
IN THE AGE OF MARKETING 5.0 THE PRISM OF GREEN MARKETING IN INDIA

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ABSTRACT

The paper addresses the issue against the thoughtful 'Bottom of the Pyramid' forwarded by Franklin D. Roosevelt and then moderated on by CK Prahalad. The trustee generation who will inherit the consumerism of Green Marketing in India is rightly the 'Y' and 'Z'. The nation 'INDIA' is defying the Bottom of Pyramid and is showing a structure of Diamond. The Pyramid structure which is the basis of Marketing 5.0 is worth probing in case of Green marketing which to a large extent is the Government of India's pet area and also that of G20. India is a large economy with rapid growth and by GDP growth rate it is presently above the projected growth of second largest economy China. The navigational bends under the Marketing 5.0 has to be worked afresh for India.)

KEYWORDS: 'Generation Y', 'Generation Z', 'Generation Alpha', 'Netnography', 'Digital Native', 'Radical Trust', 'Cause Related Marketing', 'Artificial Intelligence', 'Augmented Intelligence', 'Augmented Reality', 'Virtual Reality', 'Consumerism', '5 As', '7 Ts', 'Liberal Consumerism', 'Rational Consumerism', 'Critical Consumerism', 'Radical Consumerism', 'Onwards', 'Omni', 'Organic', 'Origin', 'Mixed Reality', 'Ovp', 'Mdg', 'Sdg', 'Vasudeva Kutumbakam'.

INTRODUCTION

India as is a presently ranked as fifth largest economy in the world and it above the United Kingdom in terms of GDP¹. India's annual Gross Domestic Product (GDP) growth forecast for the financial year 2022- 23 has been downgraded by the Federation of Indian Chambers of Commerce & Industry (FICCI) at 7.0% with a minimum and maximum growth estimate of 6.5% and 7.3% respectively². No wonder, India's per capita income will be in top 10% of all economies³. FDI's contribution to India's GDP has increased by nearly 2.3%, whereas other developed countries experienced a decline in FDIs. This indicates that India is being looked as a potential market for foreign institutional investment and direct investment for foreign investors coupled to it one finds that helped the stock market to report a 'Bullish' trend. Though the growth has not been seen in the manufacturing and agricultural sector but in the service sector, one herein would like to emphasize that since 1990, India has recorded 15% growth in this sector which is largely urban led⁴. Under the situation thinking of growth that is of concern to India as it would like to dislodge the four player above (namely, United States,

China, Japan and Germany), this brings to mind that business, government, and other funding agencies should not construe that poor are under dogs rather they as agent of growth and as entrepreneurs could be a driving force since the truth is that this group could be value demanding customers. This precisely is the concept of 'Bottom of Pyramid' as visualized by Prahalad⁵. The Bottom of Pyramid according to Prahalad. India is challenging this pyramid this day of 2023 and for the next decade.

The income structure of the present Indian population is not akin to a pyramid but that of a Diamond. The growth due to service thrust will not only make middle class the biggest income group but also set to become the major driver of economic, political and social dominant this transforms pyramid towards diamond which is going to be vibrant at the end of this decade. The PRICE (People Research on India's Consumer Economy) which has divided the population into four category as shown below.

Household Type (in %)⁶

Year	Destitute (Income less than Rs 1.25 lakhs/year)	Aspirer (Rs 1.25 lakh-Rs 5 lakh/Year)	Middle Class(Rs 5 lakh- Rs 30 lakh/year)	Rich (Rs 30 lakhs /year)
2020-21	15	52	30	4
2030-31	6	38	40	10

Profile of the Middle Class

Concern is the profile of the Middle Class as primarily under this 'Diamond' shape the growth and demand development has to be fabricated by the policy makers. It is the Y and the Z. The Generation Y⁷(1982-2000), Generation Z (2001-2012) followed by Alpha (2010--2025) are there to stay and built India. The firms will find that the massive chunk to dominate the workplace will be Generation Y since the most of the X generation will superannuate. The characteristics of Y are codified in the term Digital Natives⁸ and are good in Netnography⁹. The term 'Digital Native' refers to those who are born in the digital age mainly after 1980. Incidentally they sometimes behave as 'Me Generation'¹⁰. Elements. The 'Digital Natives' depict a behavior as under:

1. They feel familiar with digital devices. 54% of them have a smartphone as their first personal mobile phone. These devices are used for entertainment and as a requirement in educational endeavours.
2. They tend to be individualistic yet social on digital.
3. They can multitask or focus on a single medium when needed.
4. They are realistic. Raised in affluence, "Digital Natives" think their future is unclear due to the prolonged economic recession and the fourth industrial revolution. This kind of thinking makes them focus more on their reality.

Netnography refers to study humans through immersion into their natural communities in unobtrusive way. The netnographer join the communities, immerse themselves in the relationships, engage in conversations and develop empathy toward peer members. These online communities are rich source of insight relevant to marketer as they are customer run

communities rather than company run communities, gone are the days when firms would develop the web page. The netnographers seek their own self admission The 'Me-Generation'¹⁰ places less emphasis on obligations, responsibilities and loyalties. In very short it is summarized as all rights and no responsibility generation.

The Generation Z will dominate the workforce, both much as the skill provider and lower level decision makers and less as top decision makers in the firm, but they are pivots for the demand generation and are more humanity oriented with idea to quality of Life. The characteristics are as under-¹¹

1. Digital Natives
2. The world they live in has never felt safe.
3. They're accepting
4. They are health-conscious
5. They value their privacy.
6. They're entrepreneurial and worried about their future prospects
7. They're changing the distinction between childhood and adulthood.

Looking into the characteristics it is but sure that a groundswell of consumer demand oriented society is awaiting India. The Generation Alpha are distinctive as they are raised by Generation Y and are influenced by Z the characteristics of Alpha is depiction of the name given to it i.e, an entirely new generation hinting that they are shaped in technological convergence. The characteristics are as under¹²:-

1. Technology is their everything
2. A radically different approach to learning
3. High expectations from digital platforms
4. Impatience and demandingness

The Alpha generation 's are open to branded content and learning style is less class room and more hands-on and experimental. The youngs are having better knowledge of money and finance. Therefore, no wonder they will adopt using human-mimicking, augmented intelligence and artificial intelligence, voice command and robots. The author submits that right now for the period till 2030 this generation will not have much role dominance on the economy. The two relevant generation Y and Z are aware of the concept of sustainability and have different levels of orientation to the topic. This orientation is the Image the 'Y' and 'Z' have towards the sustainability concept and the way they buy-in and sell-out is the green market the G20 is thinking of slicing. India's 'Green Market' remains in nascent stage¹³. Sustainability¹⁴ is stated as the degree to which an activity can be sustained without causing harm to the environment or the depletion of NON-RENEWABLE RESOURCES.

Age of Marketing 5.0

Marketing 5.0 is the age of exchange the Y and Z will be part of. This age has its predecessors Marketing 1.0, 2.0, 3.0, 4.0 and then has the concept of 5.0 crept in. Marketing 1.0 was

transactional only one way, where creating value as per the need of the consumers was the order of those days. It was product centric. Despite the effort of the firm the target audience were not happy. The culture of consumerism was apparent to happen. Marketing 2.0 firms thought as a better exchange model. It was customer- centric addressed the anti-consumer culture as well as focused on Baby Boomers and Generation X . Challenges were many and therefore, the STP model was opted. Positioning was more the vehicle of latching to customer. Customer attrition management and customer relationship management were used by firm as operational strategy. The coming of 'Y' generation post 1980 (global recession around) required them to look out hopes among dismays, this ushered in age of Marketing

3.0. Firms under Marketing 3.0 had to follow Human centric approach as the Y generation did not trust the firms to be much trust worth. The concept of the Y generation brought to the marketing was 'Radical Trust'¹⁵. The term 'Radical Trust' refers to trust bestowed on others when organization shift control to their customer and users. The socially responsible marketing practices came into foray. Socially responsible marketing draws attention to the 'social costs' ¹⁶ that are embedded in the marketing, selling and consumption of private commodities. It calls for a marketing system that contributes to social and environmental sustainability, while producing profits for businesses¹⁷. During this stage was the birth of 'Cause Related Marketing' and 'Green Marketing'. Cause related marketing is defined as the public association of a for-profit company with a non-profit organization intended to raise mutual awareness and benefit¹⁸. Green Marketing/Enviropreneurial Marketing is environmentally responsible policies, strategies, and tactics initiated by a firm in the realm of marketing in order to achieve a competitive differentiation advantage for the firm's offerings vis-a-vis competitor's offerings, and /or influenced by the firm's progressive views on the duties and responsibilities of a corporate citizen¹⁹. To explore this zone of reducing the social cost yet addressing the radical trust more and be more Human Centric . The advent of Marketing 4.0 occurred. It was movement from traditional to digital. It addressed the marketing in digital world contrary to digital marketing. Marketing to the digital world was much more than digital media and channels. The hybrid-physical and digital touch points across customer experience was the panacea for the X and Y.

In the backdrop of challenges that the society faces now owing to the 'Gaps of Generations', "Prosperity Polarization" and "Digital Divide" arrived Marketing 5.0. . It talks of quality of human lives. Its goal is creating a sustainable society through smart technology at the same time it addresses the digital divide of those who have the smart technology against the back drop of those not having it, by incorporating the omni channel in a plasma of IOTs. To serve the generation Z and Alpha, marketers need to continue to adopt the next technology of AI, NLP, AR and Robots to enhance human lives. The marketing 5.0 is technology for humanity²⁰.

Consumer Revolution is the Change

The change are the following²¹ :

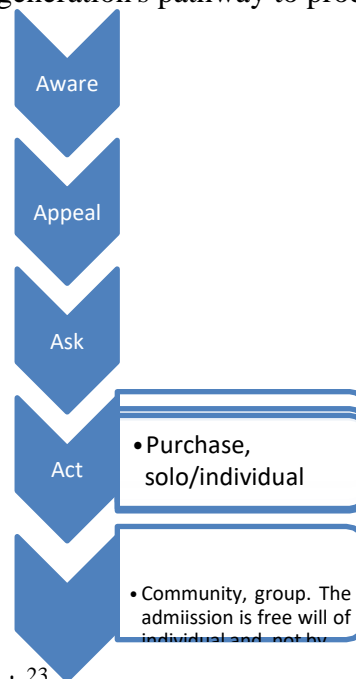
1. Consumer is dictating what is correct and what is desirable.
2. It is the consumer who drives what content gets produced and distributed.
3. Customer is the arbiter of value

All the above is true in the decade of radical trust and is important for information/data to which they will respond. The new generation customers (mainly Y and Z) are looking for

- Information Accuracy
- Speed
- Customization

Rather than literal quality of the producer in previous days. The core purpose of information being, i) right knowledge, ii) right time, iii) right context and iv) to right customer²²; is the orientation.

The change has started with Y and Z and the generation's pathway to product conceiving, product



Creation and distribution is sequencing of 5 A's²³.

Ultimately it is community, where in every the 'Human Centric Approach' will resound to bring sustainability of the Product/Idea of Customer Relationship Management, namely,

a) Enjoyment b) Experience and c) Engagement.

Right Context and to Right Customer in Area of Green Marketing

The right context refers to 'Consumerism'. Consumerism is defined as "protection of consumers' interest"²⁴. In Wikipedia it is defined as "Consumerism refers to the field of studying, regulating, or interacting with the marketplace. The consumer movement is the social movement which refers to all actions and all entities within the marketplace which give consideration to the consumer".²⁵ In economics, consumerism refers to economic policies that emphasise consumption. In an abstract sense, it is the consideration that the choice of consumers should strongly orient the choice by manufacturers of what is produced and how, and therefore orient the economic organization of a society. The Green consumerism

Antonides and Van Raaij have distinguished different types of general consumerism in reference to underlying political and social commitments²⁶. The following are the types enumerated below.

1. Liberal consumerism which focuses on looking after the rights and increasing the powers of the consumers in the markets.
2. Responsible consumerism, that focuses on the societal responsibility of consumers.
3. Critical consumerism which focuses on questioning some features of the prevailing consumption system, e.g. demanding legislation and government action for better and safer products.
4. Radical consumerism that focuses on attacking the capitalist ideology of consumption, i.e., the inequity that prevails in the social system.

The four types of consumerism stated above of Antonides and Van Raaij as mapped by the author on market domain turns out as stated in the table below

Types of Consumerism	Domains of marketing
Liberal consumerism	Defining the market and understanding the Value.
Responsible consumerism	Determine the value proposition.
Critical consumerism	Deliver the value.
Radical consumerism	Monitoring the value

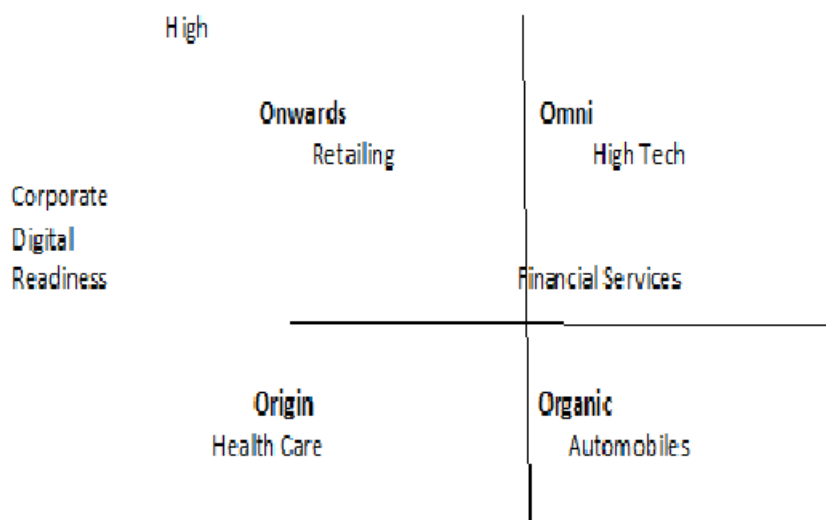
Addressing these domains of marketing is bringing in the concept of how to meet these objectives in a world that is largely well connected virtually and is being forced to look towards a buyer oriented market where buyers are to answer with each occupied with not only to the firms offer but to another buyer and a virtual community with blurred vision of ethics.

In India it is managing the image of its green market offering. The four types of consumerism and domains of marketing are created, executed and delivered on its Image.

Imaging the Green Offering in India

In Marketing 5.0, the image of human domain in machine domain will be represented as 'Mixed Reality'. India has welcomed green product whenever a green product has been an evidence of value innovation²⁷. The market focus is on the delivering the certified green products at affordable cost, selectively following the mantra of 'Value Innovation'. The value is high and the price is low. India has welcomed the LED. it is going to be the largest market for lighting systems based on LED (light-emitting diodes)²⁸. The **liberal Consumerism** has been evidenced. The **Responsible Consumerism** is well documented in the 'Indian Public Transport Market', one would recall that the Government of West Bengal decided to wrap up the environment friendly mass transport vehicle 'Tram' (stating it to be dated mode of transport) and this was reported in Times of India, February 6, 2023, giving space for non-eco-friendly modes. Rotaract Club of Central Calcutta in collaboration with Tramjatra mocked the issue and planned to have the travel carnival with aficionados from Melbourne and Kolkata. The group collaborations affirm the use of electric mode as environmental friendly may be a look to its speed and image will be of relevance for the present Y and Z generation. The Indian population is executing in their own

way of '**Critical Consumerism**. In 2015, Garvita Gulati started an organisation 'Why Water?' the purpose of the the organisation was to change mindset of the people and yet be marketable. Besides an app that lets people calculate their water footprint and climate education. It's the 'glass half-full ' initiative that has helped the NGO to hit the headlines. It started when Gravita learnt that In India 14 million litres of water is wasted every year by people as they donot drink the full glass and let it go waste when they are served so in Restaurant.. Her campaign to persuade restaurants not to fill the glass to the brim have today reached 5 lakh of restaurants and saved 10 million litres²⁹. How much of this responding to the needs of information and conversion rate of Y and Z was ready to Digital interaction? Has (will) this delivery followed (follow) the pattern shown under:-



(Source: Modified From Marketing 5.0 of Kotler pp.75)

The diffusion of Critical Consumerism will always be a success as one will be in the zone of OMNI as to the Y and Z generation the 5A's as stated in Marketing 4.0 is the pathway and they are responsive to it.

In case of **Radical Consumerism**, the Indian Green Market has long been following the monitoring of the value, one finds that the repeated economic and human loss experienced in the Garhwal Himalaya over the last few years should finally spur India to factor environmental consequences in its calculation of project benefits and in GDP. It will have evaluative value of our development in terms of hydel project market. Now there is the Green GDP estimation which delves into the environmental degradation. So will it be measuring for India? India is ranked fifth in Global Climate risk index in 2020, which makes the country one among more vulnerable nation. India has committed therefore to a nationally declared emission target of net zero by 2070³⁰. This on green marketing requires a zone as **ORIGIN (in the diagram above)** as Customers' ability in this regard as expertise is low and the hybrid-digitized project clearances done by and for corporate is also low. One finds that in Hydro Electric project (HEP) of Uttarakhand, the state presently has 30 Large and Small HEP's with an installed capacity of 3000 MW. In addition, there are 25 HEP worth 2,400 MW capacity under construction. Large numbers of them have been given Environmental clearance by the Ministry of Environment of

central and state. Scientists have warned against building hydropower in that zone without comprehensive studies and government committees yet many projects with questionable feasibility report are still being constructed to name one such is the case of Tapovan Vishnugad HEP³¹.

Image is the summation of 'Beliefs', 'Ideas' and 'Impressions' that a person has of an object³². There are two opposite schools one believes that images are largely object-determined and the other states that images are largely person-determined. The Y and Z generation in reference to object looks for semblances in term of AR, AI (Artificial Intelligence) , AI (Augmented Intelligence) ,NLP and Robotics the sense and approval of the green commitment will then only be positive. The image orientation that is person-determined is largely the community trust or the radical trust. Both will be pragmatically judged in the floor of 'Mixed Reality'³³ (MR). MR can step in as the combination of Augmented Reality (AR) and Virtual Reality (VR). There exists a blur between the AR and VR. While the AR helps the firm to bring in dreams and stories the VR brings the individual to the simulated digital environment. **One can say that VR is quite reverse of AR, yet in imaging the normative offers of green both are essential.**

The market offering of green products and services are required to follow the following characteristics as stated by Ellington, Hailes and Makower³⁴

- Are not dangerous to people or animals.
- Do not damage the environment in manufacture, use or disposal.
- Do not consume a disproportionate amount of energy in manufacture, use or disposal.
- Do not cause unnecessary waste.
- Do not involve unnecessary cruelty to animals.
- Do not use materials from threatened species or environment.

These have to be followed throughout the supply chain i.e., the upward and the downward in the 7 Ts³⁵ (the marketing tactics) product, services, brand, price, incentives, communication and distribution. These value chains primary and supportive have to be green also. These are the norms of 'Green Marketing' and thus green marketing is by and large normative yet it is evolutionary with changing management technology. The lot of it is the equity it sends to the target group which is expression in terms of 'Mixed Reality' by bringing in the Optimum Value Proposition (OVP) i.e., the common set created at the intersection of Customer Value, Company Value and Collaborator Value. Indeed, it is imaging the green marketing offer of the firm. It is for sure that the Millenium Development Goal³⁶ (MDG) had Environmental Sustainability as part of goal 7. In 2015 UN memeber states introduced the Sustainable Development Goals and pledged to achieve a comprehensive set of 17 goals know as Sustainable Development Goals (SDGs). It indirectly is replacing the MDG the goals 7,12,13,17 are deeply green marketing goals, goal 17 (partnership for the goals) has multiple stakeholders and green marketing has to be so imaged to these stakeholders also.

The author here-in submits that the connection between image of green market and its marketing (individually and community wise) and behaviour severally and in group is not strong, but it

does exist. The connection should neither be overrated nor underrated. The firm should attempt to make an investment in developing the best image it can for the advantages that it will reap.

Summary

The generations Y and Z will dominate the next decade and success and failure of green marketing rests in their hand. The bottom of pyramid in India has taken the shape of a diamond; this is different from that of the western world. Yet the generation characteristics are the same as Y and Z. The technology is backbone of Digital Natives. The offer of green market and its marketing has the flavour of norms and its implementation not only anchored in digital marketing but to the digital world. The offer has rational bottom and emotional upper just like a glass. Imaging is important for the exercise to be successful and presently India is the chairman of G20 nations and will play an important role as its theme is “**Vasudhaiva Kutumbakam**” or “One Earth. One Family. One Future” - drawn from the Sanskrit phrase of the Maha Upanishad, which means "The World Is One Family". While releasing the LOGO of G20 the Hon'ble Prime Minister has said 'Pragati and Prakriti' can walk together while emphasising on the need of sustainable development. The imaging of the green marketing is important.

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