

£98bn

UK CONSUMER SPENDING ON GREEN GOODS (Ethical Consumer, 2020)

# GREEN MARKETING: SHAPING THE FUTURE OF BUSINESS TOWARDS NET ZERO

## RESEARCH QUESTIONS

How do SMEs adopt a strategic green marketing orientation within their business operations?

What are the drivers and outcomes of a strategic green marketing orientation for SMEs?



## GREEN MARKETING DEFINED

“the marketing response to the environmental effects of the design, production, packaging, labelling, use, and disposal of goods or services, provides an opportunity for a company not only to protect the environment but also to benefit from positive consumer attitudes towards the environment”  
(Lampe and Gazda, 1995)



## RESEARCH OBJECTIVES



- To investigate the understanding and adoption of green marketing orientation by SMEs
- To evaluate the internal and external impacts influencing the implementation of green marketing orientation within SMEs
- To develop and construct a practical model of best practice to support SME adoption and engagement with green marketing orientation

8 out of 10

SMEs want to be more sustainable (Ecologi, 2022)



## CASE: LOWFIELD TIMBER FRAMES

Small timber business located in Shrewsbury

- Environmentally friendly build approach
- PEFC certified
- Carbon neutral material produces the lowest CO2 emissions of all building materials, and minimal waste
- Holds both a Environmental Policy & Purchasing Policy
- Benefits from LED lighting, and a small biomass boiler run on timber waste, which provides all the heating for the hot water and space heating to the factories, offices and the pub next door.
- Employees engage with cycle to work scheme



## CASE: GENIUS HUB

Birmingham based business specialises in smart home heating systems and works to control energy usage in homes and buildings.

- Works with installers and homeowners providing training, videos and news coverage of their environmental activities.
- Boast a detailed environmental policy
- Transport goods using their hybrid vehicles
- Undertake recycling and focus on waste minimisation
- Employees encouraged to use sustainable methods of travel and engage with eco activities on site
- Activities shared through blogs, employee meetings, videos and training events



## CASE: LOVE WRITING CO

Love Writing Co manufacture children's writing products, from pencils to books

- FSC (Forest Stewardship Council) approved wood, ethically sourced

“We wanted all paper products, all the packaging and wood we use is FSC approved, we were very careful and that was one thing that there was no compromise from the starting point. A lot of retailers look for that now, they don't just want cheap products, they want products that are ethically sourced, when I speak to manufacturers, potential partners, I always insist on ethical approval.

Being green is the most impactful things any company can do, we as a company do it but don't promote it enough”

## METHODS



Interviews



Qualitative research



Interpretivist epistemology



NVivo Analysis



Inductive

SMEs contribute to CO2 emissions by

60-70%

(OECD, 2018)