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Implementation of Green Marketing as a Retail Business Sustainability Strategy: The Use of Spunbond at Amanda Supermarket in Subang

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Abstract: This study aims to analyze the implementation of green marketing as a sustainability strategy in modern retail businesses, with a focus on the use of spunbond as a substitute for plastic bags at Amanda Supermarket Subang, located on Jalan Kapten Hanafiah. This policy is a response to Subang Regent's Circular Letter No. 660.4.1/3884 of 2024, which prohibits modern retail stores from using plastic bags. This study employs a qualitative approach using a case study design, involving in-depth interviews, observations, and documentation of management and consumers. The results reveal how the implementation of spunbond plastic-replacement bags is carried out, the driving factors and challenges faced, as well as the role of green marketing messages on packaging in shaping consumer perceptions. This green marketing initiative contributes to reducing plastic waste while also serving as a differentiation strategy and fostering a positive corporate image in the eyes of consumers.

Keywords: Green Marketing, Sustainability, Retail Business, Spunbond

INTRODUCTION

The issue of sustainability has become one of the primary concerns in modern business practices, including in the retail sector (Diez-Martin et al., 2019). Rising environmental pollution, climate change, and the accumulation of plastic waste are driving governments, businesses, and the public to adopt more environmentally friendly production and consumption patterns (Ridhi, 2015). These conditions require companies to not only focus on achieving economic profits but also to consider environmental and social aspects as part of a sustainable

business strategy (Dumitriu et al., 2019). Consequently, sustainability is no longer viewed merely as a form of social responsibility. However, it has become a source of competitive advantage capable of enhancing corporate value and brand image in the eyes of consumers (Addison et al., 2020).

One strategy widely adopted by companies to support sustainability is green marketing (Morris, 2009). Green marketing is a marketing approach that integrates environmental aspects into all marketing activities, ranging from product development and the use of eco-friendly packaging and distribution processes to marketing communications that emphasize environmental concern (Puriwat & Tripopsakul, 2023). Various studies show that implementing green marketing can enhance a company's image, build consumer trust, foster customer loyalty, and encourage purchasing decisions in favor of environmentally friendly products (Bambang Sutikno, 2017). In the retail sector, one of the most tangible forms of green marketing implementation is replacing single-use plastic bags with reusable bags or packaging made from eco-friendly materials (Yuyu Jahratu Noor Santy, 2019).

Although research on green marketing has developed quite rapidly, most previous studies have still focused on consumer behavior, purchase intention, and perceptions of green products (Yasa, 2010). Research examining how local government policies drive changes in corporate marketing strategies toward sustainable business practices (Bantacut, 2012), particularly in the local retail sector, remains relatively limited. Furthermore, there is still little research discussing the use of eco-friendly packaging not only as a form of regulatory compliance but also as a marketing communication tool capable of strengthening a company's image and creating differentiation amid retail competition. This research gap highlights the need for studies that link regulatory aspects, the implementation of green marketing, and sustainability strategies within the context of modern retail in Indonesia.



Figure 1. Appeal in the Subang Regent's Circular Letter

Source: Regent's Circular Letter, 2024

The Indonesian government's commitment to reducing the use of single-use plastics continues to be strengthened through various national and regional policies. In Subang Regency, this commitment is being implemented through Subang Regent's Circular Letter No. 660.4.1/3884 of 2024 on Waste Management and Plastic Waste Control, as a follow-up to Subang Regency Regional Regulation No. 5 of 2018 on Waste Management. The circular urges businesses, including modern retail stores, to stop using single-use plastic bags and switch to more environmentally friendly packaging. This policy serves as one of the local government's tools to promote the transformation of business practices toward sustainable development.

Amanda Supermarket Subang is one of the local retail companies that has responded to this policy by replacing plastic bags with reusable spunbond bags. Interestingly, the spunbond bags used not only serve as a means of carrying groceries but also convey a green marketing

message through the slogan “The Earth Is in Your Hands—Love the Earth, Starting with Your Bag.” This message demonstrates that eco-friendly packaging is utilized as a corporate communication tool to raise consumer environmental awareness while simultaneously building a corporate image that prioritizes sustainability. Thus, the implementation of green marketing at Amanda Supermarket is not only driven by compliance with government regulations but is also part of a marketing strategy that creates added value for the company.

This study contributes to the development of the green marketing literature by examining the implementation of green marketing strategies from the perspectives of local government policy and local retail business practices. Unlike previous studies, which have largely focused on consumer responses to environmentally friendly products, this study focuses on the implementation process of green marketing, the factors driving its adoption, the challenges faced by companies, and the role of eco-friendly packaging as a marketing communication medium in supporting business sustainability. The research findings are expected to provide a theoretical contribution to the development of green marketing and business sustainability studies, while also serving as practical guidance for retail businesses and local governments in designing marketing strategies that support environmental conservation.

Based on the above discussion, this study aims to analyze the implementation of green marketing through the use of spunbond bags as a business sustainability strategy at Amanda Supermarket Subang, identify the factors driving its implementation, analyze the challenges faced, and explain the role of green marketing communication in building the company’s image and supporting retail business sustainability.

METHOD

This study employs a qualitative approach using a case study design, which aims to gain an in-depth understanding of a real-life phenomenon (Dr. Fenti Hikmawati, M.Si, 2019). The research was conducted at Amanda Supermarket, located on Jalan Kapten Hanafiah, Subang Regency, West Java. Data collection was conducted from May to June 2025 through field observations, in-depth interviews, and a review of documents. The case study approach was chosen because it can comprehensively describe the phenomenon of green marketing implementation in real life, particularly regarding the use of spunbond bags as a substitute for plastic bags in accordance with local government policy.

Research informants were selected using purposive sampling (Sahir, 2022), which involves selecting respondents based on the consideration that they possess knowledge of and are directly involved in the implementation of the policy. The informants consisted of one Operations Manager, one Store Supervisor, two cashiers, and five customers shopping at Amanda Supermarket in Subang, for a total of nine informants. Interviews were conducted using a semi-structured approach, lasting approximately 30–45 minutes per informant. In addition to the interviews, the researcher observed transaction processes at the checkout counters and the use of spunbond bags, and documented the implementation of eco-friendly packaging, promotional materials, and company policy documents related to the green marketing program through photographs.

The data collected were analyzed using the interactive analysis model developed by Miles, Huberman, and Saldaña, which includes the stages of data condensation, data display, and conclusion drawing and verification. The analysis process was conducted through manual coding by grouping interview results into several main themes, namely green marketing implementation, driving factors, implementation challenges, green marketing communication, and benefits for business sustainability. To ensure the credibility of the research results, source triangulation was performed by comparing information from management, employees, and consumers, as well as methodological triangulation by comparing the results of interviews, observations, and documentation, so that the research findings have a higher level of validity.

RESULT AND DISCUSSION

Implementation of Green Marketing at Amanda Supermarket in Subang

The research findings show that Amanda Supermarket Subang has implemented a green marketing strategy by replacing single-use plastic bags with reusable spunbond bags. This initiative was launched following the issuance of Subang Regent's Circular Letter No. 660.4.1/3884 of 2024 regarding the reduction of single-use plastic in the modern retail sector. This change was implemented gradually by providing eco-friendly packaging alternatives at the checkout counters, informing customers about the new policy, and educating employees so they could explain the benefits of using eco-friendly bags to consumers.



Figure 2. Spunbond Shopping Bag
Source: Amanda Supermarket, 2026

In addition to serving as a means of carrying groceries, spunbond bags are also designed as part of the company's marketing strategy. These bags are of higher quality, reusable, and feature the Amanda Supermarket brand, thereby increasing the brand's exposure among the public. Thus, the implementation of green marketing is not only intended to comply with government regulations but also serves as part of the company's differentiation strategy in building an image as an environmentally conscious retailer.

Drivers of Green Marketing Implementation

The interview results indicate that several key factors are driving the implementation of green marketing at Amanda Supermarket in Subang.

1. The first factor is local government regulations. The Subang Regent's Circular served as the main driver for companies to stop using plastic bags and replace them with more environmentally friendly packaging. This situation demonstrates that public policy plays a crucial role in accelerating the transformation of business practices toward sustainability.
2. The second factor is the effort to build the company's image (corporate image). Management views the use of spunbond bags as a demonstration of the company's commitment to environmental conservation while also enhancing the company's reputation in the eyes of consumers. The packaging used not only serves a practical function but also acts as a promotional tool that reinforces Amanda Supermarket's brand identity.
3. The next factor is growing consumer awareness of environmental issues. Most consumers are beginning to understand the importance of reducing the use of single-

use plastics, making them more receptive to alternative packaging. In addition, companies are observing a shift in consumer behavior, with consumers increasingly valuing businesses that demonstrate environmental responsibility; as a result, implementing green marketing is seen as capable of providing added value to companies.

Challenges in Implementing Green Marketing

Although implementing green marketing offers various benefits, this study identified several challenges faced by companies.

1. The first challenge is the relatively higher cost of procuring eco-friendly packaging compared to conventional plastic bags. The use of spunbond bags increases operating costs, so companies need to adjust their cost management.
2. The second challenge relates to supply availability. The company must ensure that spunbond bags are in stock so that service to customers is not disrupted. Reliance on specific suppliers can pose a risk in the event of distribution delays.
3. In addition, the company also faced resistance from some consumers during the early stages of implementation. Some consumers were still accustomed to using free plastic bags and therefore needed time to adapt to the new policy. Consequently, the company provided education through cashiers and in-store communication materials regarding the benefits of using eco-friendly bags for reducing plastic waste.

Green Marketing Communication Through Spunbond Bags

One of the interesting findings in this study is the use of spunbond bags as a medium for green marketing communication. The bags feature the slogan “The Earth Is in Your Hands Take Care of the Earth, Starting with Your Bag.” This slogan conveys the message that every consumer has a role to play in preserving the environment through a simple action: using reusable shopping bags.

The inclusion of this slogan reinforces the role of spunbond bags not only as packaging but also as a medium for education and corporate promotion. When consumers use these bags outside the supermarket environment, the company logo and environmental message indirectly serve as a means of communication that reaches a wider audience. Thus, spunbond bags function as a form of mobile advertising capable of raising environmental awareness while strengthening Amanda Supermarket’s image as a company that upholds the principles of sustainability.

The results of interviews with consumers show that the majority of respondents responded positively to the use of spunbond bags. They consider these bags to be stronger, reusable, and a sign of the company’s commitment to the environment. These positive perceptions reinforce the link between the implementation of green marketing and the creation of a more environmentally friendly corporate image.

Discussion

The research findings indicate that the implementation of green marketing at Amanda Supermarket Subang is not only a form of compliance with local government regulations but has also evolved into a marketing strategy that supports business sustainability. The use of spunbond bags provides added value by enhancing the company’s image, educating consumers, and reducing the use of single-use plastics. These findings are consistent with the research by Diez-Martin et al. (2019), which states that green marketing strategies and environmental communication can enhance a company’s reputation and create a competitive advantage.

This study also shows that eco-friendly packaging serves a broader purpose than simply wrapping products. Spunbond bags act as a marketing communication tool that conveys

sustainability values to consumers. These findings support the concept of green marketing communication—namely, that communication regarding environmental concern can strengthen consumers’ positive perceptions of a brand. Through the slogan “The Earth Is in Your Hands; Care for the Earth Starting with Your Bag,” the company not only encourages consumers to reduce their use of plastic but also builds an emotional connection with them through messages of environmental care.

However, this study found results that differ from those of Dodds and Holmes (2016). While that study indicated that market demands and consumer preferences primarily influence the adoption of green marketing, at Amanda Supermarket Subang, the main driver of implementation actually stemmed from regulatory pressure from the local government. In other words, public policy served as the initial catalyst for the company’s strategic shift. In contrast, the benefits—such as an improved corporate image and increased consumer acceptance—emerged after implementation took place. This finding reinforces the Institutional Theory perspective, which explains that organizations often make strategic changes in response to coercive pressure from the external environment.

In practical terms, the research findings indicate that the implementation of green marketing should not be viewed as an additional cost burden, but rather as a long-term investment in building a company’s image, enhancing consumer loyalty, and supporting business sustainability. Therefore, synergy among government policies, corporate management’s commitment, and consumer awareness is a key factor in driving the transformation of the retail industry toward more sustainable practices.

CONCLUSION

This study concludes that the implementation of green marketing at Amanda Supermarket Subang represents a form of business strategy transformation that integrates compliance with government regulations with efforts to build business sustainability. The use of paper bags and spunbond bags as substitutes for plastic bags not only complies with the provisions of Subang Regent Circular Letter No. 660.4.1/3884 of 2024 but also serves as a marketing strategy that strengthens the company’s image as an environmentally conscious retailer. The research findings indicate that the primary factor driving the implementation of green marketing is local government regulation, which is further reinforced by increasing consumer environmental awareness and the company’s desire to enhance its corporate image. On the other hand, this implementation still faces several challenges, such as rising costs associated with providing eco-friendly packaging, supply availability, and the process of consumer adaptation to changes in shopping habits. This study also found that spunbond bags serve not only as reusable packaging but also as a medium for green marketing communication by conveying environmental messages that can raise consumer awareness while strengthening the company’s brand identity.

Theoretically, this study contributes to the development of green marketing research by demonstrating that the implementation of green marketing strategies in local retail can be influenced by regulatory pressure from local governments, in line with the Institutional Theory perspective. Practically, the research findings provide insights for retail businesses that the use of eco-friendly packaging can be leveraged not only as a form of compliance with government policies but also as a differentiation strategy and a means of building a sustainable corporate image. Future research is recommended to expand the scope to include various retail chains in other regions and to use quantitative or mixed-methods approaches to examine the impact of green marketing implementation on customer satisfaction, consumer loyalty, and corporate performance.

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