

Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032



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ABSTRACT: This research was a mixed method research by used the Delphi Technique of Futures Research. The purposes were: To study Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032. The sample group used in this research is Group of marketers and marketing communicators who work within organizations, agencies and companies which have a guideline for conducting business regarding environmental conservation. Data were analysed using the median, mode, difference between the mode and median and interquartile range. The results of the study found that trends in innovative marketing communication for sustainable environment during B.E. 2023 – 2032 have been divided into 8 areas as followed.

1. Strategy: Companies will use sustainable development as a key factor in their long-term competitiveness.
2. Corporate Social Responsibility (CSR) for the future: Companies will attend to Socially Responsible Business Practices (CSR).
3. Innovation: Companies will have a tendency to devise and develop new technological innovations. that is overall environmentally friendly.
4. Consumer area: Consumers tend to have a more conscience towards the environment.
5. Factors affect the behaviour of consumers purchasing environmentally friendly products: Marketing communication and price factors were still factors affecting the behaviour of consumers purchasing environmentally friendly products.
6. Marketing problems and obstacles: Products and packaging will be able to move towards being biodegradable and reusable with little or no damage to the environment. There was a tendency for the public and private sectors to participate in providing support in marketing and sales promotions.
7. Problems and obstacles in marketing communications: Companies have to present environmental content and information clearly to consumers.
8. The role of public and private organizations: Companies have to organize training to create environmental awareness among employees to be cultivated and dissolved behaviours for employees in both the public and private sectors.

KEYWORDS: Trend, Innovative Marketing Communication, Environment, Sustainable

I. INTRODUCTION

Current, human beings have ever-increasing needs for basic necessities for use in their lives, especially those with basic needs were 4 necessities, which consist of food, shelter, and clothing and medicine. These factors are what have stimulated mankind to develop scientific progress and technology in using natural resources conveniently and easily while maintaining various basic needs in human life increasing every day, but on the other hand, the various natural resources available on earth are gradually decreasing, and still unable to respond to all human needs (Thipphawan Sichan, 2010).

Concurrent, the rate of population growth around the world keeps increasing continuously. But on the other hand, the natural resources currently available are gradually decreasing and some were becoming extinct or disappearing due to various forms of chemicals being used to create toxic residues in the atmosphere and the environment results in various forms of environmental problems which were followed and become crises, severe disasters to human life and the rest of the world's environment.

From environmental problems occurring around the world, the United Nations Conference was held in Stockholm, Sweden in June 1972 on the environment and was established. The United Nations Environment Program (UNEP) for short was established and designated June 5th of every year as World Environment Day. In order to encourage humans to realize the value of environmental resources that count. Constantly it will become more and more destroyed and neglected.

“Environmental problems” that were happening around the world right now can be divided into 5 major problems as follows: 1.Problems with the depletion of natural resources, 2.Problems with pollution or environmental pollution, 3.Problems with destruction of ecosystems, 4.Problems Natural disasters, 5.Global warming problems (Department of Environmental Quality

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Promotion, 2012) During the past period, it can be seen that "environmental problems" can occur in every area, especially areas with dense populations, resulting in environmental problems as a result across.

When countries around the world begin to face increasing environmental problems. Each country has different types of environmental problems depending on the geography of each area in Thailand as well. There will be similar environmental problems with countries in developing countries and countries in Asia (Department of Environmental Quality Promotion, 2012). Environmental problems that are currently receiving attention and are of concern in Thailand are many as follows: 1. Problem of deforestation, 2. Problem of reducing the number and Extinction of wild animals, 3. Problems of water scarcity and flooding, 4. Problems of land subsidence, 5. Problems of mineral and energy shortages, 6. Problems of degradation of marine and coastal resources, 7. Problems of degradation of the natural environment and arts, 8. Slum community problems, 9. Pollution problems, 10. Global warming problems (Department of Environmental Quality Promotion, 2012).

From the foregoing, Thailand is faced with natural changes, which are important factors affecting various aspects. Therefore, driving the country towards green growth. Accordingly, it has become an important development issue under the National Economic and Social Development Plan. This will become a guideline for sustainable development in the future. (Office of the Commission National Economic and Social Development, 2011) while everyone was becoming aware of the impacts caused by such environmental problems. Government and private agencies There has been a trend regarding the issue of green society, which was a guideline regarding sustainable environmental conservation in order to be responsible for society and the environment by designing products and other production processes with regard to shown social responsibility. The United States, Europe, and Japan have created guidelines in The technological development of these countries will focus on Eco Green or sustainability in environmental innovation and products, etc.

When people began to pay more attention and care about the environment, a new type of marketing in the form of Green Marketing (Green Marketing) by (Thongchai Santiwong, 1996). Definition of green marketing that it was green marketing or a new era marketing approach which requires responsibility for society and the environment Human rights and ethics in business This means not taking excessive profits and not taking too much advantage. Including creating sustainability for the environment and your own brand. This concept will help make consumers think about the "value" in choosing products that do not harm the environment and that businesses must be socially responsible in producing products that were not harmful to consumers and the environment (Wittawat Chaipani, 2012). "Marketing Green (Green Marketing)" could be found that the problem of worrying about the environment has become a big problem for the world's society. The source of most problems come from the production process of various products which was seen as causing more environmental problems (Makover, 2009).

Hence, it has become an important reason why organizations, agencies, and companies were starting to turn the organization into a Green Business conducive to reduce the impact on the environment, whether it be in the selection of Green Material, Green Purchasing, Green Product, Green Packaging, Green Marketing, Green Logistics and Green Consumers, etc., beneficial to be a guideline for environmental and social responsibility to maintain the environment continuously and sustainably.

Therefore, from the guidelines regarding environmental problems currently occurring Including the form of marketing that uses the green marketing model, resulting in innovative marketing communications to promote a sustainable environment. At present, they were all turning to green marketing, but there is no company. Why do you give importance to how to be sustainable and were interested in whether the future will be sustainable or not or if there will be no problems and obstacles? In order to look at the direction of marketing communications in the future, there will be trends in operations. Moreover, in order to promote sustainability at the highest level Therefore it becomes the source of research. "Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032."

II. PURPOSE OF THE STUDY

To study Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032.

III. RESEARCH CONCEPTUAL FRAMEWORK

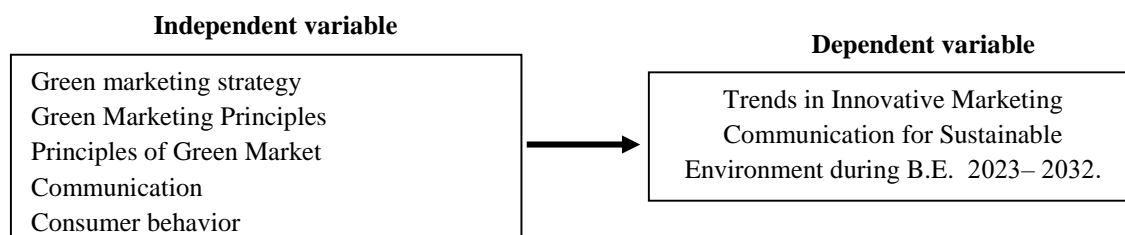


Figure 1: Research Conceptual Framework

IV. CONCEPTS AND THEORIES

A. *Green Marketing:*

Kotler, Phillip, Hessikil, David and Lee, Nancy R. (2013) definition of Green Marketing means finding the characteristics of needs of consumers who have considered the product which could be preserve the environment including various environmental problems that has an impact on the quality of life and welfare of society including methods for solving marketing problems and marketing communications to stimulate consumer demand for products that help preserve the environment. Create awareness Preserve and develop the environment and still be able to generate profits for the business.

The model of Green Marketing results in a form of Green Marketing for the environment at various levels followed by Grant has divided Green Marketing into 3 levels, each level will be influencing consumers and environmental conservation at different levels as followed (Grant, John 2007).

1) Green Level: Used only business measurement criteria by looking at sales and using public relations to build an image. The company's marketing department will use this as a differentiator and a highlight of the brand, such as energy-saving electrical appliances and cars which use energy instead of gasoline.

2) Greener level: Need more than just sales but hopes for environmental conservation results. Encourage participation in conservation Helps enhance Customer Relationship Management (CRM).

3) Greenest level: This was the highest level that brings about new innovations and changes in society.

B. *Innovation Concepts:*

The National Innovation Agency (2012) have defined innovation as something new which results from the use of knowledge and creativity that was beneficial to the economy and society, new ideas, practices and actions that has never existed before or has been developed and adapted from something that already exists to be modern and better usable. When innovation have been used, it will help work to be more efficient and more effective than before.

Forms of innovation which businesses commonly have used in business competition touching achieve success as intended, it could be divided into 3 important categories as followed:

- 1) Innovation in products and services
- 2) Process innovation
- 3) Marketing innovation

C. *Sustainable Development:*

Office of the National Economic and Social Development Board (NESDB) (2011) has defined Sustainable development as development that creates a balance between economic, social, natural resources and the environment to enhance the well-being of the people forever (Prawet Wasi, 2003).

Sustainable development have been express that development could be meet your own needs. The World Commission on Environment and Development have explained Sustainable development includes development in three areas: economic, social and environmental which were connect and relate to each other in all 3 dimensions.

D. *Marketing Communications:*

Concepts and theories about marketing communications, (Kotler, Phillip, Hessikil, David and Lee, Nancy R., 2013) have explain that marketing communications refer to various marketing activities which the company has implemented for communicate and promote products and services to target groups. Subsist of advertising Promotion public relations Using salespeople and direct marketing.

The concept of Green Marketing could be used the Marketing Mix which were Product, Price, distribution (Place) and marketing promotion (Promotion) to be used together as a technique of marketing.

Concept of consumer behaviour (Armstrong & Kotler, 2005) have defined that consumer purchasing decision refers to the purchasing behaviour of users of products or services. It may be in the form of buying both products or services to satisfy customer needs which was in the process of final decision.

V. RELATED RESEARCH

(Sudarat Kantabutr, 2012) have conducted a study on “Factors related to decision making Purchasing environmental products of consumers in Nakhon Ratchasima Province.” The study found that the decision to purchase environmentally friendly products was related to marketing mix factors. (Chotirat Srisuk, 2011) conducted a study on “Communication strategy and pattern recognition Company Social Responsibility Project Thai Beverage Co., Ltd. (Public)” The results of the research found that (1) Definition: The company has defined social responsibility in writing. (2) Social responsibility project format: Most It was a form of charitable donation as part or CSR-after-process. (3) Communication strategy: Internal communication uses top-down communication and external communication through tools. Integrated marketing communications, including advertising films, billboards, outdoor media, printed media, special events. Sponsoring activities and online media.

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(Nattawut Ngamkarn, 2010) has studied “Building a brand with green marketing of Idea Green Paper.” The results of the study found that the paper “Green Ideas” were innovations products that could be respond to the business operations policy of the SCG organization that commit to fairness, strive for excellence, believe in your worth. Hold firmly to responsibility for society.

VI. RESEARCH METHODOLOGIES

A. Research Design:

Research study on “Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032.” was a mixed methods by using the Delphi Technique of Futures Research by collecting data from marketers and marketing communicator which work within organizations, agencies, and companies that have guidelines for operations business. And elated to environmental conservation which were experts and related people who have direct experience with regarding marketing communications to promote a sustainable environment in order to express opinions on the trend of innovation in marketing communications in the direction of promotion. Sustainable environment aimed to study marketing communications to promote environmental sustainability between 2023 and 2032.

B. Population and Sampling Group:

1. Population

The population used in this research were experts and related people who have direct experience in marketing communications to promote the environment on the part of obtain guidelines for implementing innovative trends in marketing communications to promote environmental sustainability in the future.

2 sampling groups

The sampling groups studied in this study were as followed:

- Marketers and marketing communicators were experts who work in the field of marketing and communications for environmental marketing or someone who was an expert in branding and strategic planning for environmental marketing. From organizations, agencies or companies which have guidelines for doing business regarding environmental conservation.

This study, the researcher has tried to analysed the opinions of experts to meet the criteria of Delphi futures research. The Macmillan study has been studied and presented findings on the number of experts. In research using the Delphi Technique, it was found that if there were 17 experts or more. The rate of reduction of errors will be very little and will begin to stabilize at 0.02 (Thanin Sincharu, 2012).

3. Data collection tools/methods

The research tools were divided into 3 parts:

Part 1: Open-ended questionnaire of Semi Structure - Interview Questionnaires. The first round of the questionnaire were consisted of 2 parts as:

1. General information of experts and opinion
2. Trends in marketing communication innovations to promote a sustainable environment in 2023-2032.

Part 2: Closed-Ended Questions included questionnaires which selected from relevant documents, research and interview experts. Consequently, the answers obtained were analysed, classified and categorized to make them easier to understand and developed into a second round of questionnaires which have closed-ended questions and was arranged in order of importance or in the form of a 5-level Rating Scales.

Part 3: Closed-Ended Questions, including the 3rd round of questionnaires, which have been developed from the 2nd round of questionnaires by taking the survey results from the 2nd round of questionnaires. Then analyzing the median and Inter Quartile Range.

Formerly, a new questionnaire was developed using the same questionnaire as in the second round of questionnaires. But it was different in the third round of questionnaires. The median position value was displayed. The interquartile range and the score level that the expert had answered in the 2nd round of the questionnaire. The purpose of preparing this 3rd round of the questionnaire was to show the experts who responded questionnaires were able to see differences between their answers with the values being, median and interquartile range of the group of 17 experts.

Data Collection

1) The researcher considered information about marketing communication innovations to promote sustainable environment in the past and present. Including studying experts in marketing communications to promote the environment on the part of marketers and marketing communicators who carry out work related to the environment to get guidelines for research. Next, coordinate to request assistance with experts to provide information and answer questionnaires in the study.

2) Request a letter from the committee to each expert to allow cooperation for data collection specialist and make an appointment to collect data. The data collection methods include in-person visits, telephone calls, and electronic mail.

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Data Analysis

1) Information obtained from interview experts' opinions according to the questionnaire created by the researcher. Data were analysed by a statistical analysis program. And the statistics used include the Median:Mdn, the Mode:Mo, the difference between the Mode and Median, and the interquartile range.

2) Reporting the results of the data analysis. The researcher reported the results of data analysis of Trends in marketing communication innovations to promote environmental sustainability during 2023 – 2032 by reporting separately into various issues. Then summarized into trends in innovative marketing communications to promote a sustainable environment. Between B.E. 2023 – 2032 only statements on issues that the expert's group have a consensus on to be most likely.

VII. RESULTS OF THE STUDY

The study results found that trends in marketing communication innovations to promote environmental sustainability during 2016 2023 - 2032 could be divided into 8 areas, consisting of 1) Strategy, 2) Trends in Corporate Social Responsibility (CSR) in the future, 3) Innovation, 4) Consumers, 5) Influencing factors towards the behaviour of consumers in purchasing environmentally friendly products, 6) problems and obstacles in marketing, 7) problems and obstacles in marketing communication, 8) the role of government and private organizations each aspect can be summarized from the statements in which experts express their opinions to the greatest extent possible and consistent with the following.

Marketing Information	Trend
1.Strategy	Organizations, agencies and companies' sustainable development have been put into practice as a factor. Mainly for long-term competition with competitors. Using a form of operation that starts from the upstream to the downstream of the organization and must emphasize practices with morality and ethics that will help promote a truly sustainable environment.
2.Trends in carrying out activities showing CSR: Corporate Social Responsibility	The company have used their discretion to choose their own business methods to support things that were beneficial to society. And to develop the well-being of people in the community by focusing on socially responsible business operations of the organization CSR: Corporate Social Responsibility.
3.Innovation	Companies will tend to invent and develop new technological innovations that were overall environmentally friendly.
4.Consumers	Companies will tend to invent and develop new technological innovations which were overall environmentally friendly.
5.Affecting Factors consumers' purchasing behavior of environmentally friendly products	Marketing communication and price factors have been still the factor that most affects consumers' purchasing behavior of environmentally friendly products.
6.Problems and obstacles in marketing	Products and packaging will be able to move towards sustainability, being able to be composted and reused with little or no damage to the environment.
7.Problems and obstacles in marketing communication	The company have to present to consumers the content and information about the environment clearly and appropriately to the consumer group. The most necessary thing for marketing communication was budget, which was the main factor. of organizations that were important in helping to promote better marketing communications.
8.The role of government and private sector organizations	Companies should organize training to create environmental awareness for employees in order to instill and soften behavior among employees in both the public and private sectors.

Results of Data Analysis

Table 1: Shown the median and interquartile range of experts' opinion scores on trends in marketing communication innovations to promote environmental sustainability between 2023 and 2032.

Factors	Median (Md.)	Mode Mo.	Md. - Mo.	interquartile	Level of Agree	Expert's Opinions
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				range, (IQR)	ment	
1. Strategy	4	4	0	1	High	Agreeable
2. Trends in carrying out activities showing CSR: Corporate Social Responsibility	4	4	0	1	High	Agreeable
3. Innovation	4	4	0	1	High	Agreeable
4. Consumers	4	4	0	1	High	Agreeable
5. Affecting factors consumers' purchasing	4	4	0	1	High	Agreeable
6. Problems and obstacles in marketing communication	4	4	0	1	High	Agreeable
7. Problems and obstacles in marketing communication	4	4	0	1	High	Agreeable
8. The role of government and private sector organizations	4	4	0	1	High	Agreeable

From Table 1 have found that experts have consistent opinions regarding trends in marketing communication innovations to promote sustainable environment between 2010 and 2015. 2023 - 2032, all 8 areas. Include strategy, trends in corporate social responsibility activities, CSR: Corporate Social Responsibility in the future, innovation, and consumer. Factors affecting consumers' purchasing behaviour of environmentally friendly products. Problems and obstacles in marketing Problems and obstacles in marketing communication and the role of public and private organizations. The experts' opinions were at a high and consistent level.

VIII. DISCUSSION

The study of Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032. The research results could be discussed to answer the research objectives as followed.

1. Strategy: Organizations, agencies, and companies have begun to develop sustainable be implemented as a main factor. For long-term competition with competitors are businesses that take action for society and the environment seriously, not just looking for profits in business alone. It have been become complete and sustainable development with permanent results. Consistent with the concept (Ottman, 2011) that the new paradigm of Green Marketing requires organizations to be responsible for society and the environment. By relying on each other to reach the goal of sustainable replacement, not just looking at profits alone. But one must look at the positive effects on people and the world and be related with (Chaipranin Wisuttiphon, 2012) explained that sustainability in success What is permanent is the goal of the new generation of business. The most important thing is the Triple Bottom Line. Sustainable business has 3 basic elements, consisting of business success, social profit, and environmental profit must also be there in order to be called Sustainable Business Success.

2. Trends in carrying out activities showing Corporate Social Responsibility (CSR): Closed that the organization uses judgment to choose their own business methods to support things which were beneficial to society to develop the well-being of people in the community and preserve the environment. The also community have a well-being, including health, safety, and the psychological and emotional needs of business operators by shown more responsibility, consistent with the concept of (Kottler, Phillip, Hessickil, David and Lee, Nancy R., 2013) expressed that doing business in a responsible way Socially, could be help profits increasing and tends to increase income in an increasingly competitive global market. There were strategics planning for implementation. Setting measurable goals, monitoring, evaluating and reporting results shown the company's responsibility towards society.

3. Innovation: There was found that organizations, agencies, and companies new innovations will be chosen to be used in various processes. To make it different and stand out from competitors in the market. The newer and more different of it, the more consumers will be interested in the organization, in accordance with (Wittawat Chaipani, 2012) who stated that Green marketing is a new type of marketing which marketers should find ways and opportunities for marketing to create leadership, innovative, competitive differences and become a model of bring sustainable profit for business. Including creating sustainability for the environment and their own brand. The concept of (Kan Trakulhoon, 2011) stated that products that shown a clear intention to be socially responsible and create a good image for the organization It was a benefit obtained from the matter of reducing production costs from the development of new production processes, improved efficiency.

4. Consumers: The results have shown that organizations, agencies and companies have a guidelines for adapting business, marketing and marketing communications to be suitable for the needs of today's changing consumers. By deciding appropriate media that matches the consumer group. Quick access to the most targeted media persistent with the concept of (Dr. Sirikun Laokaikul, 2012) clarified that the behaviour of consumers has changed. Another important trend that have drive entrepreneurs to be more attentive to the environment or socially responsible was the popularity of social media among today's consumers which truly put the power in the hands of consumers. The brands which will could be survive were those were sincere and truly care about

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consumers and the environment. In addition, it was dependable with the concept of (Dr. Singh Intarachuto, 2011) describe that Sustainability will only occur if there was continuity across generations. Instilling awareness in children and youth about the environment was not something that could be done. It's too far away, but you should pay attention and have understanding.

5. Affecting factors consumers' purchasing: Environmentally friendly products, it was found that factors in marketing communication and product prices It is a factor that affects the behaviour of consumers in purchasing environmentally friendly products. In line with the concept of (Dr. Sirikun Laokaikul, 2012) reveal that nowadays consumers have changed. The group of consumers who have a new lifestyle is the LOHAS (Lifestyle of Health and Sustainability) group, was characterized by the importance of health and compactness to (Thanpawee Rattaphongporn, 2010) found that consumers give importance to the factors of product, price, convenience of sale place and marketing communications.

6. Problems and obstacles in marketing communication:

6.1 Product: Developing products to be sustainable and cause minimal damage to the environment and should to be able to Recycle without destroying the environment, rational with the research results of (Rapeephon Suthatham, 2012) illustrated that sustainable packaging or environmentally friendly packaging was the main trend that leading companies aimed to develop green packaging. It came out as a marketing strategy at this time in extensive markets, especially in America and Europe. According to the concept of (Suwit Wongrujirawanich ,2011) pointed that today Sustainable Design has been become the "Core" of driving brands that were very powerful today. Sustainable Design was a design approach which did not affect the environment.

6.2 Price: Green products were higher price than normal products. Accordingly, they become something that affect the decisions of consumers. In accordance with (Siriwan Serirat, 1998) considered that setting prices for green products. They were a matter of Business ethics are based on the quality of the product, depending on consumer acceptance in accordance with the product's brand.

6.3 Place (Distribution channels): Experts have shared the opinion that the location for distribution was appropriate to create more sources for buying and selling and reduce the impact of transportation to have the least impact on the environment.

6.4 Promotion (Sale Promotion): The public and private sectors come to play a role and participated in supporting the promotion of organizations, agencies, and companies.

7. Problems and obstacles in marketing communication: Found that marketing communications were an important strategy of the organization to communicate various information of the organization to the recipients. They should to choose to use official channels. Marketing communications which were appropriate for consumer groups. These will result in effective communication and have to cover and reach all consumer groups. Conforming to (Chotirat Srisuk, 2011) found that legal limitations cause Thai Bev to adjust communication strategies to create awareness. Continuously. Moreover, to build the image of the company and should choose effective communication methods that are appropriate for the target group that want to communicate to and receive.

8. The role of government and private sector organizations: There should be measures that motivate various organizations. Turn to doing more green marketing by organizing training to create environmental awareness for employees within the organization in order to instill employees in line with the concept of (Dr. Chaiyot Bunyakit, 2012) explicated that environmental matters will to fix it, there must be principles. Participation such as the government issuing policies. The business sector followed those policies and the public sector is the one who is affected. For sustainability to happen, these three parties must come together to exchange, talk and solve problems because of sustainability.

IX. SUGGESTION FOR THE FUTURE WORK

In this research was found that for an organization to develop into a full Green Marketing process. It will require cooperation from all sectors together. The important variable was population consciousness The basis of common sense in living together, both the public and private sectors must be ready to raise the level of thinking and awareness of the environment. In order to truly move into the Green Era, the approach to sustainability was a very important issue in the global market, both in Asia and Europe. In the future, there should be an in-depth study to be able to develop in the same way in the future.

X. CONCLUSIONS

Trends in Innovative Marketing Communication for Sustainable Environment during B.E. 2023 – 2032 could be divided in 8 areas as 1) Strategy, 2 Trends in carrying out activities showing Corporate Social Responsibility (CSR), 3) Innovation, 4) Consumers, 5) Affecting factors consumers' purchasing, 6) Problems and obstacles in marketing communication, 7) Problems and obstacles in marketing communication, 8) The role of government and private sector organizations.

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