

# Examining Sustainable Marketing Practices: A Case Study Of TNPL

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## ABSTRACT

In the past, it was widely thought that marketing and sustainability stood on opposite sides, inherently contrasting each other. However, numerous studies have shown that sustainability is essential for long-term business success, positively impacting economic, social, and environmental well-being, while enhancing brand image and customer loyalty. Thus, sustainability offers a win-win scenario for marketing, fostering enduring value co-creation. It is necessary to have a comprehensive framework that has been especially developed for the purpose of evaluating an organization's commitment to intricate sustainable marketing strategies. This research article presents a case study investigating the implementation of sustainable marketing in the paper and pulp industry and public sector, examining economic, social, environmental, ethical, and technological impact on the 4Ps of marketing mix, with reference to Tamilnadu Newsprint and Papers Ltd (TNPL). Primary and secondary data were collected to analyse TNPL's strategy in its marketing front. Conclusive inferences were drawn based on the study's outcomes, supporting sustainable marketing practices. The research also highlights the potential for empirical research on sustainable implications from different stakeholders' perspectives, providing valuable insights into the effectiveness of sustainable marketing initiatives and contributing to a comprehensive understanding of the interplay between marketing mix and sustainability in the product market.

**Keywords:** Sustainable Marketing, Sustainability, Marketing Strategy, Marketing Mix, Paper and Pulp, Circular Economy, and TNPL

## 1. INTRODUCTION

In today's corporate landscape, there are companies that remain steadfastly committed to sustainable practices. They not only engage relentlessly with stakeholders but also give precedence to eco-friendly designs, all the while nurturing an environment of continuous innovation and improvement. Such a holistic approach offers a comprehensive blueprint for sustainable business planning. Given its effectiveness, other regions grappling with sustainability challenges might draw insights from this framework, as Hurditch (2018) suggests. Recognizing the burgeoning global appetite for sustainability brings both obligations and opportunities. Governments have a monumental responsibility and opportunity in shaping a more equitable, greener economy. They can set the tone and fortify industries, while those who fall behind could experience unfair competition and missed opportunities. Bell (2002) asserts that governments are more than mere regulators; they can be trailblazers, leading by exemplar action in the realm of sustainability. It is imperative for these institutions to not just endorse but also seamlessly weave sustainable practices into public sector operations. This can be achieved through the embrace of eco-friendly policies, leaning into renewable energy endeavours, resource management that screams efficiency and the ethical practices in every operation. Turning our gaze to the paper and pulp industry, Laari & Töyli (2021) posit a compelling argument that this industry, ranking fourth in Europe, stands out as one of the globe's leading polluters. Such a contention places the onus upon this industry to substantiate its sustainability credentials across environmental, societal, and business dimensions.

A comprehensive review of literature suggests that scrutinizing sustainability practices in marketing endeavors can aid the corporate sector in bridging existing operational gap in the respective area of the business. 'Marketing' involves promoting products for consumption, sometimes persuading consumers to buy unnecessary items. On the other hand, 'Sustainability' acknowledges resource limits and ecological fragility, aiming to preserve valued aspects of the ecosystem. Combining these, 'Sustainable Marketing' ensures business success while supporting economic, social, and environmental well-being, benefiting both practical and ethical dimensions (Lim, 2016). This research article delves into a compelling case study focused on the integration of sustainable marketing within the paper and pulp industry and public sector, specifically highlighting the infusion of sustainable principles into marketing practices. While marketing and sustainability may initially appear as distinct concepts, it is imperative for any industry to exemplify sustainable practices across all operational facets, including marketing endeavours. The first objective of this study is to build a framework with the fusion of the five dimensions of sustainable marketing (economic, social, environmental, ethical, and technological) and the fundamental elements of the marketing mix, known as the 4Ps (product, price, place, and promotion), to examine the level of adherence to sustainability in any marketing organ.

The second objective of this study is to examine the adaptability of the framework through a study unit. This study investigates the notable case of Tamilnadu Newsprint and Papers Ltd. (TNPL), a prominent entity in the paper industry that operates as a Government of Tamil Nadu enterprise. Through a comprehensive examination of both primary and secondary data, this study critically evaluates TNPL's innovative approach to sustainable marketing practises. The company engages in various innovative initiatives, such as the advancement of eco-friendly paper products, the implementation of a novel barter system for used paper, and the adoption of transparent pricing strategies, among others. The investigation's findings have resulted in the development of significant conclusions and informed decisions aimed at enhancing the implementation of sustainable marketing practises.

## 2. LITERATURE REVIEW

The concept of sustainability is frequently implemented through triple bottom line reporting, encompassing financial outcomes alongside the social and environmental effects of a business. Certain nations, like France, have enforced obligatory triple bottom line reporting for organizations (Ismail, 2011). In addition to the triple bottom line, Lim, (2016) contributed the two critical dimensions required for an organisation pursuing sustainability, known as the 'ethical' and 'technological' dimensions and proposed a model for sustainability marketing. Embracing sustainability in marketing is essential as environmental and social concerns grow. The fundamental elements of marketing strategies are commonly referred to as the 4Ps, namely Product, Price, Place, and Promotion. These four components collectively serve as crucial determinants in shaping the strategic trajectory of a business. According to Praude and Bormane (2021), in the realm of sustainable marketing, a company expertly integrates the four elements of the marketing mix to align them with the three pivotal values: People, Planet, and Profit. On the other hand, Trojanowski, (2021) assessed and identified the strengths and weaknesses of Product, Price, Place, and Promotion individually, aiming to determine a viable sustainable marketing mix. This holistic approach, focusing on people, planet, and profit, not only ensures long-term business success but also contributes to a more sustainable future for all stakeholders (Jeevan, 2016). In this context, the Marketing Myopia Theory, introduced by Levitt (1960), guides against a narrow focus on products and profits, potentially overlooking evolving market demands and resulting in product failures. Whereas, Sustainability Marketing Myopia extends this concept, concentrating excessively on a product's social and environmental aspects, often disregarding customer value. This oversight may stem from inadequate communication of these benefits or a misalignment with the product's main advantages. Furthermore, making unsupported claims can lead to ethical concerns (Lim, 2016). Rudawska, (2017) investigated the integration of sustainable development into marketing strategies, highlighting ecological and social dimensions and this broader management concept aligned with sustainable development principles, aiming to balance consumer satisfaction, corporate objectives, and ecosystem compatibility. The significance of sustainable marketing varied based on an enterprise's size, business type, and organizational culture. It necessitated a re-evaluation of marketing tools to reflect the market's sustainable demands. Stavros et al., (2020) investigated sustainable marketing mix development (SMD) awareness, prospects, and constraints. Sustainable product pricing emerged as a crucial determinant and the study emphasized the need for balanced marketing strategies aligning economic, environmental, and social goals, addressing challenges in sustainable development and consumer behaviour. Kowalska, (2020) offered innovative sustainable marketing approaches for small enterprises. These results highlighted 39 actionable steps for environmentally friendly changes, particularly crucial for research-limited small businesses which were found effective in sustainability strategies. Similarly, the study of Sinčić Ćorić et al., (2020) explored the implementation of sustainable marketing in startups using three dimensions: strategic integration, societal engagement, and ethical capabilities, revealing their significance in startups. The research provided insights into the importance of emphasizing the role of culture, attitudes, and organizational objectives. It also underscores the need to enhance these elements in B2B startups compared to B2C startups. In light of the examination of case studies pertaining to the pulp, paper production, and mining sectors, Skobelev & Fedoseev, (2021) has underscored the significance of integrating sustainable development and

Environmental, Social, and Governance (ESG) principles into the environmental and technological modernization strategies of Russian industries. This integration is deemed crucial for augmenting the global competitiveness of said industries.

### 3. METHODOLOGY

This study has formulated a prism of 4 faces and 5 layers representing the 4Ps of the marketing mix and the five dimensions of sustainable marketing (Lim, 2016) respectively. Otherwise, it is a comprehensive framework coining 20 constructs identified as factors of sustainable marketing (Refer to Diagram-1) to test the marketing practices of the study unit. It also employs a collaborative approach of blending the primary and secondary data suitably. Convenience samples from 129 Printers, Publishers, and Converters from Tamil Nadu were selected for this study's data collection. To gather primary data, a structured questionnaire utilizing a 5-point Likert scale was developed. This questionnaire was designed to capture customer perceptions effectively whichever factor deemed fit with market perception. The Likert scale ranged from strongly disagree to strongly agree, enabling participants to express their opinions on various aspects related to sustainable marketing practices in the paper industry. The researcher, as an employee, possesses access to essential documents and records pivotal for this research to collect the relevant secondary data.



**Diagram-1 Marketing Mix and Dimensions of Sustainable Marketing**

### 4. DISCUSSION

After careful examination, the interaction between the 4Ps of the marketing mix and the five dimensions of sustainable marketing results in a comprehensive structure consisting of 20 distinct aspects. Nevertheless, the captivating research, which integrates primary and secondary data, reveals certain distinctive attributes that are particular to TNPL. These attributes require thorough scrutiny within the realm of sustainable marketing practices to attain a more detailed comprehension.

#### 4.1. ECONOMIC DIMENSIONS

Achieving sustainable profits while considering societal and environmental impacts is essential. Businesses must balance economic growth with responsible resource use and equitable outcomes for long-term success (Lim, 2016).

##### 4.1.1. Economic Product

Within sustainable marketing's "Economic Product" construct, Ambec & Lanoie, (2008) found that environmental practices can boost economic value, primarily via cost savings and the sustainability enhances product profitability. The research findings based on the primary data demonstrate a strong 89% endorsement

of TNPL Paper's capacity to reduce production and conversion costs. This support highlights the financial advantages in productivity and is ascribed to the smooth reel usage and superior printability.

#### **4.1.2. Economic Price**

The "Economic Price" in sustainable marketing is competitive, benefits channel partners, and incorporates statutory costs like tax and insurance. It dynamically adjusts to market conditions, echoing (Porter & Linde, 1995) insights on competitive advantage through sustainability. The research findings highlight that 85% of industrial customers perceive TNPL prices as highly competitive in the market. Their direct feedback emphasizes that TNPL offers competitive pricing through discounts and market-trend-aligned price revisions, underscoring the company's responsiveness to market dynamics.

#### **4.1.3. Economic Place (Distribution)**

"Economic Place" in sustainable marketing combines cost-effective distribution, collaborative strategies (cf. Simchi-Levi & Simchi-Levi, 2002), and transparent practices (cf. Carter & Rogers, 2008). Based on the findings derived from interactions with market channel partners, it is notable that a substantial portion, comprising 76%, concurred that TNPL's incentive structure is aligned with prevailing market norms and feedbacks from the dealers. Additionally, the study highlighted a noteworthy strategic measure wherein freight costs, negotiated through a government-backed e-tender system, remain fixed for a year. This approach not only shields channel partners from volatile transportation expenses but also underscores TNPL's commitment to fostering a stable and beneficial distribution process within the market.

#### **4.1.4. Economic Promotion**

"Economic Promotion" in sustainability focuses on strategic, cost-effective promotional activities that prioritise digital reach, collaborative initiatives, and consumer education while optimising resource use. According to the primary data, the majority of customers do not believe that TNPL favours social media marketing because of its reduced environmental impact and financial advantages. However the secondary data reveals that TNPL's cost-effective promotion strategy focuses on targeted industrial promotion. Its advertising primarily appears in specialized magazines related to paper and printing, aligning with its industrial product nature. Notably, the advertising expenditure for the financial year 2021-22 accounts for a mere 0.08% of the total turnover (TNPL, 2022). This efficient allocation highlights TNPL's prudent approach to achieving widespread visibility while maintaining economical promotion costs.

### **4.2. SOCIAL DIMENSIONS**

Promoting positive societal impact is a cornerstone of sustainability. Engaging individuals, fostering behaviour change, and collaborating across sectors can lead to equitable development, improved well-being, and stronger communities (Lim, 2016).

#### **4.2.1. Societal Product**

"Societal Product" refers to goods or services that are intentionally designed to address social needs and challenges while also ensuring inclusivity, cultural sensitivity, and holistic well-being. Such products demonstrate a brand's commitment to societal value and long-term impact besides profitability (cf. Kotler & Lee, 2005). The findings of the study indicate that a significant majority of the participants, specifically 95%, express their support for the conception that TNPL's paper production plays a role in promoting the societal objective of education.

#### **4.2.2. Societal Price**

"Societal Price" in sustainable marketing means a pricing strategy beyond economic competitiveness. It integrates social responsibility considerations to ensure that offerings, especially in public tenders, meet socio-ethical standards and societal needs, aligning business goals with societal well-being (Kotler & Armstrong, 2010). When evaluating the societal Price of TNPL, it is important to highlight that a significant majority of customers, amounting to 86%, recognise the company's contribution to state governments' educational initiatives by providing highly competitive prices through public tender bids. The company's involvement as a supplier at the lowest tender/negotiated rates to meet the educational needs underscores its offer of societal price.

#### **4.2.3. Societal Place (Distribution)**

Sustainable marketing emphasises "Societal Place (Distribution)" for equitable access, community engagement, and sustainable transport. It innovates and evolves distribution mechanisms to reflect community well-being and stakeholder values, insights on cyclical market models. Sustainable transport plans consider opportunities to encourage efficient route planning in order to reduce energy consumption and, as a result, air pollution (Licina et al., 2018). When evaluating TNPL's approach to societal distribution, it is significant to emphasise that 65% of customers acknowledge the company's dedication to upholding equitable trade practises within its distribution channels. The commitment to fair trade exemplifies a concerted effort towards establishing a distribution system that is characterised by equity and social responsibility. This aligns with the prevailing societal principles of economic fairness and ethical commerce. Additionally, TNPL employs a unique



barter system, supplying paper to Government Departments and Universities in Tamil Nadu in exchange for their old used paper. This aligns with Peattie & Crane, (2005)'s forecast that new market models would be essential, wherein material flows adopt a more cyclical nature due to product retrieval and recycling.

#### **4.2.4. Societal Promotion**

"Societal Promotion" in the sustainability context is to promotes authentic messaging that aligns with social values, improves society, and raises consumer sustainability awareness. This approach, based on social responsibility (Peattie & Crane, 2005), views promotion as a tool for meaningful engagement and positive change. While a significant proportion of customers, specifically 44%, acknowledge the congruence between TNPL's promotional activities and the sustainability objectives set by international organisations and governments, it is important to highlight that a considerable segment of the customer base does not support this assertion. This finding suggests the need for enhancement in effectively communicating these sustainability endeavours.

### **4.3. ENVIRONMENTAL DIMENSIONS**

Environmental Dimension: Embracing sustainable practices is vital for ecological well-being. This involves minimizing resource depletion, reducing pollution, and promoting environmentally friendly innovations to ensure a healthier planet for future generations (Lim, 2016).

#### **4.3.1. Environmental Product**

A product designed to have the least environmental impact possible throughout its lifecycle, embodying principles of environmental design and resource efficiency, and resonating with the concepts of the circular economy and sustainable consumption (McDonough et al., 2002), sustainability-oriented value proposition. The research highlights the strategic integration of eco-friendly practices in marketing through TNPL's innovative product composition of bagasse (sugarcane waste), self-cultivated wood, and de-inked pulp from used white paper (TNPL, 2022) and this has been endorsed by 90% of the customers in the study. Sugarcane bagasse paper production may help to reduce deforestation in the production of wood-based paper, which also contributes to the production of biodegradable, biocompatible, and eco-friendly paper made from non-forest wood fibre (Azmi & Othman, 2023). This resource-efficient approach promotes environmental responsibility. The Company's commitment to sustainability is underscored by obtaining FSC certification (TNPL Web, n.d.), showcasing responsible sourcing of raw materials. Pulp mills that have successfully obtained environmental certification for their operations on a global scale are regarded as superior or premium (Sonnenfeld, 1999).

#### **4.3.2. Environmental Price**

An "Environmental Price" as a strategy considers a product's direct and indirect environmental costs throughout its lifecycle and the value of eco-labels and certifications (Darnall et al., 2009). Such pricing ensures competitive prices and genuine environmental benefits, fostering consumer trust and sustainability. In the context of TNPL's environmental pricing, it is notable that a majority of customers, do not perceive the pricing of the company's products as indicative of its environmental initiatives. This observation suggests the existence of a potential gap in communication or awareness.

#### **4.3.3. Environmental Place (Distribution)**

Environmental Place (Distribution) focuses on green logistics, reducing carbon footprints, and optimising resource use in product distribution, as inspired by the principles of a sustainable supply chain (Seuring & Müller, 2008). The analysis reveals that TNPL uses data-driven decision-making based on last year's dispatches to inform its transportation strategy. The ERP systems used are to coordinate, organise, and monitor truck placements, scheduling, and programming. The record keeping ensures dispatch accuracy, compliance, and transparency. The adopted facilities use GPS technology to improve tracking and route planning. This reduces fuel use, emissions, environmental impact, and carbon footprint. When evaluating TNPL's environmental distribution practices, it is worth mentioning that a significant proportion (55%) of customers acknowledge the company's endeavours to mitigate emissions in transportation by implementing optimised logistics management. This recognition indicates a favourable correlation with environmentally conscious initiatives.

#### **4.3.4. Environmental Promotion**

Environmental promotion in sustainable marketing emphasises eco-friendly messaging, uses sustainable media like digital campaigns or recycled print materials, and shares environmental initiatives with consumers in a transparent, credible, and educational manner without greenwashing. Hartmann and Ibáñez (2006) argue that promotional efforts should not only appeal but also educate and encourage sustainable behaviours. Upon analysis of TNPL's environmental promotion strategies, it becomes apparent that a mere 34% of customers perceive the company's endeavours to educate them about the advantages of eco-friendly paper through various campaigns. This suggests a potential for augmenting initiatives aimed at increasing environmental awareness.

#### 4.4. ETHICAL DIMENSIONS

"Sustainability marketing" can be seen as a facade to attract eco-conscious consumers while ignoring real environmental and social concerns. Ethical choices in sustainability marketing depend on three approaches: consequentialism (maximizing good consequences), deontology (fulfilling duties and respecting rights), and virtue ethics (focus on morally virtuous actions). The challenge lies in balancing these ethical perspectives in the context of sustainability marketing (Lim, 2016).

##### 4.4.1. Ethical Product

An "Ethical Product" follows strict moral guidelines and legal provisions, going deeper than what is required to incorporate principles of fairness, respect, and environmental stewardship, fostering trust and promoting societal well-being. It illustrates a company's increased sense of responsibility for creating a more sustainable and equitable world (Donaldson and Dunfee, 1999). In line with customer needs, Bureau of Indian Standards introduced a quality control order for Plain Copier Paper in June 2020, under Compulsory Certification for ISI marking. In contrast, TNPL showcased its ethical dedication by proactively registering its 80 GSM Copier Paper under IS 14490:1997, much before - during 2017, becoming the pioneer among south Indian paper mills. The company further demonstrated its ethical commitment by registering Printing and Writing paper varieties under IS 1848:2007 in 2016, despite no existing statutory obligation. Endorsing the findings from the secondary sources, the primary data collected records that overwhelming majority of (93%) customers assert that the company consistently surpasses mandatory standards, underscoring a strong commitment to ethical product offerings.

##### 4.4.2. Ethical Price

In sustainable marketing, "Ethical Price" refers to a fair pricing strategy that ensures reasonable, ethical profit margins while emphasising transparency, societal well-being, and ecological mindfulness, as highlighted by Lacznia and Murphy (2006) which promotes consumer fairness and environmentally friendly business practises. Based on the primary data, a substantial majority of customers, specifically 90%, recognise the TNPL's transparent pricing policy as a prominent demonstration of its ethical commitment. The company's practice of maintaining a consistent list price for dealers across India is perceived as transparent and fair, reflecting an ethical approach to pricing in the market as suggested by Yaghtin, (2021).

##### 4.4.3. Ethical Place (Distribution)

In sustainable marketing, "Ethical Place (Distribution)" refers to transparent, fair, and responsible distribution strategies that prioritise stakeholder interest and environmental sustainability while emphasising freshness and quality in product delivery (Crane & Matten, 2004). The primary data indicates that a majority of customers (60%) acknowledge that TNPL prevents the practise of forced stock dumping on channel partners. This reflects TNPL's dedication to ensuring fair and responsible distribution practises. Upon examining TNPL's marketing policies and practices, it becomes apparent that ethical considerations play a role. TNPL's dealers refrain from maintaining extensive storage for compulsory stocking. Furthermore, TNPL's practice of maintaining 'zero stock' at its paper godown by the financial year end except 8 years (Indiainfoline, 2023) underscores its commitment to providing fresh supplies annually, reinforcing an ethical approach to distribution.

##### 4.4.4. Ethical Promotion

Ethical promotion includes transparent, honest advertising, responsibly promoting products, and upholding ethical standards in all promotional activities, all of which align with the principles highlighted in Crane and Matten's (2004) research. In the background of TNPL's ethical promotional practices, a significant majority of customers, particularly 86%, have expressed their agreement that the company's promotional activities maintain integrity by presenting accurate information without resorting to exaggeration, thereby cultivating a sense of trustworthiness. The comprehensive evaluation of TNPL's promotional content across digital and print media indicates a consistent approach characterized by factual, straightforward statements. This ethical practice underscores the company's commitment to transparent and accurate promotional activities.

#### 4.5. TECHNOLOGICAL DIMENSION

Technology has transformed societies, impacting production, consumption, and behaviours. In sustainability marketing, technology offers both promise and challenges. Internet connectivity enhances stakeholder awareness and sustainable solutions. Innovations like cloud storage, jute bags, CFL bulbs, hybrid cars, natural soaps, eco-friendly paper, paper cups, energy saving electronic products, organic food, energy-efficient street lights etc. contribute to sustainability. However, technology's misuse can lead to environmental degradation and social issues. Its potential for disseminating information and fostering innovation makes it a key tool in achieving sustainability goals (Kishore Kumar & Anand, 2013; Lim, 2016).

##### 4.5.1. Technological Product

"Technological Product" refers to goods enhanced or created based on recent technological advancements, ensuring efficiency, sustainability, and meeting contemporary consumer demands, while fostering a culture of innovation and adaptability (Porter & Van Der Linde, 1995). Examining product lists from different years reveals a consistent pattern of TNPL's product line evolution, incorporating technological advancements. In the late 90s and early 2000s, TNPL dominated the computer stationary paper segment, aligned with the dot-matrix printer trend. The launch of the "TNPL Spectrum" brand multipurpose paper further demonstrates TNPL's responsiveness to evolving market technologies, now targeting the expanding desktop printer market. However, only 33% of customers believe and support the company for updating its products to meet technological market demands. This observation suggests the existence of potential areas for improvement in order to maintain a competitive edge in the realm of technology.

#### **4.5.2. Technological Price**

"Technological Price" refers to pricing strategies that use advanced technologies to foster sustainability, potentially involving dynamic pricing, AI-driven demand forecasting, and blockchain for transparency and efficiency, and embracing the shared value concept highlighted by Porter and Kramer (2011)." The study found that prices are set using real-time market data, This suggests an improvements since 73% of customers don't think the company uses technology to set prices.

#### **4.5.3. Technological Place (Distribution)**

In sustainable marketing, technological place (distribution) refers to leveraging cutting-edge technology to optimise distribution networks, improve efficiency, and reduce environmental impacts, guided by theories such as John Elkington's (1994) 'Triple Bottom Line.' TNPL's pioneering approach includes online order placement by channel partners, enhancing system integration and material delivery efficiency. Additionally, TNPL's upcoming deployment of a state-of-the-art ERP system underscores its commitment to modernizing customer interactions (TOI, 2023), showcasing its dedication to leveraging technology for streamlined. A staggering 91% of customers acknowledge TNPL's use of digital platforms for order booking, supply, and payment, demonstrating a strong commitment to modern and efficient distribution methods.

#### **4.5.4. Technological Promotion**

According to research such as "Green Marketing" by Peattie (1992), "Technological Promotion" uses advanced technology to facilitate sustainable promotional strategies, increasing reach while minimising environmental impact. The research findings highlight an initial lack of digital presence for TNPL, though recent years have seen an emergence in social media activity and frequent website updates. The effective Search Engine Optimization (SEO) strategy is evident, with TNPL's website prominently displayed at the top of Google search results, reflecting successful management of digital promotion and online visibility. Customer opinion on TNPL's technological brand promotion and building is evenly split, with 51% acknowledging the company's use of the internet and social media for these purposes, indicating equal room for expansion.

## **5. CONCLUSION**

This research paper presents a promising opportunity to apply newly developed concepts in the field of sustainable marketing by proposing a comprehensive framework to assess an organisation's dedication to advanced sustainable marketing strategies. Through a comprehensive analysis of sustainable marketing strategies in the paper and pulp sector, this study utilises an in-depth case study of Tamilnadu Newsprint and Papers Ltd. (TNPL) to highlight the substantial relevance of the framework. This research contributes to the current body of knowledge by examining the relationship between marketing mix and sustainability, offering valuable insights for both academic and industry stakeholders.

The research highlights the effective implementation of sustainable marketing strategies by TNPL, resulting in significant cost reductions and increased competitiveness. The findings validate the organisation's ability to adapt and react to changes in the market. The TNPL demonstrates a strong dedication to implementing cost-effective distribution strategies and an economical promotional approach, which underscores its commitment to fostering a sustainable and transparent marketing ecosystem. Additionally, the considerable recognition it has received for its contributions to education and the provision of competitive prices highlights its significant impact on society. However, there are opportunities available to improve communication and customer education regarding the pricing and environmental advantages of TNPL's paper products. TNPL's product composition in the environmental dimension demonstrates a praiseworthy dedication to environmental responsibility while also providing an opportunity to increase customer awareness. The company's initiatives in green logistics and emissions reduction have been positively received, as they are in line with environmental awareness. However, there is a need for additional education regarding the benefits of using eco-friendly paper. The Tamil Nadu Newsprint and Papers Limited (TNPL) demonstrates a notable ability to adjust its products in response to technological advancements. However, there is potential for enhancing competitiveness and effectively communicating advanced pricing strategies. The commitment of TNPL to enhancing distribution

channels through digital platforms has been widely recognised by customers, indicating the potential for increased influence and broader reach in the field of digital marketing.

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