

ROLE OF SUSTAINABLE COMMUNICATION IN GREEN MARKETING STRATEGIES

Priyanka Mahanta¹, Prof. Amit Kumar Singh², Dr. Carolyn Vanlalhriati³

¹Research Scholar, Department of Management, Mizoram University, Aizawl & Assistant Professor Department of Business Administration USTM Meghalaya

²Professor Department of Rural Management BBAU Lucknow and Ex Head, Department of Management, Mizoram University, Aizawl

³Assistant Professor, Department of Management, Mizoram University, Mizoram.

Abstract:

The media's influence in modern society is a hotly debated topic that has raised quite so many issues as it has addressed. The process of communication is critical since it is used to inform, persuade, motivate, and give mutual understanding. Effective communication strategies can cause a shift in consumers to be agreeable to pay an exceptional price for the green products to make a shift in consumption patterns. The objective of this paper is to study the integration of communication towards sustainability and the sustainable communication strategy for green marketing. Data has been collected from various books, journals etc. This paper tries to explore the different issues related to sustainable communication in green marketing practices and strategies.

Keywords: Green Marketing, Sustainability, Environment, Communication,

Introduction:

From home to work, communication is crucial. Despite the fact that they do not gain any skills while being schooled in specific areas of specialisation, such as economics, management, or whatever directly ability to communicate for us as fellow humans, it is a societal process that begins at birth and ends with death. The media's influence in modern society is a hotly debated topic that has raised quite so many issues as it has addressed. The process of communication is critical since it is used to inform, persuade, motivate, and give mutual understanding. To put it another way, public relations professionals should first understand what communication is, and then they should understand how to effectively employ methods of communication. The diversity of topics covered by the media demonstrates the complexity of this manmade phenomena. In the midst of just this ambiguity, the urgency with which science and society want to know the media has not diminished. "The accelerating up of time and shortening of space through modern communication methods has contributed to profound shifts in the way

we experience nature", says one expert in the ecological field (Anderson 1997).

Communication is a two-way process in which both the receiver and the broadcaster can participate. The transmitter is aware of how the receiver interprets his message based on the feedback he receives. The receiver, transmitter, feedback, and other elements of the effective communication will be discussed in greater detail later. Sustainability, on the other hand, has become a popular corporate strategy, indicating that today's demands are met while taking special care of future financial, human, and environmental resources.

As a result, communication becomes an essential component of long-term sustainability. "If communication is a sociological process that involves communal orientation, collaborative control, and informational communicative action, it can be thought of as a socialising principle that allows the inside to reach out to the outside," says the author (Ziemann, 2007). There have been fundamental discussions on this relatively new topic in the German research landscape over the last ten years, in which definitional

approaches have been developed (cf. Michelsen & Godemann, 2007; Prexl, 2010; Brugger, 2010; Raupp, Jarolimek & Schultz, 2011; Prüne, 2013; Heinrich & Schmidpeter, 2013 & 2018; Heinrich & Schmidpeter, 2013 & 2018).

Sustainability communication is viewed as a deliberate cultural method that should be dialogical, transparent, honest, and effective. The fact that both phrases can be used interchangeably demonstrates the lack of a theoretical foundation for sustainability in corporate communications. Given the broader advances of sustainability throughout society and organisations, it is vital to separate the various concepts and explain what sustainable communication entails.

Research Objectives:

- 1) To study the integration of communication towards sustainability
- 2) To study the sustainable communication strategy for green marketing

Research Methodology:

As the research is primarily descriptive, data is acquired from secondary sources such as journals, books, websites, blogs, authenticated online government records, news items, and surveys.

Integration of Communication towards Sustainability:

In the broadest definition, communication occurs when one system, the source, impacts another, the destination, by the manipulation of alternative symbols that can be conveyed through the channel that connects them. The definition of communication, according to Gerbner (1967), is "a social connection through communications." According to McQuail and Windahl (1999, p.5), communication implies a sender, a channel, a message, a recipient, a relationship between sender and receiver, an effect, a context in which communication takes place, and a range of items to which "messages" relate. There is a desire or purpose

to "communicate" or "receive" sometimes, but not always.

Taken into account the nature of sustainability to understand why communication is so essential for sustainable development. To begin with, societal discussion is critical for establishing authority in sustainable development. Second, sustainability is a highly complex subject that necessitates particular societal communication challenges (Newig et al. 2013). Customers and service providers can communicate with each other on the outside. The goal of communication can be varied, but the majority of conversations are intended to influence the feelings, thoughts, or behaviours of the individuals with whom we are interacting. The message can be sent by linguistic (content, meaning, and speech features) and non-linguistic (body language, physical contact, distance, and appearance, among other things) ways. The initiation of new form of media has ensured a different relation which otherwise is perceived in the relationship between society and technology. Previously media technology was used for passive audience. On the other hand, the use of new media not only augments interactivity but also claims to empower the subjugated population. (Dhar, 2017)

The function of communication in the social discussion on sustainability-related issues could clearly be concluded from this quote: how people interpret and understand their social and environmental reality determines what is socially perceived and treated as a problem. As a result, communication might be characterised as a process of interaction in which thoughts, opinions, and inclinations are shared (communicatively) (Fischer, 2019). Additionally, both interests and moral issues are included in the goals of sustainable development. Third, communication is necessary to establish a shared understanding of society's norms on sustainability and to set some realistic goals. As a catalyst for societal change, digitalization has the potential to be highly revolutionary. As a result, if digitization is not planned, formalised, and managed with caution and innovation in accordance with the SDGs and sustainability principles, it has the potential to exacerbate existing societal problems, such as inequality gap inequalities, and sometimes even multiply disturbing trends

of deteriorated social stability (TWI2050 - The World in 2050, 2019)

Sustainable communication strategies in Green Marketing:

Consumers' purchasing decisions are made in a series of steps: knowledge of sustainable products is developed when users generate positive or negative thoughts about the product and make purchasing decisions. The communication message must be concentrated on consciousness as the most basic key factor (Hutter, Hautz, 8 Denhardt & Fuller, 2013). (Hutter, Hautz, 8 Denhardt & Fuller, 2013). Organizations use advertising, corporate public relations (PR), and graphical identifications to communicate their green operations (Balmer & Greyser, 2006). To raise awareness among the customers, use green communication channels. A company's ability to establish views and attitudes about who it is and what it does depends on its ability to communicate through a variety of media. (Biloslavo & Trnavcevic, 2009).

Effective communication strategies can cause a shift in consumers to be agreeable to pay a exceptional price for the green products to make a shift in consumption patterns. Research in western nations found that consumers have sustainable positive green perceptions on eco-friendly products. (Cherian& Jacob, 2012, 2.3). Companies can use websites, newspapers, pamphlets, TV advertisements, journals, billboards, eWOM, and point-of-sale (instore) to convey their green marketing strategies. Customers' understanding is enhanced by the use of relevant channels: communication of green practises via broad web channels generates substantially more favorable customer attitudes about the advertisement, whereas print media generates positively significant objectives. (Chan et al., 2004) (Chan, 2004)

There is lot of challenges before green market such as low literacy level, low income level, brandawareness and they have to face many problems like how to make product reasonably priced, how to enter in villages with connectivity, communication, spurious brands, language barriers etc from villagers (Ladda and Shah, 2012). The role and impact of

information exchange in green marketing, which allows audience to focus on green policies that the company is committed to, thereby gratifying responsibility to society (Gupta & Kumar) (2013). Green marketing communications that are well-structured and believable can have a positive influence on consumer behaviour and help organisations build trust, allowing the brand's motives to be viewed as beneficial to the community's long-term needs (Ammenberg, 2006). As consumers want to buy the product from environmentally responsible companies (Tiwari, Tripathi, Srivastava, &Yadav, 2011) marketers can also differentiate the company in relation to their competitors by communicating company's green initiatives seriously (Chen et al., 2006).

Conclusion

As a result of the effect consequences and digitization, as well as the existing structure change in information dissemination, sustainability communication should be more firmly incorporated, both in relation to educational inclusion and later growth of various study programmes, and in terms of integrating the component area – surely in the context of funding committed sections – (Karmasin et al., 2021). In order to accomplish the sustainable and green marketing goals, self-regulation is required, which, in turn, necessitates good sustainability communication. Communication is essential not just for disseminating data and understanding, but also for raising public awareness about ecology by placing it on the political and public agenda. Communication and behaviour are intertwined, and behaviour cannot change without good communication. Therefore, initiating a social change process toward a sustainable system and lifestyle is highly crucial (Karmasin et al., 2021).

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