

# A Study on the Role of ICT in the Rise of Sustainability In Indian Marketing

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**Abstract:** *ICT represents Data and correspondence advances involving for the most part the Web and PCs. Because it plays such an important role in our day-to-day lives, information and communications technology (ICT) is developing at the quickest rate of all the technologies. Not only has this altered our day-to-day lives, but it has also altered our perspectives on life and our way of life. From a business perspective, it has affected every aspect of business, including marketing, human resource management, finance, and all other departments. One of the most important business areas that has been significantly influenced by the Internet and has been growing steadily since its inception is online marketing. ICTs are also contributing significantly to the expansion of the Indian marketing landscape in third-world nations like India. On the other hand, sustainable marketing refers to marketing that meets all of its goals without jeopardizing the ability of future generations to meet their own needs. As a result, sustainable marketing is an urgent requirement. So, the goal of this paper was to explain how the Internet grew quickly from a computer network to the first global market. What roles does ICT play in contemporary marketing strategies? How are businesses utilizing this so that it can advance sustainable marketing? How is India attempting to develop and expand sustainable marketing through the use of the internet? Aside from that, this paper has additionally attempted to investigate what are what's in store possibilities of Supportable Showcasing in Indian promoting situation. All of the necessary and pertinent data has been gathered from a variety of government agencies, published papers, journals, and magazines for this overall review and descriptive study. and not governed portals and a few textbooks that provide theoretical information on the subject.*

**Keywords:** Information & Communication Technology (ICT), Sustainable Marketing, E-Commerce, etc.

## I. INTRODUCTION

e-Commerce is today's cutting-edge technology for businesses. E-commerce is already having an impact on every aspect of business, from customer service to product design. It makes it easier to use new information-based business processes like online ordering, customer service, and advertising to reach customers and interact with them. Management of orders and interactions with a wide range of suppliers and trading partners, which typically add a lot of overhead to the price of goods and services, are also reduced as a result. In today's online buying and selling environment, marketing plays a significant role as part of the entire e-commerce team. Previously pushing forward we should comprehend what's really going on with feasible showcasing?

The process of creating, communicating, and delivering value to customers in such a way that natural and human capital are preserved or enhanced throughout is known as sustainable marketing. Marketing, like almost every other business function, is undergoing a significant shift toward social and environmental sustainability. Because it serves as the primary point of contact between a company and its clients, marketing plays an especially significant role. It is the promoting capability that distinguishes client needs and values and imparts them to the remainder of the association. On the other hand, India currently has the best chance to expand its market on a global scale thanks to information and communication technology. A perpetually open market with no geographical barriers prevents any business from reaching customers all over the world via a virtual market where trade, transactions, cash, and commodities flow as electronic consumption through this network of computers and information. The way businesses produce and market

their goods and services has been significantly impacted by the rise of computer, telephone, and television technologies. Our lives have undergone significant transformation as a result of technological advancements that have provided us with new and improved options for food, clothing, housing, vehicles, and entertainment. In point of fact, Information and Communication Technology (ICT) has been the driving force behind both the enormous global economy's creation and its current shrinking and increasing power. The ICT and the Information Superhighway are at the center of this phenomenon.

## II. LITERATURE REVIEW

Khan and Mahapatra, (2009) proposed in their review that innovation assumes a fundamental part in working on the nature of administrations given by the specialty units. One of the advances which truly got data insurgency the general public is Web Innovation and is properly viewed as the third rush of transformation after the horticultural and modern upheaval. The use of the Internet for business purposes is on the rise. According to Rowley (2001), the Internet's widespread global accessibility and ubiquitous nature have made it an extremely efficient means of communication between businesses and customers. According to Thompson (2005), the expansion of Internet technology has enormous potential due to its ability to connect buyers and sellers across geographical boundaries and reduce delivery costs for goods and services. And Devendra al., According to the definition provided by (2012), "electronic commerce," also referred to as "e-commerce" or "e-commerce," is the buying and selling of goods or services over an electronic system like the internet or another computer network. The technology is intended for e-commerce because it makes it simpler to connect with businesses and individuals at a low cost and makes it easier to conduct day-to-day business transactions. According to Boughton (2005), the majority of online advertising campaigns aim for two primary goals: growth of the brand and immediate response. The strategies that will result in the greatest return on investment ultimately determine which marketing channel is best suited. Firms that offer items and administrations through the Internet obviously stand to acquire from Web promoting on the grounds that their planned clients are now on the web. Online marketing may be chosen by businesses that are not web-based to promote the brand and increase exposure. SEM permits organizations to follow their return for capital invested from a group of people procurement point of view intently. In contrast to conventional banner advertisements, advertisers are charged according to the number of clicks rather than the number of impressions (the number of times an advertisement appears). Branding is also given a lot of weight in a lot of marketing campaigns. PPC promotions can be exceptionally compelling as far as driving home a brand name since they show up close by query items for huge number of various hunt terms.

## III. OBJECTIVES

1. to investigate how ICTs are used in modern marketing.
2. to investigate how ICTs contribute to India's sustainable marketing development.
3. to investigate the prospects for sustainable marketing in India in the future.

## IV. RESEARCH METHODOLOGY

The entire study is based solely on document analysis and literature reviews. Besides, for examination reason, the required and significant information have been gathered from Exploration Papers of different Diaries and other distributions. In addition, a few stakeholder-relevant books, online blogs, and websites regarding the paper's content have been mentioned. The government uses quantitative data for and not governed gateways have been utilized.

## V. FINDINGS

The objectives of the study have led to the division of the findings into three parts. We should talk about it individually.

1. to investigate how ICTs are used in modern marketing.

It can be tough to market. There is a lot of competition, and getting new customers is harder than ever. However, as we probably already know, marketing is necessary for business expansion. Before they can sell, even the best products and services need to be advertised. Advertising in magazines, newspapers, and billboards on the side of the road can all be considered traditional forms of marketing and advertising, but evaluating their efficacy can be nearly impossible. It's time to start using the Internet rather than these methods. Web showcasing can direct people to the business and

persuade new guests to become paying clients, and frequently for a portion of the expense of a bulletin. Web promoting is likewise significantly more quantitative than conventional advertising at any point could be. So how precisely can Web showcasing help our business, and how it has grown up being a device for promoting? On this part, we'll investigate routes through which ICT helps contemporary promoting with the assistance of demonstrated Web showcasing strategies like Search engine optimization, PPC publicizing, virtual entertainment, messages, and some more.

I. SEO, or Search Engine Optimization, is the process of making a website more likely to appear in search results. Businesses may have difficulty ranking for the keywords they associate with their products or services on search engines like Google if SEO is not implemented. Investigations have discovered that being at the highest point of the main page of query items can procure you over half of traffic. Notwithstanding, that rate drops the whole way to a simple 4% for the fifth spot.

II. PPC, or Pay-Per-Click advertising, is another strategy for attracting new site visitors. PPC ads accompany search results and encourage users to click on them to discover what they're looking for. As the name shows, these promotions expect you to pay each time somebody taps on your advertisement. They are, however, not as expensive as you might expect. In fact, the complete opposite frequently occurs. Due to the fact that you have complete control over how much money you spend on ads, PPC can be a great investment for businesses of all sizes.

III. Using Social Media to Get More Fans Social media channels like Facebook, Twitter, and Pinterest are great ways to use Internet marketing to grow your business. On social media, businesses can create official brand pages or accounts and post updates to fans whenever they want. Even though it can take a lot of time to manage your social media presence, especially if you are a large brand, the investment is well worth it. Business owners need to be aware right away that being social on social media is more important than just posting promotional messages. Fans of your business or product can interact with you and learn more about what you have to offer thanks to these platforms.

IV. Using content marketing to keep customers interested: Content marketing is a way to market to potential customers through various types of content. The substance utilized in this technique can change from sites to recordings to whitepapers or even digital books, however they all offer a similar ultimate objective: to persuade people who visit your website to do business with you or buy from you. Your online business can expand exponentially with a well-executed content marketing strategy. In all honesty, clients love unique substance, and a few examinations have shown that marks that offer unique substance are more dependable than brands that don't. The company blog is one of the oldest forms of content marketing. A blog can be a great way to not only provide content that visitors to your website will find interesting, but also to start a conversation and get them to return.

2. to investigate how ICTs contribute to India's sustainable marketing development.

As previously mentioned, sustainable marketing is the process of informing customers about the numerous advantages of valuing human, economic, and natural capital by promoting, selling, and disseminating a product or service in a sustainable market. Now, what exactly is a market that is sustainable? Therefore, ideally, a sustainable market would satisfy current (global) economic, social, and environmental requirements without jeopardizing opportunities for future generations to do so. In practice, a market that is moving toward that goal is one that is sustainable. Comprehensively, the web helps individuals as well concerning the climate over the long haul. Additionally, the Internet has the potential to make a society's daily problems more long-lasting and sustainable. Since sustainable marketing is the focus of this section, the internet contributes to the sustainability of every aspect of marketing in some way. By describing the prominent internet features that have the potential to eventually propel the expansion of sustainable marketing, we can clearly comprehend it.

I. A paperless workplace Paper has long been a part of every business and trade, but it has had a significant impact on the natural world and the environment. This blame has also affected the company's marketing department, which has used a lot of paper up until the introduction of the internet in marketing. In contrast to the past, the majority of marketing research, product planning, advertising, product communications, and other activities no longer required paper. ICTs came to the rescue of nature.

II. Energy Efficiency ICT-enabled climate change mitigation strategies have the potential to significantly reduce global environmental change by 2020 in comparison to current efforts. It is anticipated that no other method of reducing the impact of the environment will be as effective. These updates consolidate Shrewd office and Brilliant Structure

imperativeness organization, powerful usage of business machines, sharp framework devices, asset following associated with co-appointments and clever present day motors that change speed progressively to frame with only a couple of situations where ICT can assume a key part in energy productivity.

III—Pollution Alert and Management—An urban information and communication technology (ICT) can provide a means to monitor the air quality in crowded business districts, parks, or commercial hubs. Air quality and pollution sensors must be installed throughout the city and the sensor data made available to the public for this service to be realized. Numerous pollution monitoring sensors and wireless networks for monitoring and reporting pollution have emerged as a result of significant technological advancements in the field of wireless communication technology.

IV: Reducing the Consumption of Energy From a modern marketing perspective, the annual addition of one million connected devices is enormous and impossible to control. It is in everyone's best interest to develop ICT that reduces energy consumption and impacts on the environment. Low-power sensors will soon be able to function in conditions that are beyond ICT's current capabilities. In addition to functioning underground or being able to be deployed at a considerable distance from the closest antenna, the battery life will be extended to years, thereby reducing the impact on energy.

V: Effective Waste Management Last, but certainly not least, marketing requires an effective waste management strategy in order to implement a sustainable marketing strategy that is effective. The process of managing waste is currently in disarray, and the government is struggling to find environmentally friendly disposal methods. The two primary advantages of ICT-based waste management solutions and devices are: figuring out when waste should be collected and which route trucks should take. The time required to address potential issues with waste buildup may be reduced by these two benefits. Technologies like ICT can help the business administration control the amount of waste that is disposed of on a regular basis, preventing waste buildup and utilizing the end residue for other development activities like recycling and reuse for other industrial uses or providing residue waste to power plants, among other things.

3-To explore the future possibilities of maintainable advertising in India.

There are numerous lessons to be learned about avoiding sustainable marketing myopia; the most important one is that good marketing principle must be applied in order to make environmentally friendly products appealing to consumers. However, the remaining query is, what is its future? Due to the fact that environmentalism's acceptance of limits and conservation does not align well with marketing's traditional axioms of "give the customer what they want" and "sell as much as you can," business scholars have viewed it as a "fringe" topic. There is evidence to suggest that the three essential guiding principles for effective sustainable marketing are as follows:

I-Buyer Worth Situating Plan natural items to proceed as well as (or better than) options. Target relevant consumer market segments and promote and provide the desired value of environmental products to customers. By combining environmental products with the desired value of consumers, you can increase mainstream appeal.

II. Calibration of Consumer Knowledge: Market messages that link sustainable characteristics to desired consumer value should be used to educate consumers. Set environmental product features up as "solutions" for customer requirements. Create informative and engaging websites about the desired consumer value of environmental products.

III-Validity of Item Guarantee. Use specific and significant environmental product and consumer benefit claims. Obtain eco-certifications or endorsements of a product from reputable third parties and inform customers about the significance of these certifications. With compelling, interesting, and entertaining information about environmental products, you can encourage consumer evangelism through consumers' social and internet communication networks.

## **VI. CONCLUSION**

This paper has demonstrated that the internet evolved more as a marketing tool than as a driver of sustainable marketing and development. If we take a look at things from an Indian perspective, the internet has also played a significant role since its launch in 1995. After a few years, it became commonplace for Indian businesses and trade, as the majority of multinational corporations and even domestic Indian businesses turned to the internet for business purposes and benefited from its many advantages. In India, sustainable development, which is a pressing need, has also been adequately supported by the internet. Every single sector of the economy and business that has been impacted by the Internet's application has undergone significant transformations. If we talk about the prospects for sustainable

marketing in the future in the Indian context, there is a pressing need and a plethora of opportunities for it. Even though the majority of Indian businesses and trade have already implemented environmentally friendly marketing strategies and tactics, there are still untapped business segments and areas where the internet, if utilized, could result in more environmentally friendly outcomes. Last but not least, both awareness and positive and ongoing efforts from both the public and private sectors are required to help create societies that are more aware of and committed to a greener business environment.

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