



NEOTERIC MARKETING STRATAGEMS AND GREEN MARKETING

ABSTRACT

In today's ever changing Marketing environment more than half of the money is being spent by companies on acquiring and retaining customers. With the passage of time the expectations of customers are increasing, pricing power is going down due to intense competition and expenses are going up for all brands which is making them look for new and innovative marketing strategies in order to survive in the competitive environment. The ambience and environment of shopping is changing as the consumer is looking for a comfortable place to shop with less hassles of parking and wastage of time. Many companies are getting into the area of online marketing which is helping consumers to save upon their valuable time and money. Earlier the focus was on sales, marketing and servicing. Now the focus has shifted to social networking sites for a lot of brands as social media is the buzzword these days. Most of the brands are trying to attract their consumers by putting their advertisements on social networking sites and asking them to like their page. In this new age of green marketing, media and technology are the key drivers with focus on consumer delight as customer is the king. The young consumers are demanding more from the companies and as a result of that companies have to think out of the box in order to provide the consumers with a unique unmatched experience. Brands are also reducing their profits by the use of Green Marketing in order to compete with their competitors thereby making consumer happy by offering the products at a reduced cost.

Ms Ritika Chaudhary¹

¹Assistant Professor
Shaheed Bhagat Singh College
Delhi University,
Delhi, India.

Manish Nangia²

²Assistant Professor,
FMS, NIFT
Delhi, India.

Dr. Harish Handa³

³Associate Professor
Shaheed Bhagat Singh College
Delhi University
Delhi, India.

KEYWORDS: Social Networking Sites, Green Marketing, Marketers, Companies, Environmental Marketing.

INTRODUCTION

Internet has changed the buying patterns of individuals. Since the inception of social networking sites (SNSs) in 2003 each and every individual is more or less a part of one or more social networking sites like YouTube, Orkut, MySpace, Facebook, LinkedIn, Hi5, Google+ and Twitter. The main focus of Social networking service is to find out the consumer behaviour on social networking

sites without spending huge amount of money on doing market research in order to find what people are thinking about them. With the help of social networking media it can be seen where prospective consumers are spending maximum amount of time, the activities which they are fond of alongwith their buying patterns. The following figure is self-explanatory.



Figure 1



Source : New Age Electronics Announces its 2014 Retailers of the Year at the 2015 International Consumer Electronics Show - Yahoo Finance

By taking the help of social networking sites like YouTube, LinkedIn, Facebook, various companies are searching for fan pages of related groups. Majority of the companies are in the process of taking feedback about the products and services being offered by them through the means of social networking sites. It also helps them in generating leads in their specific category as well as to do widespread publicity of their product in the specified category. The most popular types of social networking services are those that focus on personalised relations like school & college friends. These sites also give freedom to users to share their ideas, activities, events, and interests within their individual network. They also allow users to choose their privacy settings and provide them with the option of putting up their photographs on these sites in order to share it with their friends. These websites generate revenues by no of clicks as well as by means of advertisement being put up on their home page. They have become a powerful media in judging consumer behaviour recently in each and every aspect of life since they have attracted huge number of users, many of whom have included these sites into their daily practices. With the onset of Social Networking Sites even marketers have changed their marketing strategies by putting up their advertisements on social networking sites depending upon the user base of website as well as started to focus on the concept of Green Marketing. The various Govt. organisations like MCD, Delhi police have also joined hands with Social Networking sites in order to provide prompt services to consumers by getting their complaints through the means of social networking sites as they have just started with their Facebook page on which consumers can lodge their grievances and complaints. According to Forbes Magazine most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral).

Figure 2



© Digital Tonto 2013 www.digitaltonto.com

There are a large number of Social networks with various technological advancements which are supporting a wide range of interests and practices based upon their target audience as You Tube started promoting the Kolaveri Di song which became a huge hit in the 1st week itself. Recently companies have started interactive communities which connect individuals based on shared business needs or experiences.

RESEARCH METHODOLOGY AND OBJECTIVES

The main objective of this study is: To analyse the impact of New age marketing strategies with special focus on use of Social Networking Sites by Brands.

SUB-OBJECTIVES OF THE STUDY

Two important sub-objectives of the study are given below:

1. To understand the advantages and disadvantages of Social Networking Sites.
2. To analyse various strategies adopted in Green Marketing.

SOURCES OF DATA COLLECTION

Data is collected from various sources, Journals and Magazines, Reports, since secondary data increases the reliability, usefulness, validity, accuracy and importance of descriptive analysis. Some unpublished information is collected from research papers, articles, seminars and workshops. The significant source of secondary data is used from previous researches, research articles, news papers and business magazines. References are incorporated at the end.

INTRODUCTION TO GREEN MARKETING

According to Stanton and Futrell (1987) all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants. It ensures that the interest of the organization and all its consumers

are protected, as voluntary exchange will not take place unless the buyers and sellers are mutually benefited [1].

Mintu and Lozada (1993) defined, Green marketing as the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of the physical environment is upheld". The definition also includes the protection of natural environment by attempting to minimize the detrimental impact this exchange has on the environment [2].

According to Polonsky (1994) - Green or environmental marketing consists of all activities, designed to generate and facilitate any exchange indented to satisfy human needs and wants, such that the satisfaction of these needs and wants occur with minimum detrimental impact on the natural environment [3]. In other words, Green marketing incorporates a broad range of activities which include product modification, changes to the production process, packaging changes, as well as modifying advertising campaigns by going green.

Vinod Kala who happens to be the founder & CEO of Emergent Ventures India (EVI) realised in 2004 that there is huge business potential in environment protection as everyone is getting conscious about the protection of environment due to the ill effects of emissions of gases on the environment. The financial investors are increasingly looking at Green Technology as profit opportunity since the Indian Government is in the process of adopting more stringent policies for curbing carbon emissions.

GREEN MARKETING ON SOCIAL NETWORKING SITES

For green marketers, social networks provide an invaluable channel to communicate with consumers who have an acceptance for green or are atleast open-minded enough to listen as anything on social networking sites spread very fast like a computer virus. These users can be found across a wide variety of social networks that connect those interested in social responsibility or more specifically are concerned with the environment. Marketing Green has different types of social networks that appeal to those with a green affinity. Each network type provides the opportunity for users to connect, share and/or collaborate with others online. Since many view green as a social cause, participation in such networks can generate both personal as well as societal benefits. There are example of firms like Indian Tobacco Corporation, Hindustan Unilever Limited (Surf-excel) who are heavily promoting them as an environmentally concerned firms on social networking sites, whereas there

is a classic example of a firm which is working in this direction in a silent manner is coca-cola, which recently invested very heavily in various recycling activities, as well as also modified its packaging to minimize its environmental impact being marketed on social networking sites. Another big organization who is also working in this field without claiming any credit is Walt Disney World (WDW) which is promoting all its cartoons by means of Social Networking Sites. Dell computers is also focussing on producing green IT products as they market it by having a marketing strategy called "Go Green with Dell" to sell these products in the market. They are also providing eco friendly packaging with a system recycling kit bundled alongwith it in order to show their concern for the environment.

ADVANTAGES OF GREEN MARKETING ON SOCIAL NETWORKING SITES

Social Networking sites allow consumers to connect and share green purchases and product reviews. Companies may also use green-marketing in an attempt to have a control over the cost associated with waste disposal. Online users have the option to include and show their green purchases into their personal profile on social networking site Facebook by means of a web application known as "My favourite things" which enables users to share favorite products, create a wish list and send virtual gifts to friends online. The green marketers must understand the fact that they have to satisfy two objectives: improved environmental quality and customer satisfaction [4]. Misjudging either or overemphasizing the former at the expenses of the latter may cause a fatal result for companies. Many green products have failed because of green marketing myopia. In Green Marketing myopia, focus is on the product's greenness over the broader expectations of consumers is what is causing the problem [5]. Marketers can target consumers within a social network through placement of direct ad where possible and appropriate. Recently an energy drink by the name of Tzinga is getting promoted on Social Networking Site Facebook by providing daily updates on the benefits of using it. It is also coming up with a unique concept of having a fictitious character Trafficman associated with the green drink which is a new character being introduced by the means of social networking media and is also providing latest updates on traffic and related activities. Consumers are liking this page on Facebook as well as talking about it which is making the drink popular alongwith promoting the fictitious character Trafficman on social networking site.

DISADVANTAGES OF GREEN MARKETING ON SOCIAL NETWORKING SITES

Most of the time credibility of content of social networking sites is dubious in nature. As per a study conducted by Ipsos on internet usage patterns in India as well as globally it was found out that majority of the Indians use internet for the purpose of checking their bank accounts online as well as for financial transactions followed by searching for jobs online. Checking information on products and services alongwith buying products online comes later on which shows that it is still not very popular among the Indian population. However the usage pattern is different globally as compared to India. People in India are not comfortable making purchase of products online due to threat of hacking and phishing of their accounts. Moreover, the Government is also thinking of putting restrictions on social networking sites as a lot of undesired content is being put up on social networking sites in the name of Green Marketing. The Social Networking Sites are also giving a sense of connection to people which is superficial in nature as people think that they are connected to their online friends but most of the time the friends prove to be fake in nature which is causing a lot of emotional instability as well as feeling of loneliness among people. Many social networking sites are finding it very difficult to survive since they are not able to attract huge traffic which is required for them to survive in online business [6]. Another disadvantage associated with them is that people cannot have a feel of the product and as a result of it majority of people still prefer to buy stuff from stores where they can touch and feel the product. It is very difficult to convince customers to pay extra price for green products as they are not willing to pay extra price which makes it very difficult for the company to push sales [7].

STRATEGIES ADOPTED FOR GREEN MARKETING

New uses of technology for Green marketing are constantly being observed with an increase in the popularity of social networking sites. With the onset of Social Networking Sites as the new media of marketing, corporate giants have taken this field of green-marketing as part of their strategy to promote their products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them under the umbrella of Green Marketing. They are not polluting the environment by using paper for the purpose of promotion as green marketing is fast becoming a part and parcel of

over all corporate strategy of many companies along with manipulation of the traditional marketing mix which consists of product, price, promotion and place, since it requires an understanding of public policy process also. In other words it covers a broad range of activities. Companies prefer to green their systems, policies and products due to economic and non-economic pressures from their prospective consumers, business partners, regulators, citizen groups and other stakeholders. The policy to go green can reduce costs drastically due to less expenses and also green firms can shape future regulations and reap first mover advantage since everyone is getting conscious about saving the environment. Recently firms are also becoming more concerned about their corporate social responsibilities and doing green marketing. These days users connect to a brand or a cause as an expression of their online identities based upon their interest areas. Those that do can be effective advocates for a green brand (or cause) and brands should actively engage them as such by having viral marketing attached to it. Additionally, it is important to understand that the creation of user-generated content itself can facilitate viral marketing efforts though sharing of content between consumers or via content sharing sites. The recruiters are also scanning candidates based upon their social networking status as it is fast becoming a means to scan people based upon the interest areas.

REFERENCES

1. Stanton, William J. and Charles Futrell. 1987. *Fundamentals of Marketing*. 8th edition. New York: McGraw-Hill Book company
2. Lozada, Hector and Alma Mintu-Wimsatt (1996), "Sustainable Development and International Business: A Holistic Perspective," *Journal of Euromarketing*, Vol. 5, No. 3, 65-74
3. Polonsky, M. J. "An Introduction to Green Marketing." *Electronic Green Journal* 1, no. 2 (November 1994).
4. Ottman, J.A (Jan 2004) "empower to the people" *In business*
5. J.A Ottman, et al, "Avoiding Green Marketing Myopia", *Environment*, Vol-48, June-2006
6. *Social Advertising: Rejuvenating in India*. (2010, April). *Advertising Express*. Vol X(4). Hyderabad: IUP Publications
7. *Sustainable Green Marketing the New Imperative*. Dutta, B. (2009, January). *Marketing Mastermind*. Pg 23-26. Hyderabad: The ICFA University Press

Webliography

1. <http://www.smartinsights.com/digital-marketing-strategy/pleasure-the-future-of-marketing/>
2. <http://digitalmarketingchannel.wordpress.com/social-networking/>
3. www.ipsosmediact.com