Green Marketing on Social Media: A Qualitative Content Analysis

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Abstract

In line with consumers' growing concern for the environment, green marketing has become an essential tool for sustainable business strategy. This study explores types of green marketing-related content created by companies on social media that are engaging for customers. The research method that was employed is a content analysis of three FMCG corporate accounts. As a first step, the collected data were coded in accordance with whether it is related to green marketing or not. In the following step, a new classification was created based on topics shared by chosen accounts and the main sustainability issues. With the help of this classification, each green marketing-related post on social media was classified according to its main topic. The engagement rate of these topics was calculated, and engagement differences among these categories were analyzed. This study gives clear directions to the growing interest in green marketing in companies' social media communication.

Keywords: *social media, green marketing, content analysis*