

The Role of Green Marketing in Enhancing Corporate Brand Image: Tesla

Minxin Yuan *

Bangkok University International-Entrepreneurship, Bangkok University, Bangkok, Thailand

* Corresponding Author Email: 2729667899y@gmail.com

Abstract. This thesis focuses on exploring the significant enhancement effect of green marketing on corporate brand image, and analyses the typical case of Tesla. Nowadays, the global concern for environmental protection and sustainable development is increasing daily, and green marketing has become a key strategy for enterprises to build a superior brand image and strengthen market competitiveness. Tesla, as a leader in the electric vehicle industry, practice in the field of green marketing is of great research value. Through an in-depth study of Tesla's green marketing strategies, it will analyze how these initiatives contribute to consumers' perceptions, attitudes, and purchase intentions toward the Tesla brand. It is found that Tesla's green marketing initiatives have not only enhanced the brand's environmental image and successfully attracted many environmentally conscious consumers, but also greatly strengthened the brand's technological sense and innovative image, making it shine in the market. At the same time, Tesla's successful experience also provides a valuable example for other enterprises to implement green marketing, which profoundly emphasizes that enterprises must pay attention to environmental protection and social responsibility while pursuing economic benefits, to achieve sustainable development and greatly enhance their brand image.

Keywords: Green Marketing, Corporate Brand Identity, Tesla, Sustainability.

1. Introduction

Today's global climate change, resource shortages, and other environmental issues are becoming increasingly serious, and consumers are increasingly concerned about ecological friendly products and enterprises. Green marketing can inject environmental protection, innovation, social responsibility, and other image elements into the brand, thus enhancing consumers' goodwill and recognition of the brand. At the same time, consumers are more and more concerned about environmental issues, and green image of the brand can better meet their psychological needs and values. The study of green marketing to enhance the role of corporate brand image is of great practical significance and urgency, which helps enterprises to better formulate marketing strategies, improve brand competitiveness, and achieve sustainable development.

Green marketing can be effectively transformed into the enhancement of corporate brand image. Green marketing changes the nature and scope of the contract between enterprises and society and brings specific enhancement effects to corporate brand image. There are commonalities and differences in green marketing's ability to enhance corporate brand image among different companies. This study will use Tesla as an example to address the effective strategies and methods provided for companies in marketing and achieving a sustainable brand image.

2. Case Studies

2.1. Tesla's Brand

Tesla, a leading global manufacturer of new energy vehicles, has started a green revolution in the automotive industry, making an extremely far-reaching and long-lasting impact around the world with its innovative electric vehicle technology, forward-looking clean energy solutions, and steadfast philosophy of sustainable development.

Tesla highlights this feature with its unique design concept and environmental awareness, using electricity as the power source, completely getting rid of the drawbacks of tailpipe emissions from traditional fuel vehicles, and reaching a whole new level of friendliness to the environment. This not only helps reduce air pollution and greenhouse gas emissions but also contributes greatly to creating a cleaner and more livable global environment. In addition, Tesla has successfully launched a series of iconic electric vehicles such as Model S, Model 3, Model X, and Model Y through continuous product innovation and aggressive performance campaigns. The Intelligent Driver Assistance System is at the forefront of the industry, providing drivers with a safer and more convenient driving environment through advanced sensors and algorithms. Through various media channels and grand launches, Tesla showcases the vehicle's outstanding performance in an all-around way, successfully attracting consumers who both pursue environmental protection and pay attention to the driving experience. These consumers have high requirements for quality of life, and they are eager to enjoy top-notch driving pleasure while contributing to environmental protection. When going for publicity, Tesla vividly conveys its green philosophy and product advantages to consumers through diversified advertisements, extensive publicity, and well-planned PR activities. Tesla's advertisements are not just a display of its products, but also a vision and commitment to an environmentally friendly future. The advert emphasizes the environmental performance and sustainability of electric cars, linking Tesla's products closely to the future of the planet and attracting more and more consumers who are concerned about environmental issues. Instead of focusing solely on the performance and price of the vehicle, these consumers are more concerned about the environmental impact of the product when choosing a car. Meanwhile, Tesla provides consumers with a full range of services. The free home charging post-installation service greatly facilitates users to charge their vehicles at home, which not only saves time but also improves the convenience and safety of charging. The mobile charging service provides emergency charging options for users when they are out and about, ensuring that they do not need to worry about power no matter where they are. The battery recycling service also reflects Tesla's high regard for environmental protection and the concept of total life cycle management. By recycling used batteries, Tesla not only reduces environmental pollution but also realizes the recycling of resources. Meanwhile, Tesla's consumer group is mainly a high-income group with environmental awareness. These consumers usually have a higher pursuit of quality of life, and they are willing to pay higher prices for environmentally friendly products. At the same time, they have a high degree of brand loyalty, and once they recognize Tesla's brand concept and product quality, they will become loyal users. Moreover, consumers can recommend the product to people around them by word of mouth. As Tesla's products have significant advantages in terms of performance and environmental protection, users will have a strong sense of satisfaction and pride in the process of using them, and thus be willing to recommend them to their friends and relatives. This word-of-mouth effect further expands Tesla's brand influence and promotes its continued development in the global market.

2.2. Tesla's Event on Going Green

2.2.1. Reduce emissions

Regardless of where they are driven (U.S., Europe, or China), Model 3 and Model Y emit far fewer greenhouse gases per mile than their fuel-efficient counterparts, making them a popular choice in markets around the world [1]. The trend towards increased grid renewable energy utilization and reduced greenhouse gas emissions intensity will only become more apparent over time. Reducing pollution from tailpipe emissions from conventional fuel vehicles, meanwhile, is important for improving air quality and combating climate change. In 2021, Tesla EV deliveries were more than double those of its closest competitor, and sales of managed credits drove \$1.5 billion in revenue, which was used to accelerate capacity deployment in a straightforward way to achieve the mission [1]. In 2022 Tesla helped customers reduce greenhouse gas emissions by 13.4 million metric tonnes of carbon dioxide equivalent through the delivery of electric vehicles globally, which is equivalent to

the carbon emissions produced by a typical fuel vehicle travelling a total of 53.1 billion kilometres [1].

2.2.2. Energy storage innovations

Energy storage products such as Tesla's Powerwall and Powerpack play a critical role in the energy sector. These advanced energy storage devices craft reliable renewable energy storage solutions for homes and businesses. They have the power to store renewable energy sources such as solar energy efficiently and release power at the right time during peak usage periods, thus significantly reducing reliance on the traditional power grid. This initiative not only helps to improve the efficiency of energy use but also strongly promotes the effective use of clean energy, contributing to the achievement of sustainable development goals. Meanwhile, Tesla is actively exploring innovative energy supply models. By cleverly combining local green power resources (only for the Supercharger network) and annual green power trading, it has successfully achieved 100% renewable energy charging for the global Supercharger network and homes within California in 2021. This significant achievement underscores Tesla's commitment and ability to drive clean energy adoption. It sets an example for the global energy transition and inspires more companies and individuals to actively participate in the development and utilization of renewable energy, and work together to create a cleaner and more sustainable future [2].

2.2.3. Solar roof product promotion

Tesla has demonstrated outstanding innovation in the field of renewable energy utilization by creatively launching a solar roofing product that seamlessly integrates solar power with architecture. This product brings a new energy solution to homes and businesses, which can provide a continuous and stable supply of clean energy through highly efficient solar conversion technology. It not only saves energy costs for users but also greatly reduces reliance on traditional energy sources, lowers carbon emissions, and makes a positive contribution to environmental protection. The emergence of solar rooftop products has enabled more individuals to effectively participate in the utilization of renewable energy, stimulating people's concern and enthusiasm for green energy. Whether it is home users pursuing a more environmentally friendly lifestyle or enterprises committed to achieving sustainable development goals, Tesla's solar roofing products offer an ideal choice. With its unique design, reliable performance, and significant environmental benefits, it has become an important force in promoting the popularisation of renewable energy.

3. Green And Sustainable Development

3.1. Product Innovation

Tesla has revolutionized the energy model of traditional fuel cars with electric cars as its core product. Electric cars do not produce tailpipe emissions during operation, which greatly reduces air pollution and makes a direct contribution to the environmental protection cause. Compared with traditional fuel vehicles, Tesla vehicles are quieter and smoother when running, bringing users a brand-new driving experience. Tesla has continued to invest in research and development to improve its battery technology and effectively extend the range of its vehicles, which has successfully eliminated consumers' concerns about the range of electric vehicles. For example, Model S and Model 3 have attracted many consumers with their excellent range performance and high performance. Meanwhile, Tesla focuses on aerodynamics in vehicle design to reduce wind resistance and further improve energy efficiency. Through continuous product innovation, Tesla provides consumers with both environmentally friendly and high-performance traveling options, laying a solid foundation for green marketing.

3.2. The Green Concept of Energy

Tesla is not only limited to the production of electric vehicles but also makes every effort to build a complete energy ecosystem. On the one hand, it vigorously promotes solar charging technology. With the help of solar roofs and solar panels, users can convert solar energy into electricity to charge Tesla vehicles, realizing a truly clean energy drive. This energy solution not only reduces users' energy costs but also reduces reliance on traditional power grids, opening up a new path for sustainable development. On the other hand, the construction of the Supercharger station network is constantly expanding. These Supercharging stations are located all over the world, providing Tesla owners with convenient and fast charging services. Supercharging stations are powered by renewable energy, further strengthening Tesla's green image. Meanwhile, Tesla has also launched destination charging stations, allowing users to charge easily even in shopping malls, hotels, and other places. Tesla has always been in line with China's national strategy and has been contributing its expertise in the field of clean energy to help China achieve its "dual-carbon" goal as soon as possible. By the end of the fourth quarter of 2020, Tesla vehicles running around the world saved 5,637 million liters of gasoline and reduced 16.96 million tonnes of carbon dioxide emissions, which is equivalent to 90% of the total transport emissions of a major energy country in 2018 [2]. Among them, the energy efficiency of Tesla Model 3 standard-range upgraded models hit a record high. In terms of charging network construction, Tesla has built and opened more than 1,100 supercharging stations and more than 8,400 supercharging piles in mainland China, as well as more than 700 destination charging stations and more than 1,800 destination charging piles, covering more than 360 cities and regions [2]. Meanwhile, the third generation of home charging piles is also rapidly expanding in China, providing car owners with a hassle-free energy replenishment experience. Since 2014, Tesla has opened more than 300 patents to attract more partners to join the energy-saving and carbon-reduction team. In the future, Tesla will further improve its products and after-sales service system, accelerate the ecological construction of the charging network, and continue to promote the localization process to help China achieve the "dual-carbon" goal [2]. By building an energy ecosystem, Tesla has integrated green concepts into the entire product life cycle, from production to the use of energy, reflecting the care for the environment and the relentless pursuit of sustainable development. Third, marketing word-of-mouth

3.3. Marketing Communication

Tesla gives full play to the powerful force of social media and word-of-mouth marketing. Firstly, Elon Musk, the founder of Tesla, is a highly influential entrepreneur who actively spreads Tesla's green concept and technological innovations through his personal social media accounts. Musk's remarks and actions have attracted a great deal of attention from the global media, bringing great exposure to Tesla. Secondly, Tesla demonstrates the green advantages and excellent performance of its products to consumers by organizing various events, such as new car launches and test drives. In these events, Tesla highlights the vehicle's environmental characteristics, energy-saving effects, and positive impact on future traffic. At the same time, Tesla also invites vehicle owners to share their experiences, enhancing consumers' trust and identification with the brand through real stories and cases. In addition, Tesla actively participates in public welfare activities and strongly supports the cause of environmental protection. For example, it provides financial support to environmental protection organizations and participates in tree-planting activities. These public welfare behaviors not only show the company's sense of social responsibility but also further enhance Tesla's brand image.

3.4. Promoting Development

Tesla has taken the bold step of opening up its patents, opening up more than 300 patents to the world. This behavior fully demonstrates Tesla's firm determination and broad-mindedness to promote the development of the electric vehicle industry [3]. By opening up the patents, Tesla encourages more enterprises to join the electric vehicle field and jointly promote the development of green

transport. This not only helps to improve the technical level of the whole industry but also accelerates the popularity of electric vehicles and makes a greater contribution to environmental protection. The act of opening up patents has also won Tesla wide acclaim and respect, establishing a shining image as an industry leader. Consumers see that Tesla not only focuses on its development, but also actively promotes the progress of the whole industry, and the recognition of its brand is further enhanced.

4. The Promotional Role of Green Marketing in Brand Management

4.1. Green Marketing Application Strategies in Different Industries

In the food industry, the application of green marketing is crucial. Firstly, marketing should strongly emphasize the use of organic ingredients, ensure that agricultural products are free of pesticide residues, and strictly control the use of food additives and preservatives. For example, some well-known organic food brands undergo strict organic certification procedures to convey a healthy and natural brand image to consumers. Products in the environmental supply chain management, actively optimize the logistics and distribution links, through rational planning of transport routes, the use of efficient means of transport, etc., to minimize carbon emissions in the food transport process. Negative impact on the environment in the situation can choose recyclable, environmentally friendly packaging materials to reduce packaging. A variety of channels to publicize the environmental friendliness of the food production process, such as displaying the results of the practice of eco-agriculture, emphasizing the protection measures of water resources, etc., to let consumers have a deeper understanding of the close connection between food production and environmental protection.

Green marketing in the home appliance industry also has a broad space for development. On the one hand, the development of energy-saving home appliances and the continuous improvement of energy efficiency will save consumers' energy expenses and at the same time contribute to environmental protection. At the same time, to reduce the use of harmful substances, to effectively protect the health and safety of consumers. In the procurement of raw materials, choose environmentally friendly raw material suppliers to ensure the quality and environmental performance of raw materials. Production to strengthen the process of waste management and recycling, to achieve the recycling of resources. In terms of publicity and promotion, highlight the energy-saving features of home appliances, long-life design, and environmental protection certification, to enhance consumer trust in the brand and sense of identity. For example, actual cases can be used to demonstrate the energy savings for consumers in the long-term use of energy-efficient home appliances, as well as the positive impact on the environment.

4.2. Long-term Effects and Continuous Improvement of Green Marketing

Green marketing has far-reaching long-term effects and can bring lasting and increasing value to a brand. For enterprises, it is crucial to continuously improve their green marketing strategies. First of all, enterprises should pay close attention to market dynamics changes in consumer demand, and dynamic adjustment of marketing content. With the continuous progress of science and technology and the evolution of social concepts, consumers' expectations of green products are also changing. For example, in the energy sector, the emergence of new renewable energy technologies may change consumer demand for green energy products, and enterprises need to understand these changes promptly, and accordingly adjust their product design, promotional focus, and marketing strategies to ensure that they always meet consumer expectations [4].

Enhancing education and interaction with consumers is another important aspect of continuously improving green marketing strategies. Consumers have different levels of knowledge and understanding of green products, and it is the responsibility of companies to disseminate green knowledge to consumers through various channels to raise their environmental awareness. Brands can organise events such as green living seminars and workshops, and invite experts to share their knowledge of environmental protection and sustainable lifestyles so that consumers can understand

the importance and advantages of green products. At the same time, they interact with consumers through social media, online forums, and other platforms, listen to their opinions and suggestions, and respond to their concerns promptly. This interaction not only enhances consumers' trust and loyalty to the brand but also provides valuable market feedback to help companies continuously improve their products and services. To continuously improve the green marketing strategy, enterprises can also cooperate with other enterprises, social organizations, and government agencies. At the same time, cooperation with enterprises in the same industry can jointly promote the research and development and application of green technology to improve the environmental protection level of the whole industry, cooperation with social organizations can carry out public welfare activities to improve the social image of the brand, and cooperation with government agencies can understand the policy dynamics, and strive for policy support, to create a good external environment for the green development of enterprises [5]. In addition, enterprises should establish a sound green marketing evaluation system to regularly assess the implementation effect of green marketing strategy. By collecting and analyzing information such as consumer feedback, market data, and environmental indicators, the impact of green marketing on brand image, market share, and environmental benefits is assessed [6]. According to the evaluation results, marketing strategies are adjusted in time to ensure that green marketing always develops in the right direction. In conclusion, green marketing is an important way for enterprises to achieve sustainable development. By continuously improving strategies, dynamically adjusting marketing content, strengthening education and interaction with consumers, cooperating with all parties, and establishing an evaluation system, enterprises can continuously improve their green marketing strategies, give full play to the long-term effects of green marketing, bring sustainable value to their brands, and at the same time make positive contributions to the sustainable development of society.

5. Conclusion

The study is aimed at the green sustainable development and enhancement of the brand image of the enterprise to carry out in-depth analysis. The theoretical and practical significance of green marketing is analyzed in depth, which enriches the theoretical system of green marketing at the theoretical level, and provides specific case studies and practical experience references for subsequent research. Through the in-depth research on the green marketing practice of Tesla and other enterprises, the specific manifestations and role mechanisms of green marketing in different industries and enterprises are further clarified. It expands the research perspective of brand image shaping and emphasizes the unique value of green marketing in enhancing corporate brand image. While previous brand image studies have focused on factors such as product quality and service level, this study highlights the important impact of green factors such as environmental protection and sustainability on brand image. It also explains its wide-ranging impact on enterprises, consumers, and society to enhance corporate brand image and market competitiveness. Through green marketing, enterprises can establish a good environmental image, win the recognition and trust of consumers, and stand out in the market competition. Green marketing prompts enterprises to pay more attention to environmental protection and sustainable development in the process of production and operation, promotes continuous innovation and improvement of enterprises, and achieves multi-win economic, social, and environmental benefits. At the same time, it also meets consumer demand for environmentally friendly products and services. Consumer demand for green products and services is growing in the context of increased environmental awareness. Green marketing by enterprises provides consumers with more choices and meets their consumption needs. Consumers' environmental awareness and sense of responsibility be enhanced by some measures. Enterprise green marketing publicity and practice can guide consumers to pay more attention to environmental issues and enhance their environmental awareness and sense of responsibility, prompting them to actively take environmental action in their daily lives. Thus promoting the sustainable development of society in the enterprise's green marketing practices can help reduce environmental pollution, save resources,

and promote society in the direction of sustainable development. The development of the environment protection industry be promoted by various efforts. Enterprises paying attention to and investing in green marketing will drive the development of environmental protection technology, environmental protection materials, and other environmental protection industries, creating more employment opportunities and economic value for society. Scientific and technological innovation in the future will become an important driving force of green marketing, with the continuous progress of science and technology, enterprises will continue to develop and apply more advanced environmental technology to improve the environmental performance of products and energy efficiency. For example, battery technology innovation and intelligent energy management systems in the field of new energy vehicles will provide stronger technical support for green marketing. Consumer demand for green products and services will continue to grow. With the further improvement of environmental awareness, consumers will pay more attention to the environmental attributes of products and the environmental image of enterprises. Enterprises need to continuously innovate and improve green products and services to meet the growing demand of consumers.

References

- [1] Zhong Xinqi Che. Ultra-low carbon, ultra-environmental protection, Tesla Beijing management T- talk detailed Tesla's "green" mission, 2022, (3), https://www.sohu.com/a/529611687_372566
- [2] Bloomberg Businessweek. The mirage of ESG measures investment risk, 2021, 55-76.
- [3] Rui Juan. Research on marketing and innovation strategy of brand management strategy of brand management strategy. Finance and Management, 2024.
- [4] Li Meifei. Research on the status quo and countermeasures of marketing management of Chinese management of Chinese small and micro enterprises. Time-brand Marketing, 2022, 30-32.
- [5] Wu Xinyi. Exploration on the transformation path of enterprise marketing strategy in the Internet Era. Modern Business, 2023, (18): 31-34.
- [6] Xiao Ran. Research on enterprise marketing strategy based on big data era. Economist, 2024, (4): 283-284.