

THE STUDY OF MARKETING MIX ON GREEN MARKETING**Mrs. J. Lilly, Ph.d., (Part Time) Scholar,****Dr. I. Santhi Immaculate Jaculin, Ph.d, Supervisor (Part Time),****Department Of Commerce,****St. Ann's College of Arts and Science (Co-Ed.), Tindivanam-604001.****INTRODUCTION**

In recent years the global life environment has been deteriorated by gradual growth of the population and in order to satisfy consumers' demands. By gradual increasing of awareness of the environment and environmental protection people have taken part in establishment of corporations supporting the environment and environmental rules to prevent permanent destruction of the environment through international trade sanctions. The term Green in marketing roots in ecological and environmental issues and corporations or people use it when they want to talk about environmental or ecological pressures. (Doaee, Fathi & Sheikhian, 2009).

There are many environmental issues impacted by the production of goods and rendering of services and therefore there are also many ways a company can market their eco-friendly offerings. Green Marketing can appeal to a wide variety of these issues: an item can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and/or be easily recyclable.

WHAT IS GREEN MARKETING

According to a Study by Unilever, a third of consumers (33%) are choosing to buy from brands based on their social and environmental impact.

Green Marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. --- Wikipedia.

The obvious assumption of green marketing is that potential consumers will view a product or service's "Greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption.

It is a practice of marketing the products that are environmentally friendly in themselves and have green benefits, or the eco – friendly business practices that are used for its production.

These include:

- Sustainable manufacturing
- Reduced or zero carbon footprint
- Reduced or zero water pollution
- Recycled ingredients / materials
- Recyclable product
- Renewable ingredients / materials
- Eco-friendly packaging
- Reduced or zero plastic footprint.

GREEN MARKETING MIX:

In order to create a greener economy there must be a range of new green products and technologies. Successful and green production requires a process with a high level of integration and communications, good information, precise attention to concepts of the environment. As each corporation has a special marketing mix, challenge of marketers in green marketing is creative utilization of green 4p in which basic marketing principles of green marketing have been observed.

1. GREEN PRODUCT:

Green products emanate from product-related decisions and actions that aim to preserve or benefit the natural environment through energy and/or resource conservation as well as pollution and waste reduction. Both strategic and tactical approaches may be involved in such undertakings. The process of packaging and labeling products in an environmentally friendly manner is a tactical challenge several firms face. The challenge is to create new environmentally friendly products (eg: biodegradable, recyclable) at the outset rather than adopting “end-of-pipe” solutions for existing products. Nike is the first among the shoe companies to market itself as green. It is marketing the Air Jordan XX3 shoes, which are primarily made of recycled materials and use a small amount of glue in their construction (Ottman, 2011)

2. GREEN PRICE :

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Most consumers will be prepared to pay additional value if there is a perception of extra

product value. Value can be improved performance, function, design, visual appeal or taste green marketing should take all these facts into consideration while charging a premium price. For eg : Wal Mart unveiled its first recyclable cloth shopping bag .IKEA started charging consumers when opted for plastic bags and encouraged people to shop using its “BIG BLUE BAG”.

3. GREEN PROMOTION:

Green promotion and advertising mean to transfer real environmental information to consumers who have relation with activities of the corporation (Rosenberger Polonsky,2001). There are three types green advertising:

- Ads that address a relationship between product/service and the biophysical environment.
- Those that promote a green life style by highlighting a product or service.
- Ads that present a corporate image of environmental responsibility.
- For eg ; British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power .Indian Tobacco company has introduced environmental-friendly papers and boards ,which are free of elemental chlorine.

4. GREEN DISTRIBUTION:

Green distribution denotes the selection of channels in a manner that minimizes environmental damage .most of the damages to the environmental occur during the transportation of goods. Hence, firms must implement safety precaution on the delivery of products (Arseculeratne and Yazdanifard, 2014). For eg., Instead of marketing an imported Mango juice in India it can be licensed for local production. This avoids shipping of the product from away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

CONCLUSION

The current paper is expected to contribute to the extant body that focuses on marketing mix on green marketing and the performance of firms. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. The marketers also have responsibility to make the consumer understand the need and benefits, and the consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like India.

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