

Strategic Implementation of Sustainable Marketing to Strengthen Brand Image and Customer Loyalty: A Case Study of Garasi Drift

Ziko Harnadi

Institut Teknologi Bandung, Indonesia

Email: zikoharnadi@gmail.com

Abstract. This research examines the strategic implementation of sustainable marketing to enhance brand image and customer loyalty for Garasi Drift, an automotive lifestyle brand in Indonesia. As the company evolves from content production to a multi-division business, including merchandise and motorsport, having a clear, long-term sustainable marketing plan becomes essential. The study addresses a key question: What sustainable marketing strategy can Garasi Drift implement effectively to strengthen its competitive advantages, customer engagement, and brand differentiation in the automotive lifestyle sector? The study highlights growing consumer awareness of sustainability and a shift toward responsible consumption among automotive enthusiasts, presenting an opportunity for digital creators to build trust-driven, value-oriented brands. Using a mixed-method approach, it combines data from in-depth interviews, customer surveys, internal sources, and secondary literature. Strategic tools such as SWOT analysis, the TOWS matrix, and SMART analysis guide the recommendations. Findings show that sustainable marketing enhances brand perception by aligning Garasi Drift's identity with authenticity, creating long-term value, and benefiting the community. Key opportunities include developing eco-friendly product lines, leveraging educational content to connect with customers, adding value in after-sales services, and embedding sustainability throughout the business. This study offers managerial insights on how digital-native automotive brands can use sustainable marketing as a competitive advantage through a clear business solution and implementation plan.

Keywords: sustainable marketing; brand image; customer loyalty, automotive merchandise

INTRODUCTION

The rise in the importance of sustainability in marketing practice reflects the world's shift toward more responsible and ethically oriented business strategies (Cupertino et al., 2022; Wang & Fawzi, 2020). The growing consumer awareness of environmental issues and recent marketing efforts indicate that sustainable marketing has become a crucial element for companies aiming to establish a positive brand image while strengthening customer loyalty. Sustainable marketing is described as a holistic practice that combines traditional concepts of marketing with sustainable strategies, focusing on social, economic, and environmental aspects (Kotler & Armstrong, 2018; Themistocleous, 2024; Mandung, 2024).

The significance of sustainable marketing lies not only in contributing to business success but also in producing beneficial societal outcomes (Kristjansson et al., 2022; Mohammed et al., 2023). Research shows that 60% of consumers are more loyal to brands that are sustainable, highlighting the strategic role of sustainable marketing in building long-term loyalty (IJRPR, 2024). Globally, 72% of consumers are willing to pay higher prices for sustainable products (Arbor, 2024). Nielsen (2019) reports that 73% of consumers worldwide are willing to change their consumption habits to reduce environmental impact, signaling an emerging trend favoring sustainable brands.

The relationship between a company's sustainability efforts and its brand image has been well documented. Corporations that integrate sustainability into their marketing not only enhance their corporate reputation but also increase consumer alignment and loyalty (Bruce et

Strategic Implementation of Sustainable Marketing to Strengthen Brand Image and Customer Loyalty: A Case Study of Garasi Drift

al., 2023; Jia et al., 2023). These practices include responsible sourcing, ethical labor standards, and eco-friendly product development (Widiastuti et al., 2024).

In Indonesia, community involvement and the preservation of local values are prominent cultural and social aspects of sustainable marketing that influence brand image and loyalty among Gen Y and Gen Z consumers (Shaafia et al., 2024). This trend is also becoming evident in various industries such as the automotive lifestyle sector. The convergence of content production, community marketing, and merchandising is growing, especially among digital-native brands.

Garasi Drift is one of the leaders in the Indonesian automotive lifestyle market. It was founded as a YouTube-based car content brand but has since evolved into an automotive lifestyle brand with diversified revenue streams. However, the extent to which Garasi Drift has integrated sustainability in its marketing efforts remains unclear, despite its success in content-driven engagement. Some of Garasi Drift's long-term strategies include maintaining relevance, deepening community connection, and differentiating itself from competitors. Incorporating sustainability values into business practices and marketing now presents an opportunity to strengthen the brand image and build lasting loyalty.

This research addresses this gap by exploring the strategic use of sustainable marketing by Garasi Drift to enhance brand image and customer loyalty. It aims to provide practical insights into sustainable marketing within the Indonesian automotive lifestyle industry, using the Garasi Drift project as a case study to understand consumer perceptions and identify strategies for integrating sustainability into the brand's marketing.

Garasi Drift is an Indonesian automotive lifestyle brand established in 2017 by Dipo Dwiki Harsya and Ziko Harnadi. What began as a passion-driven YouTube channel has grown into a dynamic business ecosystem that includes merchandise, media production, and motorsports. The company is renowned for producing high-quality, story-based automotive content that appeals to a broad spectrum of car enthusiasts.

Garasi Drift's online presence is significant, boasting more than 2 million YouTube subscribers, 1 million Instagram followers, and over 1 billion total views. The brand is among the top 1% of automotive innovators in the Indonesian market and has partnered with international motor companies such as Subaru and Motul. Another notable business segment is Garasi Drift Merchandise, which offers streetwear and lifestyle accessories inspired by car culture. This merchandise is not simply a revenue source but a form of brand expression. These products are sold online through e-commerce platforms and at automotive conferences.

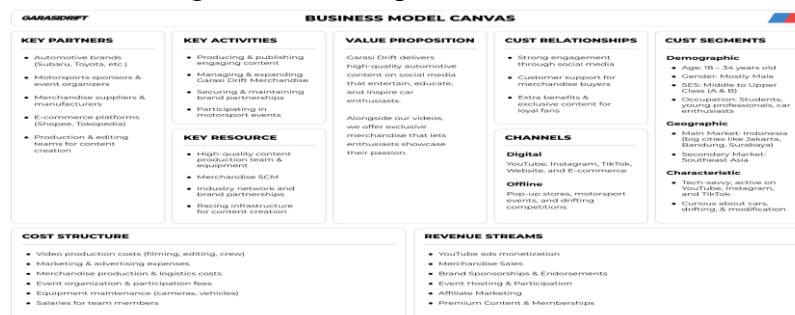


Figure 1 Garasi Drift Business Model Canvas
(Source: Garasi Drift, 2025)

The Business Model Canvas for Garasi Drift illustrates that the company is centered on the value of high-quality automotive content and exclusive products. The major consumer group consists of automotive enthusiasts between the ages of 18 and 34 years, mostly male, highly technologically savvy, active on platforms like YouTube, Instagram, and TikTok. They are typically students or young professionals from middle to higher social classes who are passionate about cars, mods, and drifting.

The value proposition of the company is to offer entertaining and informative automotive content that inspires car aficionados and provides merchandise that allows them to express their personality and sense of belonging to a community. Supporting elements such as partnerships with car brands, event planners, and e-commerce websites ensure operational strength, while revenue is generated through YouTube monetization, merchandise sales, and sponsorships.

Garasi Drift's vision is to go beyond boundaries and become a globally recognized automotive media production firm with high-quality content that resonates with car enthusiasts worldwide. Garasi Drift is on a mission to provide extraordinary entertainment by producing quality car videos for viewers of all ages. Garasi Drift intends to grow and expand by offering products based on trends and innovation. Its philosophy is to responsibly balance the needs of customers, employees, shareholders, and communities.

Garasi Drift's core values emphasize quality over quantity by ensuring that all content and merchandise reflect high standards and a commitment to excellence, while an innovation-driven mindset keeps the company ahead in the fast-evolving automotive media landscape. Its passion-oriented identity is rooted in a deep lifelong enthusiasm for cars, which fuels authenticity and creativity across projects. The team upholds continuous improvement through ongoing skill development and strategic refinement to support sustainable growth, and collaboration both within the organization and with external partners strengthens the creation of impactful automotive content and merchandise.

Shifts in consumer demand towards sustainability are changing how brands compete. Global research indicates that 60% of consumers become more loyal to sustainable brands, 72% are willing to pay more for sustainable products, and 73% are willing to change their habits to reduce environmental impact (Arbor, 2024; Nielsen, 2022). The same trend applies in Indonesia, where Gen Y and Gen Z increasingly hold brands, they follow to high ethical standards and environmental sustainability (IJRPR, 2024; Shaafia et al., 2024).

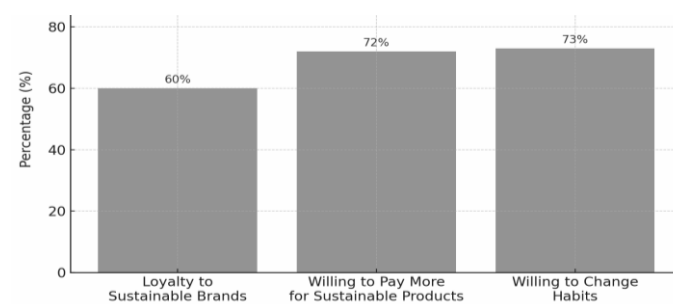


Figure 2 Global Consumer Trend on Sustainable Marketing
(Source: IJRPR, 2024; Arbor, 2024; Nielsen, 2022)

Garasi Drift as one of the leading automotive lifestyle brands in Indonesia is greatly affected by this perceived shift. According to YouTube audience insights, more than 77% of the followers of Garasi Drift are between 18 and 34 years old, with the majority being males who are car enthusiasts, motorsports fans, and automotive buyers. This profile reiterates that Gen Y and Gen Z represent the core market of Garasi Drift, which is highly value-driven and conscious of sustainability.

However, Garasi Drift has not yet incorporated sustainability in their marketing. The current internal problems suggest that Garasi Drift activities—such as content creation, racing events, and merchandise supply chain—still contribute to CO2 emissions and waste, potentially creating a negative brand perception among the increasingly eco-conscious audience. Failing to address these risks the brand losing emotional connection, trust, and loyalty, especially as consumers increasingly associate themselves with sustainability values in their behavior (White et al., 2019).

In contrast, various automotive brands are taking proactive steps to overcome this challenge. For instance, the electric motorcycle brand Alva launched a "Sustainable Lifestyle" apparel line in partnership with recycled material producers at IIMS 2024, essentially linking its green mobility concept to sustainable merchandise (VOI, 2024). This initiative is part of Alva's overall vision to promote sustainable living and circular economy principles.

The step towards sustainability also means that automotive brands are not only expected to adopt green marketing but also to change their business models by integrating environmental, social, and governance (ESG) criteria. It has become a strategic necessity to be relevant, resilient, and competitive in the long term in a changing market driven by sustainability and ethical responsibility (PwC, 2024; KPMG, 2023).

This leaves an opportunity gap for Garasi Drift. As competitors start to integrate sustainability into their brand ecosystem, Garasi Drift faces a tangible risk of being seen as outdated if it doesn't adapt. Conversely, if Garasi Drift implements early sustainable marketing measures, it could position itself as a pioneer of sustainable automotive lifestyle branding; this would not only help establish better credibility but also increase customer loyalty and pave the way for ESG-driven sponsorships. Of all the lines of business, Garasi Drift Merchandise offers the most strategic entry point for implementing sustainability in marketing. It gives them direct control over materials and production, enabling Garasi Drift to embed sustainability not only as a message but as an experience for its customers.

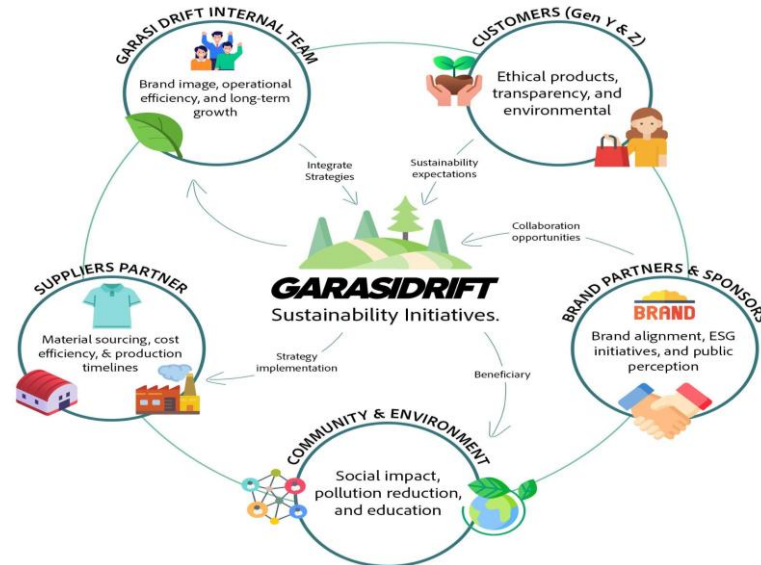


Figure 4. Stakeholder Relationship Map of Garasi Drift's Sustainability
(Source: Garasi Drift, 2025)

To build an inclusive and implementable strategy, the current research method identifies the major stakeholders in the internal ecosystem of Garasi Drift, using information found in internal reports and interviews with management (Garasi Drift, 2025). Figure I.2 shows the interactions among the major stakeholders of Garasi Drift in the implementation of sustainability initiatives. The diagram demonstrates the interrelations between the internal team, customers, brand partners, suppliers, and the community at large. Each stakeholder plays a specific role: internal teams facilitate strategic alignment; customers establish sustainability expectations; brand collaborators provide opportunities for partnership; suppliers enable responsible sourcing; and the community benefits from environmental impact programs. This integrative dynamic ensures that the sustainable marketing activities of Garasi Drift are embraced, measurable, and aligned with both internal objectives and external demands.

This study aims to identify practical sustainable marketing concepts and develop an implementation roadmap for Garasi Drift's merchandise business by examining how internal factors influence the company's readiness for sustainable marketing, how external factors shape opportunities in sustainability-driven markets, and which strategies can be effectively implemented to enhance long-term competitiveness. Guided by these research questions, the study seeks to analyze internal resources, capabilities, and current marketing practices; examine external forces including market trends, customer expectations, and industry dynamics; and formulate a comprehensive sustainable marketing strategy that aligns Garasi Drift's internal strengths with emerging external opportunities.

The strategic study focuses on strategic implementation of sustainable marketing to strengthen brand image and customer loyalty within the merchandise business context of Garasi Drift. Other divisions, such as content production and the racing team, are excluded from the study unless their services are directly involved in or impact the marketing of the merchandise business. The study is confined to information available in 2025, including internal reports and publicly accessible documents. It also entails examining potential

Strategic Implementation of Sustainable Marketing to Strengthen Brand Image and Customer Loyalty: A Case Study of Garasi Drift

sustainable marketing strategies based on international trends, benchmarking, and internal brand considerations.

METHOD

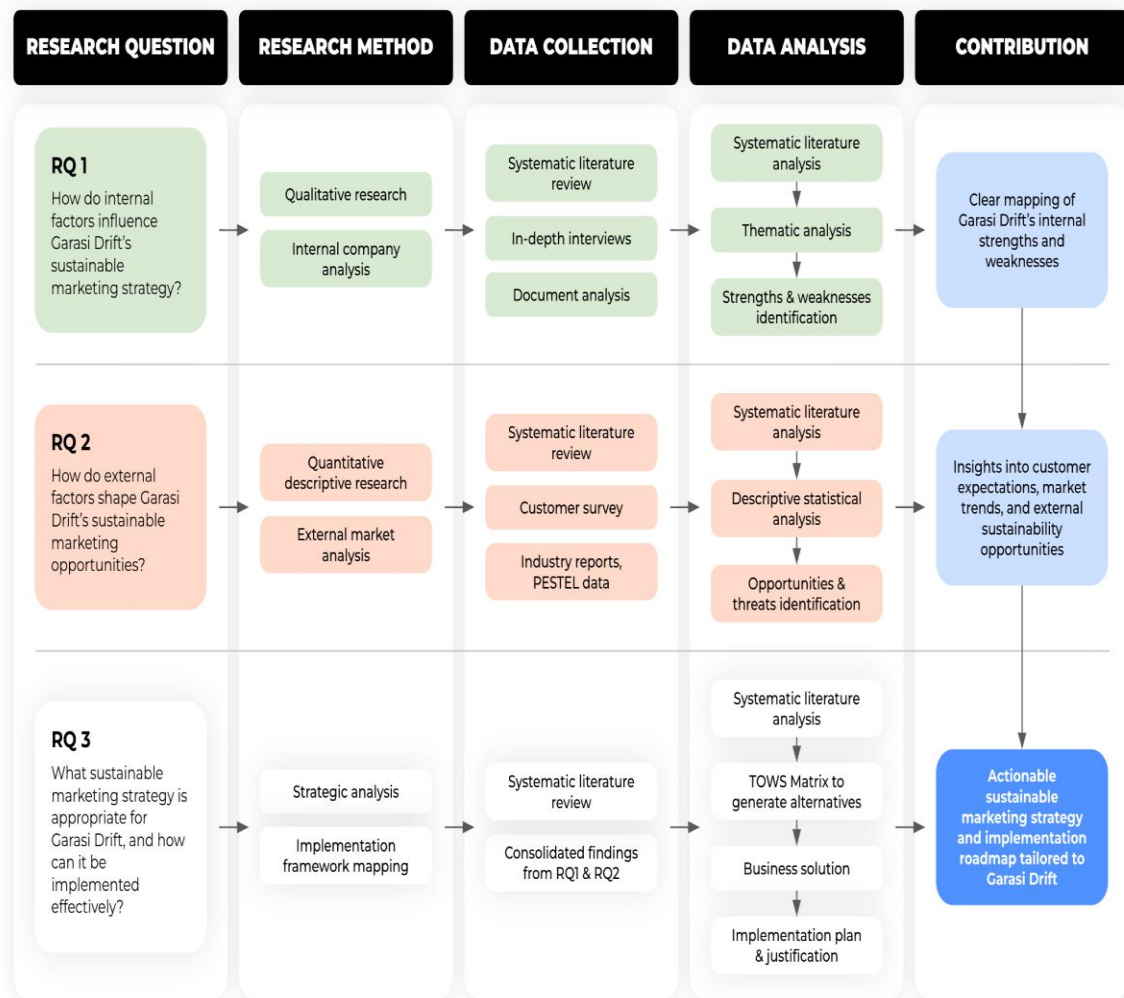


Figure 5. Research Design
(Source: Author)

This study employed a mixed-method research design, combining qualitative and quantitative descriptive approaches to address the three research questions on the sustainable marketing strategy for Garasi Drift. The qualitative stage (RQ1) involved internal analysis through a systematic literature review, in-depth interviews, and document analysis to identify organizational strengths and weaknesses. The quantitative stage (RQ2) examined external factors through customer surveys, industry reports, and PESTEL analysis to map opportunities, threats, and sustainability-related market trends. The final stage (RQ3) integrated both findings using the TOWS Matrix and SMART Analysis to formulate an actionable sustainable marketing strategy and assess implementation readiness.

Primary data were collected through purposive sampling for internal interviews and probability random sampling for customer surveys, with a minimum required sample of 385 respondents, calculated using the Bernoulli single proportion formula. Secondary data included

literature reviews, internal performance documents, competitor studies, and macro-environmental analysis. Qualitative data were analyzed thematically, while quantitative data used descriptive statistics to summarize consumer behavior, loyalty, sustainability awareness, and brand perception. This integrated approach ensured triangulation, strengthened validity, and produced a comprehensive understanding of both internal conditions and external opportunities for the sustainable marketing transformation at Garasi Drift.

Table 1. Key Informant Profile

Nickname	Role	Description	Expertise
DDH	CMO	Oversees merchandise marketing and overall business strategy; provides insights into operations and sustainability readiness.	Marketing, Strategic Management, Operations

RESULTS AND DISCUSSION

Analysis

The analysis is divided into two main components, internal and external analysis, and both are synthesized using the SWOT and TOWS frameworks to generate strategic alternatives followed by a decision making process to determine the most suitable sustainable marketing strategy for Garasi Drift. The internal analysis examines the company's current business practices, marketing approach and organizational readiness for sustainability through an in depth interview with the Chief Marketing Officer, revealing that sustainability is currently understood mainly from an economic perspective focused on profit stability, cost control and brand strength, while environmental and social dimensions are not yet formally integrated despite growing awareness and intention among management.

The merchandise division is identified as the most viable entry point for sustainable marketing due to its direct interaction with consumers and possibilities for material improvement, packaging changes and community based initiatives. The marketing mix analysis shows that Garasi Drift has strong foundations in local production, adaptive pricing, multi-channel distribution, creative and flexible work culture, efficient digital processes and consistent visual identity, yet lacks sustainable material usage, green logistics, employee sustainability training and value based communication. Overall, the internal analysis highlights that Garasi Drift possesses strong creative assets and operational capabilities to transition toward sustainable marketing but needs capacity building, structured guidelines and deeper integration of sustainability into products, processes and brand communication.

The external analysis shows that Garasi Drift has a predominantly young, male, and urban based audience that actively consumes automotive content, especially through YouTube, with brand awareness reaching 99 percent and a high conversion rate from viewers to merchandise buyers. Consumer behavior reflects strong loyalty, high satisfaction with product quality, a strong tendency for repeat purchases and recommendations, and significant interest in environmentally friendly products. Brand perception indicates a solid competitive position supported by a strong visual style, automotive education content, the creators' personalities, and a high level of value alignment between the audience and the brand. The PESTEL analysis highlights major opportunities driven by government policies, digital technological growth, rising social awareness of sustainability, and collaboration potential, while also identifying

challenges such as economic pressure, regulatory demands, increasing competition, and reputational risks. Overall, these external findings reinforce the need for Garasi Drift to integrate sustainable marketing strategies in order to strengthen competitiveness, enhance customer loyalty, and create long term environmental and social value.

Table 2. SWOT

SWOT	Key Factors
Strengths	1. Strong and credible brand identity. 2. High consumer engagement and loyalty. 3. Synergistic media and merchandise ecosystem. 4. Agile and collaborative organizational culture. 5. Ongoing but informal social initiatives.
Weaknesses	1. Limited knowledge of sustainable marketing. 2. Small resource base leading to slower implementation. 3. Dependence on conventional automotive culture. 4. Vendor dependence resulting in low supply chain control. 5. Limited global market diversification.
Opportunities	1. Rapid increase in consumer awareness of sustainability. 2. Government support for low emission and EV ecosystems. 3. Digital transformation and technological innovation. 4. Collaboration potential with eco-friendly vendors, NGOs, and government. 5. Opportunities for international market expansion.
Threats	1. Intensifying competition in automotive content and merchandise. 2. Economic instability and fluctuating purchasing power. 3. Regulatory pressures and environmental compliance demands. 4. Reputational risks from non-eco-friendly practices. 5. Supply chain vulnerabilities due to third party vendors.

Business Solution

Based on the synthesis of internal and external analyses, several strategic solutions are proposed to strengthen Garasi Drift's brand image and customer loyalty through the integration of sustainable marketing strategies, drawn from the Strength–Opportunity (SO) quadrant of the TOWS Matrix as a proactive effort to leverage the company's advantages amid emerging sustainability opportunities in the automotive lifestyle industry. The strategies aim to enhance profitability, reinforce brand positioning, and increase environmental and social impact while ensuring feasibility in implementation, supported by clear operational actions to guide sustainability-driven transformation. The first strategy emphasizes developing and promoting sustainability-driven campaigns by adopting eco-friendly materials, embedding sustainability narratives in marketing communication, launching limited-edition green collections, and strengthening post-purchase engagement to build long-term loyalty.

The second strategy focuses on collaborating with eco-friendly partners and government or NGO stakeholders to enhance credibility, improve supply chain transparency, co-create educational sustainability programs, and pursue national environmental certifications. The third strategy leverages Garasi Drift's strong digital ecosystem YouTube, Instagram, TikTok along with data analytics and emerging technologies such as AI and automation to scale sustainability communication, refine targeted messaging, and ensure consistent cross-platform narratives. Collectively, these strategies form an integrated and actionable sustainability roadmap that enables Garasi Drift to differentiate itself, broaden its impact, and lead the sustainable automotive lifestyle movement in Indonesia.

Implementation Plan & Justification

This section outlines the implementation plan of the sustainability strategies to ensure clarity, implementation feasibility and alignment with organizational priorities. Each strategic initiative is then broken down into actionable steps which can be adopted by Garasi Drift with clearly defined responsibilities, timelines, procedures and KPI. The implementation of the plan is so designed to be in the time frame of 6 months, but is comparatively scalable for long-term goals.

The implementation plan described in this section provides a holistic and action plan to implement Garasi Drift's strategies with sustainability goals. By defining the steps, timelines, responsible parties and performance indicators, the plan can ensure that each initiative can be systematically monitored, and continuously improved, as it is being executed. Ultimately, this implementation roadmap not only supports the achievement of Garasi Drift's strategic objectives, it also sets the foundation for long-term value creation, strengthened stakeholder trust and sustainable competitive advantage.

CONCLUSION

Garasi Drift has strong internal assets—such as solid brand equity, a large engaged digital audience, and established merchandise operations—that support integrating sustainable marketing, despite challenges in governance, material use, and environmental performance measurement. Externally, growing consumer demand for eco-friendly products, supportive regulations, and limited sustainability adoption by competitors offer opportunities for differentiation through partnerships with eco-certified suppliers, government bodies, NGOs, and academia. Using the TOWS Matrix, three key strategies emerged: launching sustainability-focused campaigns, collaborating with responsible partners, and leveraging Garasi Drift's digital ecosystem for broad sustainability communication, all forming a clear implementation roadmap. Embedding sustainability through structured, strategic, and digital approaches can strengthen brand positioning and customer loyalty. Recommendations focus on establishing sustainability governance, expanding eco-friendly partnerships, and enhancing storytelling supported by analytics, while encouraging cross-sector collaboration for legitimacy and impact. Future research could investigate consumer willingness to pay, lifecycle impacts of sustainable materials, comparative brand strategies, and long-term effects of sustainability storytelling in online automotive communities.

REFERENCES

- A.T. Kearney. (2018). *Indonesian automotive trends and a road map for 2030*. <https://www.kearney.com>
- Aaker, D. A. (1996). *Building strong brands*. Free Press.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Arbor. (2024). *Sustainability statistics: Key trends for 2024*. Arbor Eco. <https://www.arbor.eco/blog/sustainability-statistics>
- Bruce, N., et al. (2023). Sustainable marketing practices and their impact on brand image and loyalty. *Journal of Business Research*, 154, 113672. <https://doi.org/10.1016/j.jbusres.2022.113672>

Strategic Implementation of Sustainable Marketing to Strengthen Brand Image and Customer Loyalty: A Case Study of Garasi Drift

- Cupertino, A. F., Ginani, V. C., Cupertino, A. P., & Botelho, R. B. A. (2022). School feeding programs: What happens globally? *International Journal of Environmental Research and Public Health*.
- Garasi Drift. (2025). *Garasi Drift media kit* [Internal company document]. Unpublished.
- IJRPR. (2024). Exploring the impact of sustainable marketing on consumer purchase decisions: A comprehensive literature review. *International Journal of Research Publication and Reviews*, 6(5), 143–150. <https://ijrpr.com/uploads/V6ISSUE5/IJRPR45887.pdf>
- Jia, X., et al. (2023). Linking sustainable marketing to consumer loyalty: The mediating role of brand image. *Journal of Cleaner Production*, 385, 135671. <https://doi.org/10.1016/j.jclepro.2023.135671>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- KPMG. (2023). *Automotive ESG transformation report 2023: Navigating sustainability and business resilience*. KPMG International. <https://assets.kpmg.com/content/dam/kpmgsites/es/pdf/2023/02/23rd-annual-global-automotive-executive-survey.pdf.coredownload.inline.pdf>
- Kristjansson, E., Osman, M., Dignam, M., Labelle, P. R., Magwood, O., Galicia, A. H., Cooke-Hughes, P., Wells, G. A., Krasevec, J., Enns, A., Nepton, A., Janzen, L., Shea, B., Liberato, S. C., Garner, J. A., & Welch, V. (2022). School feeding programs for improving the physical and psychological health of school children experiencing socioeconomic disadvantage.
- Mandung, F. (2024). The impact of sustainability and environmental ethics in product marketing campaigns: A qualitative study with a sociological and economic approach. *Golden Ratio of Data in Summary*, 4(2), 81–95. <https://doi.org/10.52970/grdis.v4i2.781>
- Mohammed, B., Belachew, T., Kedir, S., & Abate, K. H. (2023). Effect of school feeding program on academic performance of primary school adolescents: A prospective cohort study. *Clinical Nutrition ESPEN*.
- Nielsen. (2019). *The evolution of the sustainability mindset*. <https://www.nielsen.com>
- Nielsen. (2022). *Sustainability and the changing consumer*. NielsenIQ. <https://nielseniq.com/global/en/insights/analysis/2022/sustainability-and-the-changing-consumer>
- PwC. (2024). *The ESG imperative: How automotive companies can drive sustainable value*. <https://www.pwc.de/en/sustainability/sustainability-in-the-automotive-industry.html>
- Shaafia, A., Yusuf, N., & Hendriana, E. (2024). Effect of sustainable marketing activities on customer loyalty among young generations: Case of fashion industry in Greater Jakarta-Indonesia. *Ilomata International Journal of Management*, 5(4), 267–283. <https://www.researchgate.net/publication/384139333>
- Themistocleous, G. (2024). Integrating sustainability into marketing strategy: A global business perspective. *Journal of Sustainable Business Strategies*, 12(1), 15–28. <https://doi.org/10.1016/jsbs.2024.01.002>
- VOI. (2024, February 22). Strengthening sustainable ecosystem commitment, Alva presents environmentally friendly apparel products at IIMS 2024. <https://voi.id/en/otoinfo/357689>
- Wang, D., & Fawzi, W. W. (2020). Impacts of school feeding on educational and health outcomes of school-age children and adolescents in low- and middle-income countries: Protocol for a systematic review and meta-analysis. *Systematic Reviews*.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to shift consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
- Widiastuti, N., et al. (2024). Eco-friendly product development and its influence on brand equity in sustainable marketing. *Asian Journal of Sustainability*, 8(2), 45–59. <https://doi.org/10.12345/ajsust.2024.08.02>

Strategic Implementation of Sustainable Marketing to Strengthen Brand Image and Customer Loyalty: A Case Study of Garasi Drift

Yüksel, İ. (2012). Developing a multi-criteria decision-making model for PESTEL analysis. *International Journal of Business and Management*, 7(24), 52–66.
<https://doi.org/10.5539/ijbm.v7n24p52>