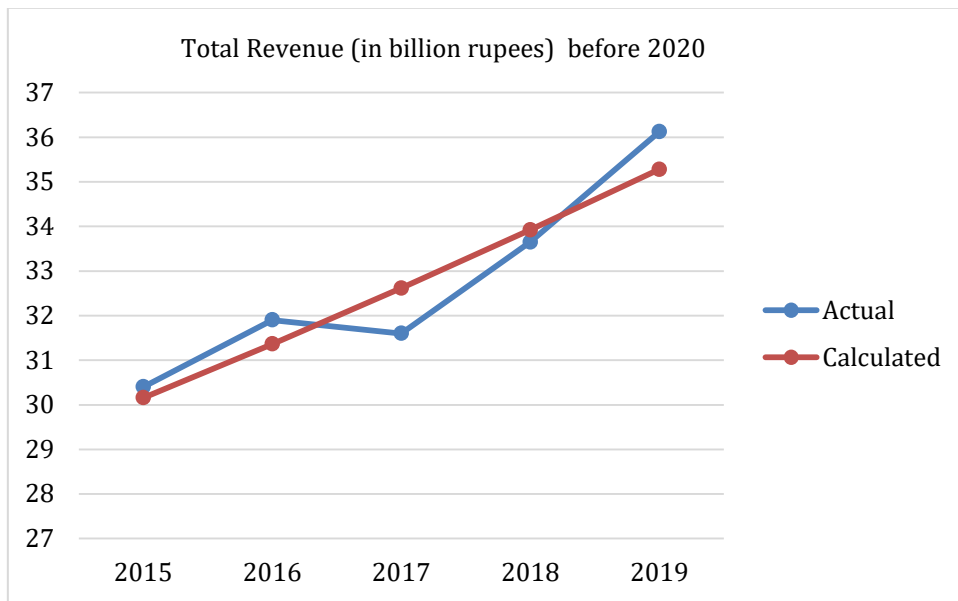
Graph 1: Total revenue of Tata Tea

**Formula:  $y = 18.784 * (1.218)^x$**

Where “y” represents total revenue of Tata tea (in billion rupees) and “x” represents 1, 2,3.....(1 represents 2015, 2 represents 2016 and so on).

As we can see there is a growth of 28.1% growth after 2020 as they started Tea's 'Jaago Re' campaign.



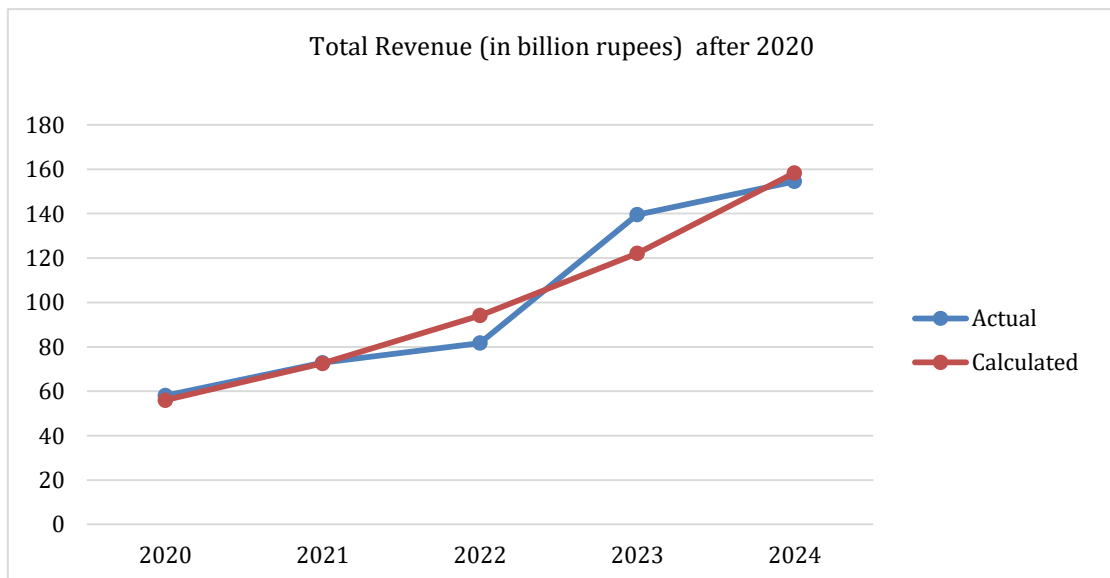


Graph 2: Total revenue of Tata Tea before 2020

**Formula:  $y = 28.996 * (1.04)^x$**

Where “y” represents total revenue of Tata tea (in billion rupees) before 2020 and “x” represents 1, 2,3.....(1 represents 2015, 2 represents 2016 and so on).

As we can see there is a growth of 4% growth before 2020.



Graph 3: Total revenue of Tata Tea after 2020

**Formula:  $y = 43.136 * (1.297)^x$**

Where “y” represents total revenue of Tata tea (in billion rupees) after 2020 and “x” represents 1, 2,3.....(1 represents 2020, 2 represents 2021 and so on).

As we can see there is a growth of 30% growth before 2020.

❖ Number of sustainability and marketing articles:

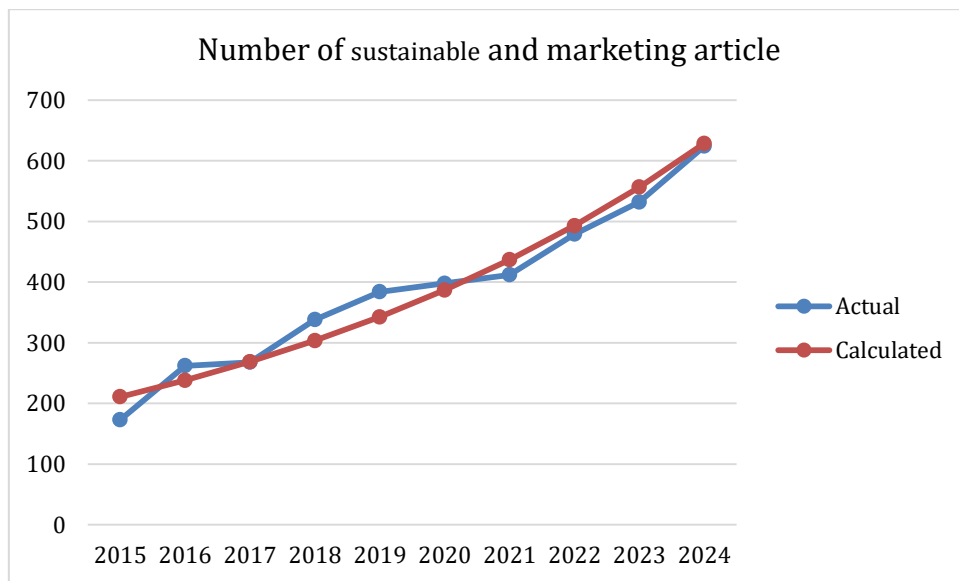
In graph, x-axis shows years from 2015 to 2024 and Y-axis will show no. of sustainability and marketing articles.

Let's consider 2015 as 1, 2017 as 2.....2024 as 10.

After manually drawing graph and on excel.

We concluded quadratic equation covers maximum number of plots considering  $y=a*b^x$

Year	Number of sustainable and marketing article
2015	173
2016	262
2017	268
2018	338
2019	384
2020	398
2021	412
2022	479
2023	532
2024	624



Graph 4: Number of sustainable marketing article

<b>Formula: <math>y = 186.78 * (1.129)^x</math></b>
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Where “y” represents Number of sustainable and marketing article and “x” represents 1, 2,3.....(1 represents 2020, 2 represents 2021 and so on).

As we can see there is a growth of 12% increase.

## 7. Conclusion:

The growing emphasis on sustainability in marketing strategies reflects a significant shift in both consumer behaviour and corporate responsibility. Through the example of Tata Tea, a leading Indian brand, it becomes evident how sustainability initiatives can be seamlessly integrated into brand messaging and product offerings. Tata Tea's "Jaago Re" campaign, for instance, not only marketed a product but also fostered social consciousness by addressing environmental and social issues. This campaign exemplifies how companies can create a positive impact while reinforcing their brand's value.

Furthermore, a quantitative analysis of academic literature reveals a sharp increase in research on sustainable marketing, with the number of published papers rising significantly from 2015 to 2020. This trend underscores the growing recognition of sustainability as a critical component of marketing strategies worldwide. As more companies realize the competitive advantage that sustainable marketing provides, it is likely that this research field will continue to expand, offering deeper insights into effective strategies that balance profitability with environmental and social responsibility.

In conclusion, sustainable marketing has evolved from being a niche strategy to a mainstream approach, as evidenced by both practical examples like Tata Tea and the increasing academic focus on the subject. Businesses that proactively adopt sustainable marketing practices stand to not only benefit from enhanced brand loyalty but also contribute meaningfully to global sustainability efforts.

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## 12. Biographies:

### **Lakshay Gupta**

- Is an entrepreneur and founder of YUVA which is spreads awareness about the importance of cleanliness in youth.
- Is a lawn tennis player and have participated in national competition and even won a gold medal in a regional competition.
- Has participated in various maths olympiads and was even selected for states and also participated in finance and economics Olympiad and was selected for states.
- Has given three APs exam where he got a 5 in micro Ap and macro Ap.
- Has attended several business courses and investment courses.
- Had written a research paper "local weaves, global wares: emergent markets in sustainable, local and community driven entrepreneurship".
- Is part of financial literacy club where he taught the students of class 8B about the importance of financial knowledge and steps to gain financial literacy.

Under the guidance of:

### **Dr. Mamta Jain**

- M.Sc (Mathematics) (Double gold medalist)
- M.Phil (Computer Applications) with honors From University of Roorkee (now IIT Roorkee)
- PhD (Mathematics) -Various papers published in international journals
- Former Lead Auditor ISO 9001,ISO -22000 School Accreditation Examiner by QCI
- 26 years of teaching experience
- Various Research Paper Published

### **Er. Raunaq Jain**

- B.E Mechanical Engineering From Thapar Institute of Engineering and Technology
- District Physics Topper
- Mechanical Mentor from session 2019-2020
- Technical Data Analyst at Deloitte