



STUDY ON GREEN BUSINESS INFLUENCE THE GROWTH ON SOCIAL MEDIA

Sonal Hippalgaonkar

Shailee Delat, Esha Jain, Akshata Gonde, Sakshi Jangam, Shruti Kadam, Ruchita Ajgaonkar

Department of Bachelor of Management Studies, Chikitsak Samuha's Sir Sitaram and Lady Shantabai Patkar College of Arts & Science and V. P. Varde College of Commerce & Economics, Goregaon (W), Mumbai, Maharashtra.

Abstract

Consumer interest in environmental protection has grown in recent decades, alongside a shift in companies' strategies to embrace a greener way of doing business. Green advertising is rapidly expanding and gaining popularity. Primary & Secondary Research Duration- 3months, 4 papers referred from journal. Survey of 50 people of various companies from marketing background and analysis of the same Research has addressed green marketing and advertising, their presence in social media has been largely neglected. Based on a systematic review approach, the present study addresses recent trends and developments in green advertising of social media. Green advertising content in particular have attracted significant research interest. Green scepticism and the role of generations are gaining popularity. Green advertising includes promotional messages that can address the needs and desires of consumers interested in environment.

Keywords: green advertising; social media; consumer behaviour

Introduction

The rapid development of business today is also accompanied by increasing increasingly complex environmental problems. Environmental problems have become a strategic issue to be studied and resolved by various parties. At present, environmental protection efforts are growing along with increasing consumer awareness. Companies and consumers are parties that play a role in maintaining environmental sustainability. At present, environmental protection are growing along with increasing consumer awareness. Companies and consumers play a role in maintaining environmental sustainability. Product quality is an important aspect in influencing product purchasing decisions. One of the trends in improving product quality is the development of a green product. Green business is "smart business". Natural resources are being depleted at previously unheard of levels, organizations are faced with new challenges in resource and waste management, and consumers are becoming more curious about the origins and environmental footprint left by the products they consume.

In the last twenty-five years, the global environmental problems have become paramount. Environmental issues like air pollution, ozone depletion, hazardous waste, water pollution, global warming etc. is now so common that we need to address them as soon as possible to sustain our ecosystem. These environmental concerns have evolved through many different phases (Straughan and Roberts, 1999). It started in the 1960s with the greening concept, concentrating on pollution and energy conservation. Afterward, due to increased social and political pressure, organizations have moved beyond these concepts to follow three R's: reduce, reuse and recycle. According to a survey conducted by the Boston Consulting Group (BCG) in January 2009, the trend toward buying green continues. More consumers purchased green products in 2008 than in 2007, and more consumers were willing to pay a higher price for green products if they were considered to be of higher quality.

GREEN BUSINESS

The term "green business" describes a holistic business approach with the aim to lower negative effects on the environment, community, society or economy while maintaining a profit. However, there is no standard definition and perhaps the best approach is for each business to define for itself what it means to be a green business and develop a list of actions or standards that it will adhere to. That also includes an economical handling of resources of any kind.

A business looking to describe itself as a “green business” could work towards matching itself against the following three criteria:

1. It incorporates principles of sustainability into each of its business decisions.
2. It supplies environmentally friendly products or a service that replaces demand for non-green products and/or services.
3. It has made an enduring commitment to environmental principles in its business operations.

Research Methodology

Research Design

An online survey was conducted to collect the data for research study. The Research Method section will be discussing research strategy and various data collection tools and techniques which will be appropriately utilized in obtaining empirical data. In order to ensure reliability, accuracy and appropriateness of findings. Moreover, in the section, detailed discussion of the approaches that will be adopted and reasons behind the selection of these approaches will be presented.

Primary Data:

Sample size:-Survey of 50 people of various companies from Marketing Background.

Secondary Data: The secondary data was collected from various journal, articles, and research papers.

Importance of the study:

One of the best ways to increase your online marketing presence is to embrace social media on as many platforms as you can. Some businesses don't use social media to promote their business, and these companies are failing to capitalize on the benefits that social media marketing can provide to them. Maintaining a marketing presence on social media can grow brand awareness and value, increase traffic to company websites, and promote products and services in an easy way that allows companies to target specific groups with accuracy. Online marketing for green businesses is similar to marketing any other product or businesses. Knowing who your customers are and what they value is incredibly important, as it can help a business to create a more targeted marketing campaign that makes better use of the resources at hand. The number of companies developing green products is growing rapidly, and consumers are more and more interested in such products. Therefore, only by understanding green products and consumers' expectations can good green marketing strategies be established as a part of the green campaign of consumers for environmental protection. Green advertising is one of the methods marketers use to position their products as green products in the minds of consumers. Social media has proved itself to be an effective tool in green marketing that is supported by the fact that “creating change within networks requires all the network actors to respond or adapt to the change in one way or another”. Social networking sites help in promoting brands through creating, enhancing and sustaining ties among its users. Nowadays the inclined interest of the public toward the environment is becoming central to environmental education. Social media helps in connecting and creating value, creating social identities comparison and sharing content. The Research Method section will be discussing research strategy and various data collection tools and techniques which will be appropriately utilized in obtaining empirical data. In order to ensure reliability, accuracy and appropriateness of findings. Moreover, in the section, detailed discussion of the approaches that will be adopted and reasons behind the selection of these approaches will be presented.

Primary Data:

Primary data processing bears significant importance in the conduction of research. Data collected needs to be appropriately processed and analysed.

Sample size:-

The study administered an online questionnaire for those consumers who not only use various social media channels for purchases and gain information but also prefer and buy green products. Survey of 50 people of various companies from Marketing Background.

Secondary Data:

Secondary data sources completely revolves around considering data from the past research studies, theories and frameworks that are conducted on the similar domain that indicates researches conducted on the impact of the social media on the company's performance and growth. It is not very important in selecting best methods for problem that needs to be researched, but obtaining the right data's quality for the research is highly important. The secondary data was collected from various journals, articles, and research papers.

Hypothesis:

H0 - Green advertising has not influence the growth of business on social media

H1- Green advertising has influence the growth of business on social media

Literature Review

How Eco-Friendly Businesses Can Improve Their Online Marketing Efforts - By Noah Rue

These articles talks about how the businesses can improve the online marketing with the help of social media and how they can run their business in green way as it doesn't harm the environment as of today consumers are more preferring the product which are environment friendly and don't harm the environment. Sustainable business- Wikipedia

In this article they talk about how the sustainable business has minimal negative impact or potentially a positive effect on the global or local environment, community, society, or economy. - (Social sphere, Consumers and Marketing , Green washing, Corporate sustainability strategies, Green business, Sustainability practices in organizations And How Sustainable economy redirects to Sustainable business.)

Finding

What is your approach towards green marketing in social media?

Option	Eco friendly	Economical	Attractive
Percentage	84%	6%	10%

What is the main reason that influence you the desire to buy green products?

Option	Environmental protection responsibility	Satisfaction	Enhanced
Percentage	76%	18%	6%

What is the best green practices progressing in todays market?

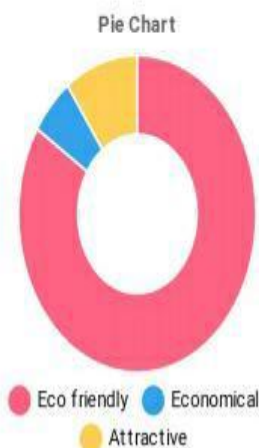
Option	Starbucks	Land rover	Spotify	Lacoste	7up	Tropicana
Percentage	32%	12%	10%	14%	4%	28%

Which marketing element inspire you for green product purchase?

Option	Product	Price	Place	Promotion
Percentage	66%	16%	8%	10%

2. What is your approach towards green marketing in social media?

Responses 50



8. Which marketing element inspire you for green product purchase?

Responses 50



Conclusion

Social media corporations must play a major role in the global push for sustainability as well.

The presence of social media has made an attractive mode of communication for companies. Companies have realized the power of social media as a platform to connect with consumers and promote their goods on social media. Social media holds huge potential for growth in time to come. The current paper has studied the role of social media in shaping millennials' purchase intentions towards green consumption. Shifting behaviour towards green consumption practices will help in saving of resources, improving environment.

Suggestions & recommendations

- ✓ Make correct use of social media for growth by influencing the green market
- ✓ Prove your claims
- ✓ Realize CSR means little to luxurious brands

Testing of hypothesis

We agree by testing the theory H1 that is green business influence the growth on social media. The objective of green marketing is to improve brand perception. It ensures that the brand is perceived to have a positive environmental impact. The rapid advancement of technology with respect to newsfeed advertising has not only reshaped the green consumption sector but has also had significant impacts on consumer psychology and behaviour. When faced with highly social green newsfeed advertising, consumers are receptive to different degrees, which ultimately affects their receptivity to new green products. Through the questionnaire, we find the following:

- ✓ Consumers prefer new green products advertised through high-sociality green newsfeed advertisements more than those advertised with low-sociality ads.
- ✓ Receptivity to green advertising can mediate the impact of the sociality of newsfeed advertising on consumer adoption of new green products in business. The study represents various factors that will help researchers and marketers in understanding the willingness of Indian consumers for green products while using the popular social media sites trending nowadays. The study is different and pioneering in the sense that it helps in analysing the willingness of consumers which has been less explored in Indian context. Another contribution of the study is finding the most relevant social media activities for green products in Indian context, making the scale for measuring it which proves to be helpful for academic researchers and practitioners related to the field of green marketing for measuring the green behaviour of Indian consumer. Social media offers huge potential for customer engagement, a primary goal for many marketers and a positive influence on customers' decisions to buy from a brand. Responsive brands that continuously react and engage in two-way communication with consumers are better equipped to serve their customers' needs, dial up personalization and humanize their content in a way that forges deeper connections with customers. As more people embrace a social-first customer journey, businesses need to prepare forward-looking strategies that place their products and services front and centre. Social commerce, another business venture executives are eagerly investing in, does just that, while making it seamless for consumers to go from discovery mode to purchase mode in one place.

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