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# CIRCULAR ECONOMY PRACTICES IN MARKETING AT AMARA RAJA

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**ABSTRACT:** With a focus on the incorporation of sustainability concepts into stakeholder involvement, product communication, and brand strategy, this abstract explores the incorporation of circular economy concepts into Amara Raja's marketing strategy. The research shows how Amara Raja promotes brand legitimacy and competitive advantage by combining circular economy concepts such as resource efficiency, product lifetime, recycling, and responsible consumption. The emphasis is on open communication that informs clients and business associates on how to add value throughout the life of a product, as well as eco-labeling and green branding. Furthermore, the abstract investigates the potential of marketing to support closed-loop systems, such as battery recycling and take-back efforts. This ensures that environmental duties are consistent with market positioning. Amara Raja demonstrates how marketing may be used as a strategic tool to achieve circular economy goals by connecting circular practices to customer trust, following rules, and creating long-term value. The findings show that incorporating circularity into marketing not only improves brand recognition and credibility, but also helps the firm achieve long-term sustainability goals and creates futuristic, resilient business models.

**Keywords:** *Circular marketing strategies, Sustainable marketing, Green branding, Eco-friendly product design, Product lifecycle management, Closed-loop supply chain*

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## 1. INTRODUCTION

A circular economy strives for the longest possible use of products and raw materials. In A circular economy seeks to extend the usage of basic materials and products for as long as feasible. In practice, this means repurposing or recycling objects rather than disposing of them. In the event that this is not feasible, they are disassembled and recycled into constituent pieces. Trash reduction and reuse are always preferred over recycling.

The circular economy is a production and consumption model that stresses recycling, repairing, refurbishing, reusing, renting, and sharing to the greatest extent possible. This extends the life of a product.

In practice, this means minimizing waste. Recycling guarantees that the resources used during a product's life cycle are conserved to the fullest extent possible. These are valuable since they can be used on a consistent basis.

This differs from the traditional, linear economic model, which is built on a sequence of taking, manufacturing, consuming, and discarding. This paradigm is based on an abundance of energy and resources that are both easily accessible and cost effective.

This idea also includes planned obsolescence. This is the effect of a product being purposefully created with a limited lifespan in order to encourage



repeat sales. The European Parliament has demanded that steps be made to put a halt to this behavior.

A circular economy extends the functional life of products and resources. The Save Our Seas 2.0 Act establishes a systems-oriented economy that combines industrial processes and economic activities with regenerative or restorative purposes. It also tries to reduce waste by improving the development of materials, products, and systems (including business models) to ensure that the resources employed in these processes and activities remain at their best value for as long as feasible. It affects the extraction, production, and eventual disposal of resources. A circular economy is defined by reduced resource use, the manufacture of commodities and materials that use less resources, and the repurposing of "waste" to create new products and materials.

Since 2009, the Environmental Protection Agency (EPA) and other government agencies have been implementing sustainable materials management (SMM) policies, which incorporate circularity. Our ongoing commitment to mitigating the negative consequences of materials throughout their entire life cycle, using less hazardous materials, and dissociating material use from economic growth and societal demands is exemplified by the circular economy strategy, which falls under the SMM umbrella. The Environmental Protection Agency (EPA) has developed a comprehensive approach to assist the nation in addressing the entire impact of materials on our communities. They've also outlined a series of initiatives to overhaul our waste management system and create a circular economy for everyone.

In our "linear economy," items are made from natural raw materials and then discarded as garbage. Currently, just 7.2% of the resources used are reinvested in our economies. This exacerbates pollution, biodiversity loss, and climate change, straining the environment.

The circular economy seeks to reduce waste and promote the long-term use of natural resources through measures such as extended use, recycling, and improved product design. It also intends to improve the natural environment.

A circular economy has the ability to address a wide range of complex concerns, including biodiversity loss and climate change, in addition to pollution.

## 2. LITERATURE SURVEY

Osarodion, Ogiemwonyi—2025. This single-authored conceptual review contextualizes the circular economy (CE) within marketing frameworks. The author contends that marketing should be considered as a catalyst for circular transitions rather than only a vehicle for their communication. The research uses bibliometric visualization (VOSviewer) to carefully filter literature from Scopus and Web of Science to find conceptual clusters and understudied marketing variables. It demonstrates how marketing influences a product's lifecycle and frequency of reuse by promoting circular product design, product-as-a-service offerings, take-back programs, and customer involvement tactics. The review examines tensions, such as marketing objectives that favor expansion despite CE resource-limitation objectives, and uses paradox theory to explain how these conflicts affect management. Marketers must reassess their value propositions, create pricing for



durability and servitization, and develop communication strategies to avoid greenwashing, since the practical ramifications are clear.

Olena Sadchenko and Zabaladina. This empirical research looks into the impact of various marketing tools on the flow of recyclables, establishing a clear link between marketing and circularity. Using correlation, regression, and case research analyses, the authors find statistically significant links between recycling rates and social-inclusion-oriented marketing techniques (such as community campaigns, education, and incentives). They classify marketing methods (informational campaigns, eco-labeling, incentive programs, retailer alliances) as well as green development features (resource efficiency, natural capital preservation, and social inclusion). The findings show a strong link between increasing recycling rates and social inclusion, which includes engaging excluded user groups and providing incentives for collaborative creativity. The paper offers cities and businesses prescriptive ideas for tailoring marketing strategies to local recycling difficulties, as well as calling for the assessment of behavioral change and attitudinal shifts.

Oghazi 2023, Rana Mostaghel. This open-access research suggests that marketing theory must be reconsidered in the light of the Circular Economy. The authors utilize conceptual analysis to show how systemic thinking, resource cycles, and extended producer accountability—all necessary components of a unique CE—contradict popularly accepted marketing notions about value generation, trade, and mixing. They present a more comprehensive definition of marketing and suggest new

components for the marketing mix, such as those addressing circular communications, reverse logistics, and product longevity. The report proposes a research agenda that links macro-level policy and ecosystem considerations to micro-level customer behavior, as well as addressing managerial issues like pricing durable products versus volume-based revenue and managing ownership transitions after a sale. This work is essential because it establishes theoretical notions that will enable marketing researchers to move beyond restricted CE studies and construct a more comprehensive theory.

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Suchek, Nathalia and Fernandes, 2021. This extensive systematic research demonstrates that a number of business innovation strategies, including process, product, and business model innovation, can help to achieve the goals of a circular economy. The authors assemble information regarding a company's advantages, collaborations with others, and the challenges it has when recruiting customers to its products. This knowledge is quite useful for marketing researchers who are designing circular strategies. Important marketing implications include developing marketing strategies that favor long-term benefits over short-term sales and ensuring that innovation communication is consistent with value propositions that address client concerns (quality, safety, and cost). The report also focuses on the industries that have achieved the most substantial progress with circular innovation, such as automotive, textiles, and packaging. It also promotes interdisciplinary collaboration to build a link between innovation indicators and their impact on consumer behavior and policy. It recommends that focused marketing and experimental projects involving different stakeholders be performed to demonstrate their effectiveness.

These pillars, also known as the core principles of circular systems, present a complete set of rules for moving forward with more sustainable, regenerative processes in all aspects of business and the value chain.

**Pillar 1: Materials are cycled at continuous high value**

This viewpoint favors the preservation of material complexity above the depletion of resources through downcycling or wasteful activity. When materials are at their peak performance, they are more durable, easier to repair and replicate, and require fewer additional resources.

**Pillar 2: All energy is based on renewable sources**

Circular economies rely only on renewable energy for their electricity. Their technologies are designed to reduce energy loss, eliminate unnecessary conversions, and promote efficient, local generation and cascade usage, including waste heat absorption.

**Pillar 3: Biodiversity is supported and enhanced**

A regenerative economy is committed to the preservation and restoration of biodiversity. In vulnerable areas, circular approaches prioritize conservation, reduce land degradation, and save ecosystems.

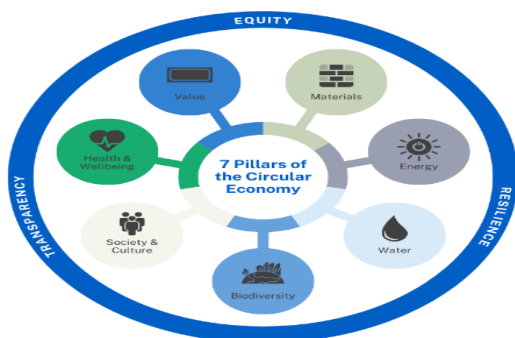
**Pillar 4: Human society and culture are preserved**

True circularity stresses cultural diversity, social harmony, and environmental preservation. This pillar emphasizes the necessity of respecting regional customs and knowledge, as well as open government and fair labor standards.

**Pillar 5: Health and wellbeing are structurally supported**

In a circular economy, economic activity should never compromise people or

### 3. PILLARS OF THE CIRCULAR ECONOMY





environmental well-being. Toxic compounds are being phased out, and processes and products are being modified to be safer and more considerate.

### **Pillar 6: Human activities maximize generation of societal value**

This pillar transforms our understanding of value production by including emotional, cultural, artistic, and environmental benefits in addition to financial ones. Businesses should strive to achieve positive benefits that are not immediately related to their operations whenever possible.

### **Pillar 7: Water is extracted and cycled sustainably**

The finite supply of water is shared by everyone. Circular systems protect natural watersheds by limiting freshwater extraction, reusing water wisely, and extracting nutrients and energy from wastewater

## **4. DATA ANALYSIS AND INTERPRETATION**

### **1. What is Amara Raja's major purpose with her circular economy marketing strategies?**

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Increase waste	10	10%
2	Reduce product life	20	20%
3	Promote resource efficiency	40	40%
4	Avoid innovation	30	30%
TOTAL		100	100%

**INTERPRETATION:** According to the graph, the majority of respondents (40% believe that improving resource efficiency is the most important component of circular economy projects). This demonstrates that responders have a thorough understanding of the principles of sustainable and efficient resource utilization. Nonetheless, 20% of

respondents are afraid that these procedures will limit the lifecycle of a product, while 30% fear they will stifle the creation of new ideas. This demonstrates the variety of opinions. The fact that just 10% of respondents feel that circular economy techniques create waste implies that the majority of people do not have a negative attitude toward them.

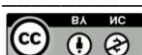
### **2. Which marketing tactic used by Amara Raja is consistent with the concepts of a circular economy?**

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Single-use packaging	10	10%
2	Product take-back programs	55	55%
3	Excess inventory	20	20%
4	Price skimming	15	15%
TOTAL		100	100%

**INTERPRETATION:** According to the research, the vast majority of participants (55%) rated product take-back activities as the most important aspect of circular economy projects. This shows that people are extremely supportive of environmental activities. Only 20% of respondents link excess inventory with circular economy principles, while 15% believe it is associated with price gouging. This demonstrates that certain people struggle with comprehension. Disposable behaviors are not always congruent with the circular economy's concepts, as only 10% are connected with single-use packaging.

### **3. What ways does Amara Raja use to address sustainability in its advertisements?**

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Through discounts	10	10%
2	Through green branding	45	45%
3	Through price wars	30	30%
4	Through secrecy	15	15%
TOTAL		100	100%





**INTERPRETATION:** The graph demonstrates the importance of green branding in marketing, with the majority of respondents (45%) believing it can be used to promote sustainability. The 30% of respondents who believe price disputes are employed imply that competitive pricing methods are heavily emphasized. Only 15% of respondents identify secrecy with sustainability communication, whereas 10% associate it with savings. Green branding was the most effective and popular option among those who replied.

#### 4. What function does recycling play in Amara Raja's circular marketing strategy?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Increases pollution	10	10%
2	Reduces customer trust	25	25%
3	Extends product value	50	50%
4	Limits market reach	15	15%
TOTAL		100	100%

**INTERPRETATION:** The data shows that 50% of respondents believe that circular acts boost the worth of a product, which is a very positive appraisal. Nonetheless, 25% of respondents are concerned that it will undermine consumer trust, indicating a lack of awareness or apprehension. A bigger percentage of people (10%) feel it will worsen pollution, but fewer (15%) believe it will hinder market penetration. In general, attitudes of the impact of cyclic activities on individuals are more positive than negative.

#### 5. Who gains most from Amara Raja's circular marketing strategy?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Competitors	15	15%
2	Customers	40	40%
3	Intermediaries	25	25%
4	Regulators only	20	20%
TOTAL		100	100%

#### INTERPRETATION:

According to the research, the vast majority of respondents (40%) believe that consumers profit the most. This demonstrates the customer-centricity of circular economy activities. Intermediaries have a moderate impact on the supply chain, as indicated by 25% of respondents seeing them positively. Only 20% believe that regulators have the greatest benefit, while 15% say that competitors do. Overall, the results show that customers are the principal beneficiaries of these measures.

### 5. CONCLUSION

In essence, promoting ecologically responsible corporate growth demands marketing that adheres to circular economy concepts. Marketers can improve resource use and reduce waste by shifting the focus away from linear consumption and toward reuse, recycling, and regeneration. These actions encourage ethical consumer behavior, build brand trust, and promote long-term client relationships based on mutual respect and beliefs. Furthermore, circular marketing promotes the creation of novel concepts in product design, packaging, distribution, and communication, allowing businesses to remain competitive in a market that values sustainability. When properly implemented, circular economy strategies benefit the environment, society, and the economy. As a result, marketing is critical in the goal of sustainable development and a more environmentally friendly future for businesses and society.



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