

Green marketing for the society- the existence and future

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ABSTRACT: *Marketing is ever increasing, ever-compassing process of business goals it must be required the societal goals with relevance to environmental sustainability without affecting social goodness. Only a meagre number of business companies do this policy and practices of sustainable business towards social care. Indeed, most people thought that social marketing is an invention by business strategists, but actually, it is a strategy of socially responsible citizens with the moral, responsible behaviour of individuals towards win-win pragmatism of unified collective goals, even these social marketing principles are ingrained either directly or indirectly in the ancient culture of Greece, Rome, Indian and Tamil land. Since time immemorial the concept of social welfare were practice in different parts of the world in terms of environmental safety, ecological balance, unharmed business, appropriate measurement, irreducible justice, the unflinching commitment of health aspects, these policies, ideals are rechristened by social-cum business experts and philanthropists who strenuously involved in the manifestation of this social marketing concept in the real sense of recent days business mechanism.*

KEYWORDS: *sustainability, reciprocal equilibrium, strategic CSR, societal consciousness, technopreneurs, green synchronization.*

1. CONCEPTUALIZATION:

Marketing history frequently it is spelled out that the seller should grant recognition to the consumers' desires and needs to work out and sustain strong trade communications. This structural technique is usually regarded as the business connotations and most significant theories ever developed in purchasing research. Social marketing is an attitudinal reform program that is operated by governments and non-profits agencies encompassing the system to focus on universal dilemmas such as alcoholism, malnutrition, famine, sustainability issues, and negligence of humanistic liberties. Social marketing is a recognizable sub-curriculum of marketing that emerged during 1970s when academics endorsed the notion that marketing could carry out further than merely advertising initiatives. Social marketing has succeeded because of the efficiency of interferences and operations in upgrading existence for communities and people around the world.

2, INTRODUCTION :

Social marketing focusing the unalloyed wellness of social goodness towards reciprocally-integrated equilibrium. Rationally all business activities concentrate the profit orientation and maximization along with social touch. In the perspective of social marketing initially ignites the general mind towards positive impact in the society by the way of awareness creation, healthy consciousness inculcation towards embracing changes in the consumer intent. Presently the concept of social marketing is widely propagated, popularized, deliberated, demonstrated, and deciphered an unprecedented awareness in the minds of prospective consumers in specific. It is very visible after the keen penetration of social media the theme of social marketing is strongly stored in the minds of contemporary consumers. However, by the way of commercial marketing, socially responsible marketing is manifested over some time with relevance to necessity and the fast-changing business world into society-centric business practices. The concept of social marketing was beginning its inception with the influence of environmental movements and campaigns affected by western influence but the historical and traditional fingerprints of sustainable business practices are chronologically travelled with the long itinerary of Indian culture and specifically in Tamil culture overly are visible. In the recent scenario, it involved green marketing in combined encompassed practices of business and its allied services. By the way, their avenues and amplitude prevail over sustainability, organic culture, environmental care, behavioural style, etiquettes, and other socially appropriate influences.

Indeed, social marketing encompassing and integrating all favourable solutions of marketing towards desirable social transformation with embracing goodness in the marketing field. Significantly, social marketing inspires business

aspirants and leaders towards doing socially desirable commercial transactions for the welfare of other people, the environment, and society in the best possible manner. The underpinning goal of social marketing is to promote the ideals of socially sensible, economically viable, and environmentally sustainable goodness towards a win-win configuration of social development with the irreducible positivism in the globalized world.

Interestingly, social marketing opens a new era of green business, green marketing, and green entrepreneurship goals towards sustainable business-society development. Because of the globalization impact, there is a need and force that compels the universalized business practices even in our remotest villages possible, but despite its influence, it facilitated the scope for sustainability. It is very convincing in the fast-changing marketing calculations it metamorphosed the connotations of commerce and business due to the indispensability of social welfare it influenced and manifested in consumer behaviour too. Even it promotes the positive response towards fast-changing consumer behaviour with the socio-cultural alignment. Therefore, it enlarges the scope, applications, significance, and relevance of fast-changing consumer expectations and prospective buyer-centric approaches involved. Moreover, social marketing is not a recent theme it is originated from the inception of traditional economics and corporate social responsibility (CSR) principles towards pursuing the goal of socially acceptable business and environmental impact with business transactions. The recent impact of the Covid-19 Pandemic condition also pressurized the society and business leaders positively and pragmatically to influence their business aspirations, ambitions, and their idea generation to accomplishment towards sustainable collective goals.

3. RESEARCH METHODOLOGY:

The conceptual groundwork research has been made to extract inferences, interpretations, and explanations from reliable secondary data source repositories. The assumptions disclosed in the research report are preliminary and figuring out in nature and are an outcome of methodical investigation techniques from secondary records.

I. EXCOGITATION OF SOCIAL MARKETING:

Social marketing is an on-going process of thinking, believing, and practicing socially appropriate and sustainable business practices and attitudes towards achieving win-win solutions for the mutual coexistence of society, environment, and business in a synchronized configuration. The essential aspect of social marketing covers the believable and observable realities and practices of public awareness, consumer and manufacturer consciousness towards sustainability in ecology, environment, and social goodness. Philip Kotler and Gerald Zaltman were convinced that the design, implementation, and control of programs were calculated to influence the acceptability of social ideas and involving considerations of product designing, pricing, communication, distribution, and Marketing research. It is both conscientious and rational that the consumers during the buying behaviour it is very necessary to consider the inescapable role of social welfare of business transaction, hence it culminated in the form of products and services must fulfil the requirements of pertinence, relevance, and expectations of sustainability in terms of social as well as environment.

Whereas Andresen emphasizes the application of commercial marketing technologies to the analysis' planning, execution, and evaluation of programs designed to influence to voluntary behaviour of target audiences to improve their welfare and that of their society. It clarifies the role and function of commercial strategies, also possessing the structural credential of social and environmental marketing

II.. INTENTS OF SOCIAL MARKETING

- i. The contentment of customer's actual requirements.
- ii. Melioration and quality of individual life
- iii. Realization of societal welfare goals
- iv. Ensuring environmental sustainability

III. FACETS OF SOCIAL MARKETING

After the independence, in India, there is great starvation, and famine because of the extreme drought, chronic poverty occurs, so the architects of modern India opened a new gateway to promote food resources to launch a green revolution with the application of chemical fertilizers and enhanced the yield as well. But after sometimes the condition was changed due to the damage of land resources which is received much acclaim because it works against a natural principle. Hence it deliberately convinced the necessity and indispensability of social marketing in a very comprehensive and ever—inclusive manner. It is not universally accepted to a higher degree but the practitioners of modern marketing constructed and deciphered some basic components of social marketing are summarized as below.

(i) Social marketing based on sustainability

Society itself widely acknowledged social marketing with green marketing credentials and its intention because it focuses on the socially acceptable and necessary product. For instance the organic plastic, herbal products are workable

and sustainable for the environment. Fortunately, in the contemporary scenario most, young entrepreneurs are very conscious about the environment and society because they know they need it and its significance, Indian government implemented innumerable plans and operational programs to realize a sustainable environment with the adoption of the United Nations and other global institutions. All of its stakeholders decisively accepted it for embracing change for a sustainable environment and economy.

(ii) Pragmatic policy

Almost all companies are aspired to become a great company in the minds of the customer, it is not only ideal but essentially strenuous profession due to the complex nature of implementation because, manufacturing a product with synthetic means is relatively easier than making products with sustainable means, especially in mass production because of the availability of natural resources. But now these conditions are changing into a pragmatic promotional policy of futuristic marketing. Hence the companies are adopting rational policy formulation and adopting sustainable business formulas to realize the sustainable goals. This pragmatic synchronization with strategic marketing aspects emphasizing ethical manufacturing, socially appropriate advertising, harmonious campaigns without affecting society, environment, and nurturing social goals in a maximum way.

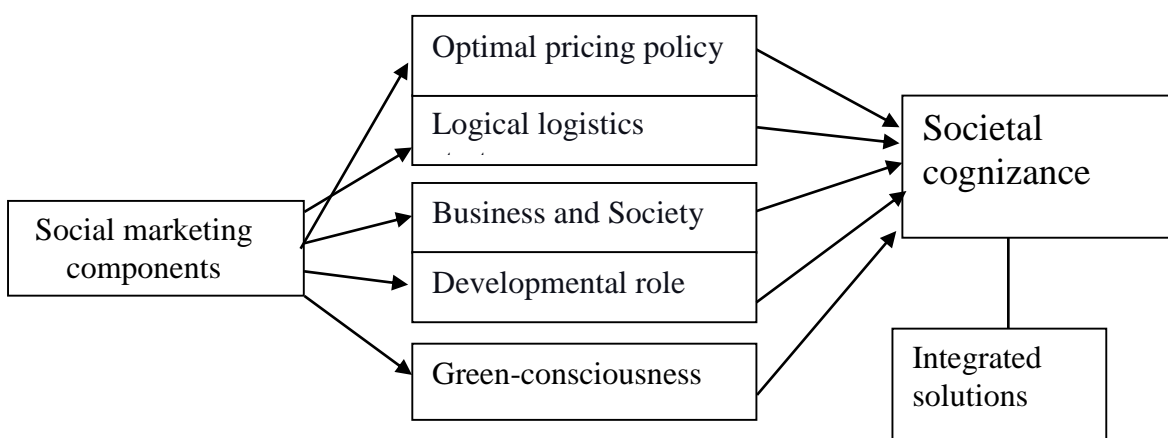


Figure 1: Illustrative manifestation of social marketing

(iii) Optimal pricing policy

Pricing is the basic requirement for product promotion and sustenance because based on the pricing policy it is determined the implicit and explicit aspects of the product or service. In this social marketing, there is an integrated consideration of both social and people care with the best price for consumers. The manufacturers and entrepreneurs have to implement the pricing decision based on reasonable and rationale without affecting collective social and environmental objectives. It is significantly imperative to ponder the indispensable considerations of people, society, environment, sustainability, ethics, probity, and the expected requirements of prospective consumers. It is observed that some garments and FMCGs companies, after brand sustenance expanding their exorbitant prices, it is not only unethical and not pertinent for reliable brand-making efforts due to losing both existing and prospective consumers. Decisively it leads to a vacuum in the principle of construction viable customer relationship chemistry with consumers.

(iv) Logical logistics strategy

FMCGs are quick-moving, it is most often perishable and with less expensive, so most of the consumers of these products regularly. The distribution and logistics strategy is a prerequisite for reaching the unreached. The change was happened after the Post-Covid–phenomenon because most of the transportation means are highly affected during the lockdown period. It unlocks the bond between goods, services with consumers, and it affected the marketing possibilities of the present and even future. For instance, the basic indispensable goods, including basic snacks, milk, milk powder, meat, egg, oil, rice, cigarettes, toiletries, cosmetics are unavoidably required things. It is the ethical and social responsibility of entrepreneurs or social marketers must consider the consumer expectations with the aspects covered place, accessibility, requirements Quality, quantity, and other vibrant aspects of business relevance at the perfect time to the consumers.

Serial number	Green marketing	Social marketing
1	Energy efficiency	Competitive advantage
2	Green efforts of new business prospects	Societal care and ethical business
3	Universalizing sustainability consciousness	People centric development

4	Green persuasion strategies	ecological sustainability
5	Sustainable advertisement strategies	Sustainable welfare framework
6	Green packaging	Welfare commitment
7	Eco-friendly goods	Diminishing social evils

Figure II: Illustrative manifestation of green marketing and social marketing

(v) Synchronization of Business and Society

It has been observed that the role of business organization in community and society is imperative for organizational existence in the cognizance of consumers because it is the Ethical responsibility of business firms that are uniformly obtaining benefits from both society and people. For instance, some companies pursuing these initiatives comprising reducing carbon footprints, improving labor policies. The operations of ethical business, philanthropic inspirations, forward in the community engagements, corporate optimistic policies that promote the natural environment, and socially environmentally conscious investment to reciprocating the benefits to the society and its people. NGOs survive for an array of aspirations, consistently to facilitate the cultural or social ambitions of their affiliates. Examples embrace increasing the state of the natural environment, promoting the adherence of human rights, raising the interest of the impoverished, or describing a corporate program. In this situation of social marketing, the part of companies can keep symbiotic collaborations and reciprocal exchange between NGOs and communities with the coveted objectives of societal and sustainable care.

(vi) Pertinent policies for development

The three main legal areas to consider the development including privacy and data collection, intellectual property issues, and rules and regulations of unethical marketing, unsustainable business practices, etc. government policies and legal machinery plays a profound role in ensuring better administration for social marketing. It is a combined effort and realization process because of the connectivity between one another comprehensively. For instance, the policies in favor of minorities, differently abled peoples, transgender, women, and children denotes the merit of social marketing and safeguarding the religious and linguistic minorities of the nation with perfect implementation of government policies and initiatives also covered in this context. We observe that the possible resilience of the Post Covid era symbolizing better growth for business marketing and social marketing. It is of paramount significance to follow the same policy is realized even at the time of changed political administration because of the need and requirement of pertinent government policy.

IV. APPLICATION OF SOCIAL MARKETING:

Social marketing is not against traditional marketing and it additionally includes social care and sustainability ideals. Indeed, after the menace of Covid-19, the necessity of social marketing increased in a multidimensional fashion. NGOs connected with some public welfare industries comprising health, education, religion, hospitality, child care, old age care, environmental care, social marketing. Social marketing has a vast spectrum of amplitude as mental health care initiatives, prevention of suicide such as family dispute redress mechanism, old age care, human organ transplantation donations, and AIDS awareness. The state of Tamil Nadu achieved first place consecutively in 2020, especially in organ donation and transplantation, with the widespread efforts of both state and private sector organizations.

Social marketing techniques are concentrating on vital areas such as the provision of housing, potable safe drinking water, forest conservation, preservation of ecology, the campaign against deforestation, protection of the environment, bio-plastic initiatives, bio-diversity movement, cycle travel campaign, transgender rejuvenation works, some observe that some social welfare-oriented volunteers are adopting social marketing ideas to realize the goals of child rights, women empowerment, and universal brotherhood, save the earth, organic culture. Balanced ecology naturally promotes the way for the balanced existence of both human beings and living creatures of the earth. For instance, carbon monoxide expelled from handles air pollution and loss of lives from severe lung complications. The industrialization and globalization of mass production and high consumerism substantially affect the globe and these hazardous practices culminated with land degradation, atmospheric damage, global warming issues, etc. by the way of promoting the successful precepts of social marketing the strong counteraction will be experienced in the recent years. Energy resources are a significant factor for business and logistics works, but overconsumption of these energy resources affects nature. Because the recent social marketing campaigns gradually penetrated the user's minds to convert bio-energy and using more public transportation rather than individual vehicles. In recent years there is awareness was so limelight in the minds of consumers because of the widespread campaign of organic and homemade food culture in India. Hence, the power of youth potential is unleashed towards self-reliance, self-protection and socializing health consciousness goals, etc.

4. EXISTING CHALLENGES OF SOCIO-GREEN MARKETING:

There is the substantial and statistical sense of industries that would prefer to swing green move sustainability, as a stepping up figure of buyers who demand to combine themselves with eco-friendly commodities. Thus, to safeguard consumer trust, sellers of sustainable goods require being much more translucent and desisting from violating any order or patterns associating with goods or production operations. Some recognize that highly decline proportionately of the advertising information from sustainable movements is devoted to imperative model and shows the legitimacy which they declare. There is no established criterion presently in the existing business configuration; hence it is observed the identifying real green products is treacherous to real consumers because of the misrepresentation of faulty green manifestations and displays in the global as well as regional business environment.

5. PROSPECTS OF INTEGRATED SOCIO-GREEN MARKETING:

The escalating universal insight and cognizance of sustainable development have raised significant considerations about its magnitude due to the nature of living habitat and ecosystem. Almost all countries of the world have strived to strengthen their role to protect the sustainable nature of the environment and streamlined the collective responsibility and stress the capacity consciousness to protect its natural solidarity with the environment and sustainability. Companies ratified green advertising preparations to gain environment-conscious ideals from environmentalists and UNO values of ethical business development including the making of green products. They also constructed the undivided method of producing and supplying the outputs to swallow scarcer power or alternative origins of power. Using bio-centric components, cover, green means, and achieving more negligible pollutants in producing a conclusive outcome on the atmosphere. This thinking aspires to achieve integrated development of nature and business towards fulfilling the united nation's sustainability goals in the future. The continuous progress has been environmental, and viable. The current studies also contribute towards the clear perception of the provocations accompanied by no slipping. It demands the realization of green goals of idea formation about futuristic thinking of conserving the environment through systematic dissemination of integrated information as societal care, community welfare, economic viability, and collective consumption. Hence, the increasing climate of globalization automatically spurs the inescapable platform of sustainability-conscious despite high depletion, especially it certainly accentuated after the explosive outbreak of COVID-19 in 2019 to date. Green marketing initiatives often comprises all types of thinkers, academicians, and socio-environmental activists towards sustainability, conscientiousness, and universal collectivism in the contemporary globalized phenomenon. The buyers know the nature of green products or chemical substance-based products due to the deep penetration of information by social media and digital marketing initiatives by all stakeholders in the business configuration. The organizations strengthen their impression by adopting green ideals of product processing initiatives to correlate with eco-friendly corporations. The consequence of international issues, pandemic prevalence, climatic shifts diminishes the inevitable requirements of survival systems including farming fertility, agricultural diversity, social forestry, organic farming, human and animal health. The prospects of green advertising and sustainability are comprehensive probabilities with the adherence of contemporary business influential traditions. hence, these prevailing circumstances will compel other organizations and firms towards following footprints of green values and sustainability due to the practical change of business configuration. The ongoing movements of investigation and exploration have stretched the breadth to and length of innovation and paradigm shift in sustainability consciousness. There is a flourishing cognizance amidst environmentalists that individual attitude is the essential operator of all fundamental intimidations to the atmosphere and multifarious climatic conditions and the ecosystem. This understanding has contributed to an intensification of the resolutions to persuade individual tendency moving the acceptance of higher viable substitutes, more lately within the operation of social marketing schemes and mechanisms. Still, these drives have consistently experienced a dearth of strong influence appraisal, which inhibits not only answerability but also a beneficiary's ability to understand and progress across the future. To accomplish this, not only from government and legitimate authorities but essentially all individuals must integrate into these initiatives of social and green marketing efforts without compromising societal welfare and diversity consciousness with accomplishing sustainable goals. It is discovered that although there is some sign of influence around individual attitude and reactions of protection proceeds, those developments did not decipher into sustainability even after the outbreak of COVID-19 health emergency circumstances. In the future, there is a positive sign for protecting the environment and focusing on the developmental values of society to upgrade human rights values, women's empowerment, transgender up-gradation, and educational enhancement across the globe. Green marketing is fixated on a conscientious appeal to the atmosphere, which is incorporated into disparate operations of cultural enhancement and sustainable development. To erect a vibrant and ethically trustworthy mark, it aspires to implement natural origins of societal and environmental care that draw supplementary desirable outcomes other than sustainability and profit maximization, it comprises, women and children development, poverty eradication, agricultural development and strengthening social forestry, promotion of individual development by educational achievement and self-regulation by adopting socio-centric attitude in all behavioral manifestations

6. CONCLUSION:

Social Marketing inspires the younger generation of India to accentuate the positive energy into significant achievements of the wellbeing of the society and environment. With the effective application of social media our society now migrated to transform the ill effects of negativity and old menace, now the people are discussing, deliberating the positive and negative aspects of industrialization and globalization process it spurred new sources of thinking and practicing of societal care culture. They interconnect both the rural and urban places with technology and the internet, whereas in the earlier years digital deficits are very high. It changed this condition due to the digital consciousness and technological up-gradation. The on-going process of the global village, universalization, and globalization paved the way for integrating thoughts, technology, people, economy, and strategies towards unified equilibrium with everything. Futurist thinkers argued that without social initiatives and CSR's role in the modern scenario no commercial transactions will survive because people and society are highly conscious of environmental sustainability and societal welfare.

In the previous years if the technology is being adopted in western culture it will take some time to reach the least developed nations now the scene was overdue for the interconnectedness and instantaneousness of technology updating and up-gradation and strong penetration of social media and prevalence of digital marketing serendipities. Therefore, business aspirants, start-up gurus, new-age entrepreneurs, technopreneurs are unprecedentedly urged to think about society, people and technology if they want to universalize their technology, knowledge, and business proposal.

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