

## **OLISTIC MANAGEMENT TO SUSTAINABLE MARKETING**

**Ekjot Kaur**

Asst. Professor,

D.A.V College, Jalandhar

### **ABSTRACT**

Sustainable marketing, the concept started in the 21<sup>st</sup> century where the marketer has to focus on the environmental and social issues along with the commercial aspect. It means marketer should use renewable resources rather than depleting resources which help us to reduce polluting and hazardous waste. Every organization should meet the needs of its present consumers without compromising the ability of future generation to fulfill their own needs. So in my paper I have discussed the sustainable marketing, its importance and its impact on society by discussing the examples of mcdonalds and tata motors by following marketing ethics and how the consumer actions should be made to promote sustainable marketing. New technique should be adopted for innovation and passion according to sustainable marketing and what strategies should be adopted in future for it.

**Keywords:** Sustainable, Marketing, Consumer, Environment, Standards, Integrity, Ethics.

### **GREEN CONSUMER**

A green consumer is someone who is aware of his or her obligation to protect the environment by selectively purchasing green products or services. A green consumer tries to maintain a healthy and safe lifestyle without endangering the sustainability of the planet and the future of mankind. According to a recent study, 50 percent of consumers buy green products today. The top three reasons for not buying green products are a lack of awareness, availability, and choices. Green consumers are highly motivated to change their buying behaviour for the good of the planet and are willing to pay 10 to 30 percent more to save the planet from environmental damage. However, businesses sometimes find it difficult to predict consumers' reaction to green products.

Green consumption, is closely related to the notions of sustainable development or sustainable consumer behaviour. It is a form of consumption that is compatible with the safeguard of the environment for the present and for the next generations. It is a concept which ascribes to consumers responsibility or co-responsibility for addressing environmental problems through adoption of environmentally friendly behaviours, such as the use of organic products, clean and renewable energy and the research of goods produced by companies with zero, or almost, impact.

#### **Some key points about green consumer :-**

- **Consumer participating in at least some green attitudes and behaviour.**
- **63 million adults and growing.**
- **Buying power of \$230 billion and growing.**
- **Green consumers fall into a simple demographic profile.**
- **Green consumers are all knowledgeable about environmental issues.**
- **If people just knew the facts, they would make greener choices.**

Green consumers refers to consumers who are concerned about the environment in their purchase behaviour, activities associated with the marketplace and consumption habits and consider the effect of their behaviour on the natural environment around them. However, these concerns are not only about the goods, but it is possible to influence on how green consumers travel or place they choose for working or vacation. In general, each consumer who shows the environmentally friendly behaviour is called a green consumer.

**Consumer' green behaviour can be divided into two general categories :-**

The first category is related to reduction of energy resource consumption that is called truncation behaviours and second consists of buying decisions and behaviours that are called green purchase behaviour.

**SUSTAINABLE MARKETING**

In the 21st century the marketer should focus on the environmental and social issues along with commercial aspect. Sustainability maintains a balance approach to environment, human health and better business management. It means marketer should use renewable resources rather than depleting resources which help us to reduce polluting and hazardous waste. The corporate world has the moral duty to use natural resources and explore new resources with sustainable alternative. The key question that will be analysed, how should environmental and social consideration to be integrated in the business and marketing strategy.

**Definition of Sustainable marketing**

“The concept of sustainable marketing holds that an organisation should meet the needs of its present consumers without compromising the ability of future generation to fulfil their own needs” Philip Kotler and Garry Armstrong

Business has to face new competitive environment from the competitor because of technological and globalisations. Therefore the firm explore new marketing concept, new business model and new form of cooperation. In the process of finding new marketing strategy they ignore the social and environmental factor which in real can act as competitive advantage for the organisation.

The business literature forecast that sustainability will play a major role in 21st century, as firm has to interpret social expectation which comprise integrated system such as economic, social and environmental factors. However the organisation is not implementing the environmental management with due diligence and firm does not appreciate the environmental factors into strategic plan. Financial manager feel that investment into sustainable factors as high priced and give less importance to the issues and concentrate on the commercial and profit motive.

Many marketing finding and publication has proved that integration sustainability concept into firm helps to build good brand image in the corporate world. As conventional marketing concept is argued, what is the proper way to sell the product in the context of environmental worsening, resources depletion, high population and world poverty. Organisation should finally integrate the concept of sustainability marketing into the strategic planning for the better performance of business.

“Sustainable marketing has been put forward as an umbrella under which the traditional applications of marketing can merged with both environmental and social issues”

Sustainability is a new concept in the corporate world and calls upon for fundamental changes in company behaviour and advocate responsible actions from stakeholder, government and consumers of the organization.

### **Why is sustainability so important?**

#### **i. People – the social bottom line**

The social equity of a company is the human presence, measured outside of job-based performance. This starts with a transparent and reliable human resources service.

HR should provide qualitative data to the board and management, as well as quantitative data from surveys and review sites .

And what's the goal of that data? Basically, it needs to show that you're not being a terrible person to others. Think about diversity and equality at all times and treat people with respect.

Here's a terrifying example to show what I mean. Did you know that 50.8% of the human race is female and 3.3% are men named John? Not too shocking. Well, what is shocking is that there are as many Johns as women among Fortune 500 CEOs. We have to do better!

#### **ii. Planet – the environmental bottom line**

The environmental impact of a company is potentially the most complicated — and at this time in the human race's short history, the most important. We need to ensure that we are doing more than just cutting our impact.

For an organization, there are simple things like carbon offsetting (that you can now do online) through to independent Environmental Management Systems such as the ISO 140001. For larger corporations, they can tie in the UN Sustainable Development Goals or even the Global Reporting Initiative reports to their required non-financial reporting.

Step one is engaging people in your organisation to at least think about the environment. That comes from the top and works its way down.

#### **iii. Profit – the economic bottom line**

More than just what you see at the end of year accounts, a Triple Bottom Line company will try to evaluate the economic value it has brought into the local and global economy through its work.

While a healthy financial profit is required to continue the business's good work, it must also consider how it can integrate into its community.

A truly sustainable company will push itself to change people's lives and really put their revenues to good use. A good example would be the Buy1Give1 scheme or 1% For The Planet movement.

Can they continue this defined behaviour indefinitely?

It's about finding a balance between leading the consumer through a journey to a point of sale in an efficient way, but also in a way that doesn't tarnish the relationship between them and the brand.

Ethics play a huge role in sustainability marketing. When building a campaign, consider every touch point and how it affects the consumer, the environment and the community — especially the community built around the brand.

### **MARKETING IN ACTION - *MC DONALDS***

#### **Sustainable Sourcing**

McDonald's long-term vision is to source all of our food and packaging sustainably. This overarching goal addresses all levels of our supply chain from the farms, forests and oceans that produce our products to the front counter of our restaurants. For McDonald's, sustainable sourcing must address what we call the 3 E's of sustainability: ethics, environmental responsibility, and economic viability.

In 2013, we expanded this commitment to address all 3 E's at the raw material production level, not just the environment. We have also aligned the following 5 programs to manage and improve impacts at each level of our supply chain.

### **Where we can make the biggest difference**

While we're committed to taking on many challenges facing society today, we're elevating a few global priorities where we believe we can make the greatest difference and drive industry-wide change. We can't do this alone – to make truly meaningful progress, we will need to use our scale and reach to collaborate with others both within and beyond the McDonald's system.

Our global priorities below reflect:

- Analysis of major social and environmental impacts of our food and our business.
- The material environmental and social issues that matter most to our customers and employees, Franchisees, suppliers and wider stakeholders.

## **SUSTAINABILITY ACTIONS**

### **Climate Action**

Climate Change is the biggest environmental issue of our time. That's why we're committed to reducing emissions right along our value chain, from farm to restaurant to customer, to hit our Science Based Targets.

### **Beef Sustainability**

We've been working with farmers, environmental groups and governments for more than a decade to help advance beef farming and production practices. And we're making progress.

### **Packaging and Recycling**

We've set new progressive goals to improve our packaging, reduce waste and recycle more, to amplify our positive impact on the planet.

### **Youth Opportunity**

Impacting the lives of young people through pre-employment job readiness training, employment opportunities and workplace development programs, in partnership with the International Youth Foundation.

### **Commitment to Families**

In partnership with the Alliance for a Healthier Generation, we're raising the bar with more fruit, vegetables and dairy in our Happy Meals.

## **SOCIAL CRITICISMS OF MARKETING**

### **A.MARKETING IMPACT ON SOCIETY**

Consumers have many concerns about how well the marketing system serves their interests. There

are six primary criticisms leveled at the marketing function by consumers, consumer advocates,

and government agencies.

i. Harming consumers through high prices.

ii. Deceptive practices.

iii. High-pressure selling.

- iv. Shoddy or unsafe products.
- v. Planned obsolescence.
- vi. Poor service to disadvantaged consumers.

i. Harming consumers through high prices: Many critics charge the marketing system causes prices to be higher than need be. Some factors to which these critics point are as follows:

- High costs of distribution. Greedy intermediaries mark up prices beyond the value of their services. There are too many intermediaries and they duplicate services. Resellers have ponded by saying that: the work performed by the intermediaries is necessary and takes away the responsibility from the consumer or the manufacturer, the rising markup is really the result of improved services, operating costs are driving up prices, in reality, profit margins are low because of intense competition. Strong retailers pressure their channel members to keep prices low.
- High advertising and promotion costs. Marketing is accused of driving up promotion and advertising costs. Marketers respond by saying that: consumers want more than the merely functional qualities of products, they want psychological benefits, branding, even though it may cost more, gives buyers confidence, heavy advertising is needed to inform millions of potential buyers of the merits of a brand, Heavy advertising and promotion may be necessary for a firm to match competitors' efforts. Companies are cost-conscious and try to spend their promotional dollars wisely.
- Excessive markups. Critics charge that some companies mark up goods excessively. This charge is responded by the marketers respond by saying as: most businesses try to deal fairly with consumers because they want the repeat business, most consumer abuses are unintentional, When shady marketers do take advantage of consumers, and they should be reported to the authorities, Consumers often do not understand the reason for the high markup.

ii. Deceptive Pricing: Marketers are sometimes accused of deceptive practices that lead consumers to believe that they will get more value than they actually do. Three groups exist with respect to these alleged practices:

- 1). Deceptive pricing includes such practices as falsely advertising "factory" or "whole sale" prices, or a large reduction from a phony high list price.
- 2). Deceptive promotion includes such practices as overstating the product's features or performance, luring the customer to the store for a bargain that is out of stock, or running rigged contests.
- 3). Deceptive packaging includes exaggerating package contents through subtle design, not filling the package to the top, using misleading labeling, or describing size in misleading terms.

Deceptive practices have led to legislation and other consumer protection actions. Marketers argue that most companies avoid deceptive practices because such practices harm their business in the long run. According to some experts, some puffery, however, will always occur.

iii. High-pressure selling: High-pressure selling is another criticism of marketing. Laws require door-to-door salespeople to announce that they are selling a product. Also, buyers have a "three-day cooling-off period" in which they can cancel a contract after rethinking it.

iv. Shoddy and Unsafe products: Shoddy or unsafe products are another criticism leveled against marketers. Complaints include: 1). Complaints about products not being made well or services were not performed well. 2). Products deliver little benefit. 3). Product safety has been a problem for several reasons:

- a). Manufacturer indifference.
- b). Increased production complexity.
- c). Poorly trained labor.
- d). Poor quality control.

Responses to these complaints from marketers are positive. Marketers in general want to make beneficial and safe products.

v. Planned obsolescence: Planned obsolescence is a strategy of causing products to become obsolete before they actually need replacement and is a criticism leveled by consumers. Fashion is often cited as an example. Marketers respond that consumers like lifestyle changes; they get tired of old goods and want a new look. Much of so-called planned obsolescence is actually the normal interaction of competitive and technological forces in a free society.

vi. Poor service: In contemporary society poor service to disadvantaged consumers is another criticism against marketing. Clearly, better marketing systems must be built in low-income areas. Critics believe the poor have been exploited by marketers.

### **B. *MARKETING IMPACT ON OTHER BUSINESSES***

Critics charge that a company's marketing practices can harm other companies and reduce competition.

Three problems are involved:

- 1). Acquisitions of competitors. There may be too many of these according to some acquisition is a complex subject, however, and sometimes acquisition may be good for society.
- 2). Marketing practices that create barriers to entry. Patents and heavy promotional spending are often cited.
- 3). Unfair competitive marketing practices. Predatory competition is dangerous to the overall well-being of the economy. To distinguish between what is predatory and what is healthy competition is often difficult.

### **C. *MARKETING ETHICS***

Marketing Ethics are marketers' standards of conduct and moral values. People develop standards of ethical behaviour based on their own systems of values and that may differ from employer's organizational ethics, which produces conflicts. Conscientious marketers face many moral dilemmas. Companies need to develop corporate marketing ethics policies—broad guidelines that everyone in the organization must follow. Areas of concern include:

- 1). Distributor relations.
- 2). Advertising standards.
- 3). Customer service.
- 4). Pricing.
- 5). Product development.
- 6). General ethical standards.

The finest guidelines cannot resolve all the difficult ethical situations a marketer faces. What principle should guide companies and marketing managers on issues of ethical and social responsibility? Two general philosophies are used:

1). Issues are decided by the free market and legal system. Under this system companies and their managers are not responsible for making moral judgments. Companies can do whatever the system allows.

2). Issues are the responsibility of individual companies and managers. This approach says that the company should have a "social conscience" that guides action. This is a more enlightened philosophy.

Each company and marketing manager must work out a philosophy of socially responsible and ethical behaviour. Remember that written codes do not ensure ethical behaviour. The issue of ethics provides special challenges for international marketers. Bribery may be socially acceptable in one country and completely illegal in another. Companies must commit to a single ethical standard that can be applied worldwide. Many industrial and professional associations have suggested codes of ethics; many companies are now adopting their own codes.

## **CONSUMER ACTIONS TO PROMOTE SUSTAINABLE MARKETING**

### **CONSUMERISM**

Consumerism is an organized movement of citizens and government agencies to improve the rights and powers of buyers in relation to sellers .

Traditional sellers' rights include the following :-

- The right to be well informed about important aspects such as any product in any size and style, provided it is not hazardous to personal health or safety , or if it is to include proper warnings and controls.
- The right to charge any price for the product provided no discrimination exists among similar kinds of buyers.
- The right to spend any amount to promote the product, provided it is not defined as unfair competition.
- The right to use any product messages, provided it is not misleading or dishonest in content or execution.
- The right to use buying incentive programs, provided they are not unfair or misleading.

Traditional buyers' rights include the following :-

- The right not to buy a product that is offered for sale.
- The right to expect the product to be safe.
- The right to expect the product to perform as claimed.

In comparing these rights, many believe that the balance of power lies on the seller's side. True , the buyer can refuse to buy . But critics feel that the buyer has too little information, education, and protection to make wise decisions when facing sophisticated sellers.

Consumer advocates call for the following additional consumer rights :

- The right to be protected against questionable products and marketing practices.

- The right to consume now in a way that will preserve the world for future generations of consumers.
- The right to influence products and marketing practices in ways that will improve the ‘quality of life’.
- The right to consume now in a way that will preserve the world for future generations of consumers.

Sustainable marketing applies not only to businesses and governments but also to consumers. Consumers have not only the right but also the responsibility to protect themselves instead of leaving this function to the government or someone else. Consumers should also make good consumption choices.

### **ENVIRONMENTALISM**

Environmentalism is an organised movement of concerned citizens, businesses, and government agencies to protect and improve people's living environment.

Environmentalists are not against marketing and consumption; they simply want people and organisations to operate with more care for the environment. The marketing system's goal, they assert, should not be to maximise consumption, consumer choice, or consumer satisfaction, but rather to maximise life quality.

Environmental sustainability is getting profits while helping to save the planet.

- Pollution prevention
- Product stewardship
- Design for environment (DFE)
- New clean technologies
- Sustainability vision

#### **• POLLUTION PREVENTION**

It involves not just cleaning up waste but also eliminating or minimising waste before it is created.

#### **• PRODUCT STEWARDSHIP**

It involves minimising the pollution from production and all environmental impact throughout the full product life cycle.

#### **• DESIGN FOR ENVIRONMENT (DFE)**

It involves thinking ahead to design products that are easier to recover, reuse or recycle.

#### **• NEW CLEAN TECHNOLOGIES**

It involve looking ahead and planning new technologies for competitive advantage.

Control direct and indirect energy consumption

- Improve the management of the energy consumption of facilities
- Continue to use renewable energy sources
- Optimise the use of raw materials in the manufacture and the use of products
- Valuate electronic and electric equipment waste
- Improve monitoring of our CO2 emissions

#### **• SUSTAINABILITY VISION**



It is a guide to the future that shows the company that the company's products, process and policies must evolve and what is needed to get there.

• **BETTER ASSESS OUR ENVIRONMENTAL IMPACT**

To gain a better understanding of the direct and indirect environmental impacts of a media group's value chain, it has completed a lifecycle analysis of its content offers. The group compared the environmental performance (CO2 emissions, water and energy consumption) of electronic content offers (downloads and streaming) with the environmental performance of physical content offers.

**BUSINESS ACTIONS TOWARDS SUSTAINABLE MARKETING**

**SUSTAINABLE MARKETING PRINCIPLES**

**A. CONSUMER ORIENTED PRINCIPLES**

Consumer oriented marketing is the Philosophy of sustainable marketing that holds that the company should view and organise its marketing activities from the consumers point of view.

- View marketing activities from the consumer's point of view.
- Deliver superior value.

**B. CUSTOMER VALUE MARKETING**

Customer value marketing is a principle of sustainable marketing that holds that a company should put most of its resources into customer value building marketing investments.

- Invest in customer value building marketing.
- Create value for customers.

**C. INNOVATIVE MARKETING**

Innovative marketing is a principle of sustainable that requires that a company seek real product and marketing improvements.

**D. SENSE OF MISSION MARKETING**

It is a principle of sustainable marketing that holds that a company should define its mission in broad social terms rather than narrow product terms.

**E. SOCIETAL MARKETING**

Societal marketing is a principle of sustainable marketing that holds that a company should make marketing decisions by considering consumer wants, the company's requirement, consumers long run interests, and society's long run interests. Corporate marketing ethics are broad guidelines that everyone in the organisations works.

**THE SUSTAINABLE COMPANIES**

The sustainable companies are those that create value for customers through socially, environment and ethical responsible actions.

**MARKETING IN ACTION: TATA MOTORS**

**COMPANY OVERVIEW**

- *TATA Group was founded by JEMSETJI TATA in 1868.*
- *TATA Motors is a subsidiary of the TATA Group.*
- *Founded by RATAN TATA in 1945 and Headquartered in Mumbai , India.*

- *Collaboration with DAIMLER-BENZ AG, Germany and entered into commercial vehicle segment in 1954.*
- *In 1991, Entrance into Passenger Vehicle Market.*

#### **IMPETUS FOR THIS COMPANY**

- *India's largest multinational automotive manufacturing company.*
- *World's 17th largest motor vehicle manufacturing company.*
- *USD 22,043 million invested in research and development.*
- *4.8% of energy from renewable sources.*
- *USD 186.2 million spent on CSR initiatives.*
- *Reduction in 5.7% of total energy consumption.*

#### **SWOT ANALYSIS**

- **STRENGTHS** -
  - a. strong domestic player ( Indian market)*
  - b. Strong image of sustainable company*
  - c. Global presence*
  - d. Tata nano - world's most affordable car*
  - e. Research and development activities.*
- **WEAKNESS** -
  - a. Tata motors products are not consider as luxurious.*
  - b. ROI of TATA motor shares is low.*
  - c. Proportion of market share in passenger vehicles is less .*
- **OPPORTUNITIES** -
  - a. Raising per capita income of middle class family.*
  - b. Mergers and acquisition to acquire new technology.*
  - c. Demand for electric cars will increase.*
- **THREATS** -
  - a. Very competitive market in automobile Industry.*
  - b. Rising cost of manufacturing.*
  - c. Environmental regulations.*

#### **APPROACHES TO SUSTAINABILITY**

- *Concern for environment*
- *Innovation and passion for excellence.*
- *Integrity and accountability*
- *Customer and agility.*

## CONCERN FOR ENVIRONMENT

### *POLITICAL*

Tata motors are doing their business in different countries across the world such as Africa, Europe, Middle East and Australia. The countries where Tata motors are going to operate should concentrate on political climate as well as the regional leading bodies. The business trade, expansion and investment are reliant on laws and regulations on business imposed by the local government. How much they will be flourishing in markets and economies for the effect of home and national influences

### *ECONOMICAL*

Tata Motors is operating through different countries across the world; they are functioning by focusing on individual market with considering global economical standpoint. They are spreading out by forming joint ventures over the five different countries in the world. Tata Motors have the experiences about the changes in market that occurs and can easily acclimatise by using resources they have around the globe. For example Tata Motors need raw materials for production of engine blocks but the price of raw materials is high in South Africa. They have suppliers for raw materials in Europe, so they can easily get it from Russia because they are operating globally.

### *SOCIAL*

The organisations are largely affected by shareholders idea, opinions and attitude. This includes every aspects of the organisational stake holder as of chief executive officer to president, investor to customers, down to line workers. The future of an organisation relies on stake holder's mores and attitudes whether it will be beneficial or not. For this reason, Tata Motors tends to use assimilation and rarely partition technique with foreign companies they get hold of.

### *TECHNOLOGICAL*

Tata Motors and its parent company, the Tata Group, are developed in the technology field. Tata Group has great publicity over 20 listed enterprises and operates in more than 80 countries world-wide. From this Tata motors gain lots of experience and resources that actually helps them to get success in research and development

“The growth of this company based on deep understanding of economic stimuli and needs for customer, and the skill to interpret them into customer-desired offerings through most important edge R&D” (Tata). Tata Motors' Research and Development team is in advance in India's market and accurate with all other field internationally.

- *Invested in renewable energy. Example- biogas plant , wind plant and solar plant.*
- *Total renewable energy utilised.*

## INNOVATION AND PASSION FOR EXCELLENCE

Tata Motors is equally concentrating on environment-friendly technologies especially in emissions and substitute fuels. . There are many electric and hybrid vehicles developed by Tata motors especially for personal and public transportation. Tata also involve in many

activities such as engineering and automotive solutions, production equipment manufacturing, automotive motor vehicle machinery built-up and supply chain conduct, machine tools and factory mechanisation solutions, high-precision tooling and plastic and electronic machinery for automotive and computer applications, and automotive retailing and service operations through subsidiaries.

Tata Motors is also working on four plunge areas for improving quality of life-employability, education, health and environment. The activities help the lives of more than a million citizens. With the foundation of its rich heritage, Tata Motors today is engraving a refulgent future.

*Main Agenda :- "To provide various cost effective and sustainable products to encourage transportation which are lower in costs and sustainable for any society"*

Innovation is deeply embedded in our DNA, and is demonstrated through our path-breaking vehicles, ranging from India's first fully indigenous passenger car, the Indica, to the Nano, the Zest, the Bolt, and now the new generation cars – Tiago, Hexa, Tigor and Nexon.

On the cargo transportation side, our vast range of commercial vehicles includes the globally benchmarked Prima, Signa and Ultra trucks in the Medium & Heavy Commercial Vehicle (M&HCV) segment, the Xenon Yodha in the pickup category and the segment-redefining Tata Ace.

We focus on current and future auto technologies to enhance the look and feel of our vehicles and to boost the overall driving experience for our customers. Our new age concept cars and award-winning engines are examples of how far our innovative techniques have brought us. From frugal engineering to our work on vehicles, powered by alternative fuels, our innovation thrust forms one of the pillars of a business built on sustainability.

Our state-of-the-art R&D centres and design studios are located in Pune (India), South Korea, Italy and the UK, and have many firsts to their credit. We boast of housing Asia's first anechoic chamber, India's first full vehicle crash test facility and India's only full climate test facility. With over 4,500 engineers, designers, scientists and technicians, we are making path-breaking innovations that are driving the form and performance of future vehicles.

- *Fuel cell bus program*
- *CNG hybrid bus program*
- *Diesel hybrid Manza program*

#### **INTEGRITY AND ACCOUNTABILITY**

##### *Integrity*

- *Committee consists of 11 board of directors headed by MD track health ,safety and environmental performance.*
- *Enterprise resource planning (SAP) helps them to manage data accurately and consistently.*
- *All manufacturing stations are certified by Environmental manufacturing standard, occupational health management system standard, etc.*

##### *Accountability*

- *Always ready to learn and explain.*

- *Committed to go extra mile and deliver great business result.*
- *Engage with stakeholders and identify their concerns and issues*

### CUSTOMER AND AGILITY

- *The key to tackle today's and tomorrow challenges is their agility in growth and creation of values for their stakeholders. This enables them to achieve their sustainable goals.*
- *Companies agile growth in last couple of years.*
- *Integrated customer relationship management framework with dealer management system to ensure seamless customer service quality.*
- *Customers safety is one of the major concern for them.*
- *Tata motors is committed to sustainable development where business goes hand in hand with societal wellbeing and environmental consciousness.*
- *CSR and sustainability awards ;TATA motors has been consistently recognised for excellence in programmes aimed at benefiting the community. These awards encourage us to do more, spread our reach further and impact more lives.*

### STRATEGIES TO SUSTAIN IN FUTURE

#### *"SUSTAINABILITY IN MOTION"*

*-Pollution prevention and Resources recovery*

- *Works on Environmental Awareness Campaigns in the form of NGO'S - Gram Vikas Kendra, Jamshedpur .*
- *On goings projects such as Compressed Air Car, Electric Car, etc.*
- *Since 2007 , Company targets*  
*-Invested \$36 million for reducing operational CO2 emissions .*

*- 79% reduction in Manufacturing Waste.*

*- 32.5% reduction in energy use per vehicle.*

*- 75% recycled aluminium used.*

### CONCLUSION

At the end it can be concluded that companies' operations and products are very consistent with the contents of sustainable marketing and practice it, although none of the companies calls its activities sustainable marketing. Both the social and environmental dimensions of sustainable marketing are part of the companies' operations. Sustainability is a holistic approach for all of the companies and is not only limited to marketing, although the degree of sustainability being integrated into every day activities varies. For some of the companies it is also part of their core values.

Clearly, all companies want to satisfy their customers through their activities.

Accordingly, sustainability as such is not the main factor when it comes to positioning. Either single benefits of sustainability are highlighted, such as cost savings or health benefits compared to competitors' products.

Therefore, the concept of sustainable marketing is not important but the contents of sustainable marketing are very important for companies. Thus, it is more accurate to say that being a sustainable company, which operates sustainably and offers sustainable solutions, is extremely important for companies nowadays. In the author's opinion, it is not important what companies call their sustainability efforts, as long as the contents of sustainable marketing are recognized as important and are implemented.

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## **IMPERATIVE ROLE AND IMPACT OF SOCIAL MEDIA ON INDIAN ELECTION SYSTEM**

**Dr. JHUMBA DEY**

**Lecturer, Dist Institute of Educational Training, ASSAM**

### **ABSTRACT**

Assembly elections in India witnessed the biggest change in Indian politics first time for year 2014. The ruling party at then congress which was in power for 10 years was defeated and whole and sole responsible person for it was 'Mr. Narendra Modi'. Nobody would argue that for the first time in India social media was used so extensively during elections. The study shows that Mr. Narendra Modi is the most active and popular personality on twitter. Twitter including all other popular social networking sites and the news channels' exit polls became the key ingredient for success of Mr. Modi and his BJP party. The main aim of this paper is to understand the impact of social media on the Indian politics.

Social media is the primary resource for the information retrieval. Using the text mining field; huge amount of unstructured textual data collected by social media can be converted and displayed as user relations in real time. Given its popularity, social media could be used as an influential channel for opinion leading, including agenda-setting and public opinion formation. The present research paper studies the importance of use and rise of social media in the arena of Indian politics and its impact in general and political participation by the general public. First the study is to examine for rise of social media as a medium to reach voters. Secondly impact of people using social media during election campaign on poll results.

**Index Terms**—Social media, Election campaign, Indian politics, Twitter and Facebook

### **INTRODUCTION**

Google is the answer to any question you may have today. The technology revolution which we call it as Internet has changed the world by connecting people across the globe. Today youth is increasingly using numbers of social sites such as Facebook, Twitter, WhatsApp, Blog and LinkedIn as platforms for communicating with friends, family and work colleagues. Social Media's quick development shows its influence on society and is a crucial part of the advancement of information and communication technologies.

According to Com. Score report India has bypassed Japan to become the world's third largest Internet user after China and United States. As of June 2014 India has are more than 243 million internet users as per data shared by Internet and Mobile Association of India (IAMAI), which is whopping 28% more compared to that of June 2013. The use of social media is significantly complex. Even though use of social media has several challenges such as security, privacy, accuracy at the same time it provides the opportunities for sharing, collaboration, and engagement of users which is provided by the medium of social media. It is very crucial to understanding how and why these tools can and should be used in politics committee. Social Media has rapidly grown in importance as a platform for political activities in its different forms. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to encourage citizen get involved in political life, where elections and electoral campaigns have a central role.

Social Media is the biggest shift since the industrial revolution" says Eric Qualman, Socialnomics. It is the top most activity present on the web. Every global brand has its presence on social media. It has become one of the crucial selling point for the marketers and fastest mode of spreading publicity of the product. Andreas Kaplan and Michael Haenlein provides definition for social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content." Let's see the most popular social media used today.

#### **A. Facebook**

Facebook is one of the most popular online social networking sites. It was founded on February 4, 2004, by Mark Zuckerberg with his college roommates.

Facebook has broad impact on the social life of people. Facebook allows users to people to stay in touch with friends, relatives and other connections without time and geographical limits provided they have access to the Internet. Its activity based on interest, hobbies, knowledge brings people together through groups and other pages. Due to its widespread network it connected lots of lost family and friends. Facebook has 900,000,000 - Estimated Unique Monthly Visitors.

#### **B. Twitter**

Twitter is one of the trending online social networking site which enables users to communicate using short messages having character limit of 140; which are called as "tweets". Twitter was created with the idea of is it possible to share your status with your friends so that they know what are you doing or up to in March 2006 by Jack Dorsey an American businessman. Twitter with 340 million tweets per day has gained very high popularity. Twitter is also called as the SMS of the Internet.

#### **C. Instagram**

Instagram is an online mobile tool which allows sharing photos and videos on a variety of social networking sites such as Facebook, Twitter, Tumblr and many other sites. It theme line says take a picture, transform it the way you want and share with your friends and family, life is beautiful.

#### **D. WhatsApp**

WhatsApp Messenger is a cross-platform instant messaging service for smartphones .It allows user to send messages without paying for SMS .It require internet for communication. It is integrated with smartphones which allows user to share photos, audios, videos and their location using integrated Maps present on their smartphones. WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum.

#### **E. Hike**

Hike Messenger is made in India, specially designed for cross platform smartphone communication using internet. Along with messages, audio, video sharing it also provides stickers for effective communication. Hike was created by Atul Singh and was taken over by Bharti Softbank in April 2013.It has crossed more than 35 million users in India

### **ELECTION SYSTEM IN INDIA**

India, a largest democracy in the world, is secular and socialist country. Here, election of representatives of people involves management of the mega event in the world. During



2014 general elections, there were around 0.9 million polling stations across the country. The electoral roll is a list of all people in the constituency who are registered to vote. Only those people with their names on the voting list are allowed to vote. There are total 543 Parliamentary constituencies in India and this mega event of elections was held in 9 phases. The first phase was held on 07th April 2014 and the last one was on 12th May 2014[2].

The number of parties registered with the Election Commission of India is 1,616. This number consists of 6 national parties, 47 state parties and others as registered unrecognized parties. The elections of 2014 had a battle between few major national parties, namely the Indian National Congress (INC) or commonly known as Congress, the Bhartiya Janta Party (BJP), the Aam Aadmi Party (AAP) and some other national parties like the Samajwadi Party (SP), the Bahujan Samaj Party (BSP) etc. forming the third front.

The amount of money spent by the parties in these elections was around 30,500 crores which is second highest in the world after the US Presidential elections for year 2012 and it was around \$7 billion.

### **IMPACT OF SOCIAL MEDIA ON INDIAN POLITICS**

India's 16th National general election which was held in nine phases during April and May, 2014 was probably one of the most awaited elections in the recent times with the changing Politics of India. According to observers, social media would play a vital role in deciding which party wins the most seats. A report published in April 2013 by the Internet and Mobile Association of India (IAMAI) and the Mumbai-based Iris Knowledge Foundation, Facebook users will have a tremendous impact over the results of the polls in 160 of India's 543 constituencies and the reason for this is the youth of India. As per indiaonlinepages site 2014 50% of population is below 25 age group and 65 % is below 35 % age group[8]. This population is either studying in college or working in various companies such as IT companies, BPO's, research centres and various other sectors or are either entrepreneur. Their busy schedule has created a virtual distance between television and radio specially in case of acquiring or sharing information. The youth is tech savvy and love being connected with updated trends and topics which is possible by using laptops, desktops or the most favourite a network connected mobiles.[5]

Even though politicians for their campaign still use posters, cut-outs, fliers, graffiti and personal rally's to reach and win over voters but with the social media changing the picture of urban India, political parties are becoming tech savvy and realizing that social media is the only way to reach out to the this young youth. For 2009 general election social media usage in India was little. Today, however, Facebook has 93 million users and Twitter has an estimated 33 million accounts in the country.

As per the IAMAI report 2013 this change for presence of social media could be observed as every political party participating in 2014 general election has set an 2-5% of its election budget for spending on social media.[2] The report says that the leading parties Bharatiya Janata Party (BJP) and Nation congress party has set this it 500 crores and 400 crores respectively.

From very beginning the Bharatiya Janata Party (BJP) has the biggest presence in social media. The BJP started using the social medium even before the 2009 general election. Mr. Narendra modi who was the Prime Minister candidate of BJP and all other members of BJP had very high popularity and a reach to general public using social media is as compared to any other parties. Narendra Modi have highest follower on twitter and Facebook. Aam Aadmi Party or AAP which is a newly formed political party has quite high popularity as compared to the two old major parties – Congress and BJP. AAP is very active on social

media channels. It was observed that even though AAP and BJP were fighting against each other on social media but the Congress party realised its importance quite late.

### **A. Facebook**

Indian Election a major Event for not only India but for whole world. With the changing trends it is estimated that now the youth following social sites will decide the future of candidates. The urban development rate is growing day by day; which increases the number of Facebook followers. It is said that Facebook will provide a new voter bank for politician. Candidate and a Party which could leave its impression on Facebook have definitely seen the positive results. This explains need for well-defined strategy specially designed for social media to make their campaigns more effective.[5]

### **B. Twitter**

Twitter had its own „Tweeter Election“ for election 2014. 56 million election-related Tweets were gathered till when election ended. Each of the poll days saw between 5.4 lakh and 8.2 lakh election-related Tweets. The tweeter results shows that the most popular parties and candidates were AamAadmiParty's Arvind Kejriwal, BJP4India's Narendra Modi, and Rahul Gandhi from INCIndia and the most conversation about them[2].

Mr. Narendra Modi has reached 3.97 million followers growing his follower base by 28% percent since Jan 1. Not to be outdone, where as Mr. Arvind Kejriwal has raced to 1.79 million, an amazing 79% growth from the start of the year.

The AamAadmiParty has grown to 682K followers registering a 119% increase since the beginning of the year where as a very active BJP4India has reached 491K followers, growing at 70% and INCIndia who entered lately on twitter had 178K followers has grown at an incredible 376% starting with just 37,357 followers on Jan 1[6].

Social media has become this significant part of modern civilization. Social media is changing existing information behaviour by giving users access to real-time online information channels without the constraints of time and space. This gives scientist an enormous scope for data analysis challenge. Most previous studies have adopted broad-brush approaches that typically result in limited analysis possibilities.

Author Min Song , Meen Chul Kim and Yoo Kyung Jeong [1] has studied specially a twitter dataset by collecting real time tweets for 2012 Korean election. They employed temporal Latent Dirichlet Allocation (LDA) to analyse and validate the relationship between topics extracted from tweets and related events then using the term co-occurrence retrieval technique traced chronologically co-occurring terms and then identified the thematic coherence among the users mentions. It successfully mines the text extracted from tweets and filter out the co-occurring terms and then form user based network by applying various clustering algorithm.

Voting advice applications (VAAs)[3] are online tools have become increasingly popular and purportedly aid users in deciding which party/candidate to vote for during an election Level. VAAs provide community-based recommendations, comparison of users' political opinions, and a channel of user communication. VAAS proposed a number of approaches that could be used for community-based vote recommendation. The approaches provided by VAAS were evaluated in terms of predictive accuracy on five real VAA datasets.

Author Abhilash bhola also used tweeter for studying user's orientation towards parties and candidates for the year 2014 general election of India[2]. He analysed 17.60 million tweets and justified them based on time or peak activities of parties. They also did a

sentiment analysis to find out pro-category and anti-category users. They followed various classification techniques to analyse the tweets and the provided a live portal to actually interact with end user to show a live tweets and users orientation.

Lars Kaczmarek and his team from GESIS[4] have gathered various aspects of the communication structures in online media and how such data can add new insights in comparison to existing data from surveys and (traditional) media analyses. By collecting data from both Twitter and Facebook they added new dimensions to current studies on social media use during elections. They gave the broader framework of the German Longitudinal Election Study (GLES), a long term research project that examines the German federal elections in 2009, 2013, and 2017 with the aim to track the German electoral process over an extended period of time ; by collecting Twitter and Facebook data about the German Bundestag elections.

Author Aibek makazhanov and Davood rafiei studied the problem of predicting the political preference of users on the twitter network using the user interaction with political parties. They have built a prediction model based on training database which consist of study of a user behaviour and a language model for each party based on party candidates tweets. Their study shows that the generated content and the behaviour of users during the campaign contain useful knowledge that can be used for predicting the political preference of users.

## **PROPOSED SYSTEM**

In proposed system, real time twitter messages will be collected using twitter streaming APIs. As unstructured data will be gathered need to find out the actual relevant data by using topic modelling techniques and using term co-occurrence Data will be filtered. These messages will be further semantically analyzed using state-of-the-art approaches. These messages will be classified to an appropriate topic. Twitter messages also provide geolocation of user, which can be useful to find trending topics as per location. Current trend analysis of tweets from hash tags (e.g. #BJP, #CleanIndia etc.) will be useful for classification of tweets. Major topics can be also analyzed by clustering of all messages using methods like KNN algorithm.

## **CONCLUSION**

With the increased use of social media the current paper focused mainly on use of social media as a tool for election campaign. India which is known to be one of the wired countries in the world with having more than 65 % of its youth below age-group of 35; Social media plays vital role in the life of this young youth. The paper mainly covers the brief details of most popular social media among the Indian youth and the various existing system used for studying the impact of social media on worldwide politics. The paper also discuss how the various social networking sites are actually used by general user and what influence the scientist to actually study this vast amount of unstructured data generated by the comments of user to be mined (data mining) and then classify this mined data to actually find out the real time relationship between the user comments and the existing parties.

There is scope for verifying the changed sentiments of the user before and after election. The study can be enhanced to actually classify the gender of the user and to match it with actual demographics it can include the scope for verifying whether the user is human or a bot. The study can also include a machine learning approach to train a system to automatically classify the tweets and do a sentiment analysis of the tweets.

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