

# Upliftment of Marketing Environment

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*“Marketing is the link to bind customers with business firms”*

No business organization is unaware about the importance of marketing and spent a good percentage to lure customers but existing strategies adopted by the companies are barricaded by various disadvantages such as huge costing, time invested on promotion & advertisement and research & development. It becomes a burden on companies if the target customer does not accept advertisement tactics opted by them.

*“Clutch for today,  
Harbour for tomorrow,  
Plate-up in future”*

The quote mentioned above beautifully shows the requirement of changes in traditional marketing strategies into digital, where the future lies. Advertising through digital channels such as websites, emails, social media, gadgets and so on are the digital marketing tools covering up as marketing strategies.

These edge-cutting digital marketing strategies originally form a part of green marketing. Green marketing or eco-friendly marketing is a new concept of selling products and services that are based on their environmental benefits.

The concept of green marketing goes beyond developing eco-friendly products and includes-

- Opting environment-friendly production process.
- Enabling social media marketing into existence to gather faster and instant views. from the target market rather than printed flyers & brochures.
- Reduction in use of polythene (plastic bags) & adopting paper packaging.
- Adoption of eco-friendly power sources such as solar energy, biogas energy.

- Disposal of waste using filtration processes to reduce pollution.
- Using 3R's- reduce, reuse and recycle.

The Indian market has been an evolution in marketing strategies and adoption of green marketing by companies. Companies are launching eco-friendly electronic gadgets targeting;

- 40% less consumption,
- laptops and notebooks are introduced with no poly-vinyl chloride (PVC) material,
- a new ozone-treated elemental chlorine-free bleaching technology has been introduced.

Banking industry turns their entire working into digitalization and adopting paperless technology by replacing paper money into smart money.

*“Sustainable development:*

*The need of society,*

*The want to defend,*

*The demand to strengthen governance”*

Sustainable Development & Corporate Social Responsibility are important factors for inclining companies to adopt green marketing. Green marketing has become the need of time and its early adoption by companies will only sell them out smoothly in the ever-changing environment. Development of green products & technologies is the prominent steps towards a sustainable future.

*“The greatest scepticism to our planet is the belief that someone else will save it.”*

This thought force companies to understand what time demands. Sustainable development is a part of our survival and growth philosophy. One can't rise if it takes more from society than it put back.

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