

Revolutionizing Industry 4.0 Through Digital Transformation

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Dr. Shreyanshu Singh, Dr. Ravi Agarwal, Dr. Rinki Verma & Dr. Ankita

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“To our parents, the eternal wellspring of inspiration and love.”

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In essence, this book is not merely a product of our efforts but a symphony created through the contributions of many. To each and every individual who has been a part of this journey, we extend our sincerest thanks.

Dr. Shreyanshu Singh

Dr. Ravi Agarwal

Dr. Rinki Verma

Dr. Ankita

Preface

In an age where technology ceaselessly redefines the boundaries of possibility, 'Revolutionizing Industry 4.0 through Digital Transformation' emerges as a pivotal contribution to the discourse on industrial advancement in the 21st century. This edited volume seeks not only to explore but also to elucidate the profound and transformative impacts of digital technologies on the industrial sector, known as Industry 4.0.

At its core, Industry 4.0 represents the confluence of digital innovations such as the Internet of Things (IoT), Artificial Intelligence (AI), Big Data, and Cyber-Physical Systems, all of which are reshaping the landscape of manufacturing and production. The digital transformation in this context is not a mere technological upgrade but a radical rethinking of how industries operate, innovate, and deliver value.

This book serves as a guide and a beacon for understanding the multifaceted aspects of this revolution. It is a compilation of insights from leading experts and practitioners who bring a wealth of knowledge and experience to the topic. Through their diverse perspectives, the chapters herein paint a comprehensive picture of the challenges, opportunities, and future directions of Industry 4.0.

As the editors, our intention is to provide readers with a narrative that is not only informative but also thought-provoking. Each chapter is carefully curated to address different facets of digital transformation in Industry 4.0 – from technological advancements and their practical applications to the socio-economic implications and the evolving nature of work in this new industrial era.

We have introduced the foundational concepts of Industry 4.0 and digital transformation as well as more complex topics in this book. All the chapters explore the revolutionary technologies at the heart of Industry 4.0, their integration into existing industrial systems, and the innovative business models they enable.

Moreover, this volume does not shy away from the challenges – be they technical, ethical, or societal – posed by such rapid and radical transformation. We examine the implications for workforce development, data privacy, and cybersecurity, offering both caution and direction for navigating these uncharted waters.

By the end of this book, readers – whether they are industry professionals, academics, policymakers, or students – will gain a nuanced understanding of how digital transformation is revolutionizing Industry 4.0. It is our hope that this collection will not only inform but also inspire new ideas and approaches, contributing to the ongoing evolution of our industrial world.

‘Revolutionizing Industry 4.0 through Digital Transformation’ stands as a testament to human ingenuity and the unrelenting progress of technology. As we stand on the brink of this new era, let us embrace the changes with both caution and optimism, ever mindful of the legacy we are creating for future generations.

October, 2023

Dr. Shreyanshu Singh

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Driving Sustainability: An Integrated Approach of 4G Model for Green Manufacturing, Retailing, Advertising, and Product Offering

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Abstract

We are all witnessing a green drive in our economy, which not only focuses on the fulfilment of consumer needs and wants but also on the needs of the environment. In the modern world, numerous innovative changes are occurring in order to configure a new system or process of carrying out an operation in a market, where satisfaction is concerned with both the consumer and the environment. Therefore, it is important to learn about the many mechanisms that are present in the market today so that one can make use of them to allocate resources as efficiently as possible while preventing waste and environmental damage. In addition to studying the various elements that make up a market for a green mechanism, this research seeks to simplify the paradigm for implementing a green mechanism, which will aid businesses in embracing “go green” campaigns. In order to ensure that the use of such resources results in sustainability, this paper also aims to provide a brief analysis of these ideas and their significance in the rapidly evolving modern world. This will assist us in achieving our objectives for sustainable development and enable us to configure a more accurate model of the green mechanism that is being used in our markets. The idea of zero waste, which advocates for the economical use of resources allocated in a way that supports the idea of sustainable development, is also evident in today’s world.

Keywords :

Green Marketing, Green Advertisement, Green Products, Green Manufacturing, Green Retailing, Sustainable Development

I. Introduction

There is an effective change in the modern world of marketing. Earlier there were some traditional practices, which were concerned only with buying and selling of goods and services, but as the time fastens the concept of customer satisfaction was also one of the most important aspects of marketing. In the modern world marketing is not just about buying, selling or satisfying the needs and want of customers but also focuses on satisfying customers in such a way that there is an environmental satisfaction as a whole. From here only the concept of green marketing came into existence which focused on customers as well as the environment at the same time. With the changing time we witnessed that customers are also willing to pay more (green price) for the green products, which satisfies environment and customers at the same time. According to Ecological Marketing, defined by the AMA, "The study of positive and negative aspects of marketing activities on pollution, energy depletion, and non-energy resource depletion". Further, with the advent of eco-mark scheme, 1991 by the government of India, the consumers were made aware of the eco-friendly products which led to the introduction of green marketing in India. The objectives of this study are to understand the components of the green mechanism and also to study the importance of each component that will work effectively to initiate the green mechanism.

II. Green Marketing

Polonsky (1994) defines "Green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that satisfaction of these needs and wants occurs with minimal effect on the natural environment." This concept of green marketing is also known as the modern way of marketing. It plays a very significant and important role in the business. Many companies nowadays are adopting green practices so that the customers are attracted towards their products. This concept

is used by many businesses in order to make a connection with the present generation. Therefore, it can be said that the green marketing focuses on the concept of building a good brand image to attract the consumers by going green.

Green marketing is a technique through which consumers are made aware of the eco-friendly products produced, as it provides information of the quality, design, price of a product along with its environmental aspect. Related with this concept, the green marketing model came into existence which provided with the concept of 4P's of green marketing.

III. Green Marketing Model

Green marketing model comprises of four aspects, which are also known as 4P's of green marketing that are explained as follows:



Source: http://www.ijstm.com/images/short_pdf/1456578301_397S.pdf

1. Green Products:

Green products are one of the important pillars of green mechanism in marketing. Green products can be explained as the product which are eco-friendly or organic in nature. These products are manufactured without having any harm to the environment such as fruit face wash, onion hair oils etc.

2. Green Price:

The price paid for the green products is known as the green price. In today's modern world, customers are willing to pay more for the green products, so the price which the consumers are willing to pay for a green product so as to attain a higher level of satisfaction is known as green price. For instance, Mama Earth, Starbucks and Starbucks coffee is a green product in which customers willingly pay more for the premium quality.

3. Green Place:

Green place is defined as the place where there is an availability of green products, therefore companies should make people aware about the place of availability of products and also initiate in making a significant place for the availability of product.

4. Green Promotion:

Promotion can be done in a very efficient and effective way so that the consumers are well aware of the products available in the market. Promotion can be effectively done in many ways by showing a connection of the product with the environment, by building a green image and also by showing how organic the product is.

IV. Literature Review

A wide range studies have been done in field of green marketing, opportunities, challenges, and factors, which affects the green marketing. Further, the numerous studies have been conducted on the aspects of green manufacturing, green retailing differently. Many studies are restricted only to the definition, impact, roles and challenges in the field of green manufacturing, green retailing, the effective utilization of green products and ways to promote and create a satisfaction among consumers and environment. In green marketing, various studies are related with consumer perception (Bhatia and Jain, 2013), factors affecting the green consumers and their buying behavior were discussed.

Mishra et al. (2014) argued that how efficiently the business has increased their target for initiating the customers to buy green and

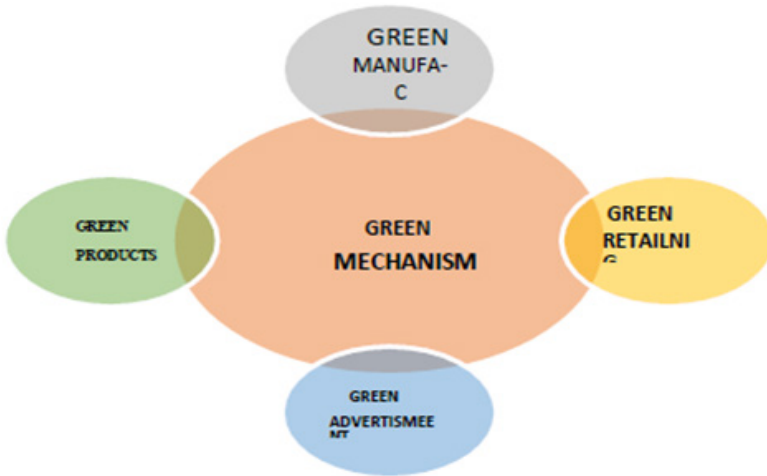
affect their purchasing decisions, with that it also focused on the concept of the emerging trends in this field of study. A study was also done to know about Kumar (2014) examined the level of awareness among customers related to green marketing and its impact on environment. Previous studies also discussed the concepts of green manufacturing, utilization and implementation of effective strategies to be used in green manufacturing. A system model of green manufacturing was also generated (Deif, 2011). An evaluative study was done on to the use of different technologies in different stages of green manufacturing (Ahn, 2014). A study was done on its system and its structure which focused on the characteristics of the different structures, its composition (Lin et al., 2011). A study related to green retailing its concepts and ways were suggested for implementing those ways while practicing green retailing, it also discussed about its impact on sustainability and the drivers which initiated the concept on green retailing (Sinha, 2011).

V. Research Gap

Literature suggested that all the studies related to green marketing from all aspects is conducted mainly in abroad, and while in India, these studies are restricted to only the defining the various challenges and opportunities in the particular field, along with the factors which influence it's working model. The traditional marketing model is mainly focused on practicing a green marketing. No analysis done on providing an easy model adhering to the combination of all these models for a smooth green mechanism in green marketing. To bridge this gaps which is observed from literature, this study helps in understanding the importance of each component of green mechanism through 4G model that will work effectively to initiate the green mechanism.

VI. Green Concepts or Pillars

Pillars can be defined as the support provided by all four directions for the evolution of a process or mechanism in a definite area. So here there are four concepts, which define the role of green mechanism in green marketing which are as follows:



Source: Author's Compilation

1. Green Manufacturing:

Manufacturing is the process of through which raw material converted into the finished products, on the other hand green manufacturing concept talks about-

- (a) Zero waste
- (b) Focus on creation of new inputs rather than external usage.
- (c) Less pollution in water resources and air.

Green manufacturing also focuses on reduced carbon emission from the manufacturing of products, with that green manufacturer tends to learn about green practices by doing research and developing such technologies which can reduce harm to the environment. This concept also focuses on the concept of three Rs i.e. Reduce, Reuse and Recycle. Therefore, there is reduction in waste and optimum utilization of resources in an efficient way. This new concept is very much beneficial for the business as a whole because if the cost of manufacturing decrease then there is chance of attaining good quality organic or green products at a reasonable price.

2. Green Retailing:

Retailing as we are aware is the process of making the goods

and services available to the customers from the producers or manufacturers of the product[1]. Retailers are one of the most important aspects in the market because a retailer is the link between the manufacturers and the consumers. In modern day of business and marketing, a new concept of green retailing evaluated, which states the uses of practicing retail services in such an effective way that there should be usage of eco-friendly practices in retailing. In the starting days of green retailing, the retailer only used to focus on organic or eco-friendly products at their shop but now, many shopkeeper or retailers are focusing on green practices to be initiated at their stores. Green retailing also builds a concept of practicing ethical practices at the retail stores. Like Starbucks coffee has a green outlet with the uses of eco-friendly mats, plants decoration all over their outlets, practicing use of paper cups rather than plastic cups. Use of practicing and abiding by the rules of ethical selling, firstly, they greet their customers and make them comfortable then they politely wait for the customers to order. This all concepts come under the new concept of retailing and are termed as green retailing. Green retailing also provides a model for its working-



Source:<https://courses.lumenlearning.com/wm-retailmanagement/chapter/retail-mix/>

This model talks about the essential elements, which are involved in green retailing and how it can be benefitted in the whole new mechanism of green marketing. This consists of price, place,

promotion, product, presentation, personnel. This also increases the effectiveness of green retailing which is one of the important aspects in the modern day concept of marketing.

3. Green Products:

Product is one of the most important part of the whole process involved in marketing and the green products is that products which aims to fulfill the satisfaction of the consumers along with the environmental benefit. Hence, in the evolution of green mechanism the most important pillar is the green products. As the market will have an advent of the green products in the market, the customers will be initiated more towards those products that are organic in nature, free from toxins and free from chemicals. This will results in more demand for such green products and in the whole mechanism it plays a very important role by being a vital aspect.

The green products are organic and are manufactured with techniques which do not harm the environment. Like Mama Earth has initiated a campaign of using organic products which focuses on the manufacturing of the products with the use of natural herbs, natural elements like their face wash contains the goodness of turmeric, chandan, rosewater etc. In short, it focuses on manufacturing of the products with the use of organic and green elements, which provides no harm to the environment, and the customers are also satisfied by the fact that it contains no harmful chemicals. Secondly, Wow shampoo took the initiative of selling their shampoo in such packaging that is less harmful to the environment. These are the leading examples, which can be taken to explain the role of green products in the green mechanism of marketing along with that it also shows its importance of being a second effective pillar in the mechanism of this green era.

4. Green Advertisement:

Green advertisement is one of the new way to make people understand about the concepts of the new product with the environmental connect of the product. By doing so one can have a good brand image, can easily connect with the today's customers. Green advertisement is very much differentiated from the traditional

ways of advertising. It not only focuses to provide information regarding the product but with that it aims to focus that its products are organic in nature but without harming the environment. Green advertisement is done by many companies just like Starbucks coffee has carried on a green advertisement campaign that if one comes back with the reused cup he/she will get an additional discount of 5% on their next cup of coffee.

VII. Importance of Four G Model

The importance of 4G model is described below is as follows:

1. Increased Efficiency:

By utilizing these 4Gs, the organization's efficiency or overall efficiency increases because they reduce waste pages and concentrate on allocating resources as efficiently as possible. If resources are allocated as efficiently, product efficiency rises, which in turn raises the business's overall efficiency.

2. Optimum Utilization of Resources:

This idea also emphasizes the best use of available resources. It can be stated that in order to improve the effectiveness of one's products, the best use of available resources must be made, which is explained by the idea that resources should be used in a way that maximizes their full potential. It represents a completely the best use of resources is achieved if waste naturally declines. By adhering to the 4G idea, one can effortlessly achieve optimal resource utilization, minimize waste, and foster innovative approaches to ecological or green marketing.

3. Sustainability:

By avoiding wasting the resources that are accessible in the production of various green products, sustainability can be increased and easily reached. Decrease in waste levels during production or afterward to enable the product's distribution to customers. In order to ensure both sustainability and customer pleasure, a company needs to implement a green mechanism. This can only be achieved by adhering to the 4G idea when defining their roles and obligations towards both the environment and their consumers.

4. Reduction in Wastage:

The concept of 4G also provides that there should be reduction in the wastage and it can be possible under this process or by following this model. One can decrease the wastage of the resources available and can easily do the effective utilization of resources by implementing the various phenomenons' present in different components of green mechanism. This forgery models helps in reduction of wastage by doing the effective and efficient utilization of resources for production of a green product. One can practice green retailing wholesaling process and by providing green advertisements in the promotion of the green product this can be easily helpful by implementation of this 4G model.

5. Less Harm to the Environment:

The 4G model not only focuses on reducing the wastage and the optimum utilization of resources, it also focuses on ways which can be used in providing less harm to the environment. It talks about various steps or measures that can be practiced by the company in the production technique or in any other stage of production, which can cause less harm to the environment. This model helps a company or a business to attain their activities in such a way so that the environment and customers both are effectively satisfied at the same time.

6. Increase in the Sense of Social Responsibility:

The 4G model at last it helps in increasing the sense of social responsibility among all the businesses out there. It helps to make the business understand that there are some needs and wants of the environment too. If we follow the procedure of giving and one will be more careful in reducing the wastage and harm to the environment this model also focuses on making the business or companies out there understand that the environment is also a matter of concern along with the consumers. As today consumers are the king of the market but mother earth is the queen of all the resources available out there so it helps in arising a sense of social responsibility among all the businesses out there.

VIII. Discussion

After having knowledge about the different concepts present in green marketing, this study analyzed that by combining all the concepts related to green marketing, which plays an efficient role in the development and practice for a green drive, one should adopt a simpler model for a green mechanism in the economy. This can be only possible when the focus is not only on the green products but there is an overall focus from top to end point, and this could be possible when we start practicing the green initiative from manufacturing to promotion of the product. This whole mechanism is defined as a green mechanism in green marketing.

The whole process of green mechanism starts from beginning of the green manufacturing, green retailing, green products, and green advertisement. After considering about the different models of green manufacturing and green retailing it can enumerate a combined and structured model, which can be very much helpful in initiating the green drive in India. Through this study concludes that there are certainly four pillars, which are very much needful in the green marketing. Hence, there is an evolution of 4Gs in the concept of green mechanism in green marketing.

Practicing green mechanism one can adopt this 4G (green manufacturing, green retailing, green advertisement and green products) model. It can be efficiently and effectively supported in the various other concepts of going green. Through it can achieve the sustainable development goals that are beneficial in all concern. With the utilization of these components, one can easily reduce wastage and can move further towards the drive for going green. One's goal is to produce efficiently and emit wastages for a green and clean economy. One should practice these 4G to increase their customer base and creating goodwill in the market by increasing the brand value as a green brand to its customers.

IX. Conclusion and Future Direction for Research

In contemporary marketing, achieving environmental sustainability hinges on embracing the principles of green marketing.

To establish a robust green mechanism, four key elements stand as imperative in fostering its development. It plays a vital role in the further studies of green marketing that these four aspects altogether complete the green mechanism in marketing. Companies should not only focus on its green practices by only showing a connect between environment and the product but now has to undergo the whole green mechanism for making the availability of quality organic products at a reasonable price. The study is limited to only 4 Gs of green mechanism. More elements can be evaluated in further studies; secondly many more factors are unidentified related to the concepts of green manufacturing and green retailing in the Indian context.

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