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**GREEN MARKETING MIX: A STRATEGY FOR SUSTAINABLE DEVELOPMENT**

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**ABSTRACT**

*The purpose of this research study is to evaluate green marketing mix as a strategy to ensure Sustainable development for the business organizations. For this purpose, the four P's of marketing mix are Evaluated in such a way to find out the ways by which these P's enables the organizations retaining their Customers and achieve sustainable development. It also assessed the significance of need for green marketing and the factors influencing the green marketing mix. The analysis will reveal and conclude that green marketing mix has significant effect on consumer satisfaction. It can be assumed that companies can create competitive advantage in their organization through taking steps in making the green marketing part of their overall marketing strategy.*

**KEYWORDS**

Green marketing, sustainable development, competitive advantage.

**INTRODUCTION**

The present environment is surrounded by different issues which influence all human activities. As society becomes more concerned with the natural environment, one of the environmental issues, pollution is a buzz word in today's business environment. Businesses have begun to modify their behavior in an attempt to address society's problem. One of such behavior is handling consumers through its varied strategies. Consumers are also aware of the environmental issues like global warming and the impact of environmental pollution. In order to tackle the important issue of environmental pollution, an important concept of green marketing has been emerged in India and other parts of the developing and developed world and facilitating sustainable development.

**MEANING**

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. 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.

**GREEN MARKETING- DEFINITION**

According to the American Marketing Association, —Green Marketing is defined as the development and marketing of products designed to minimize negative effects on the physical environment or to enhance its quality. However, applying a concrete definition to such a slippery concept, which has taken many forms and shapes over the years, has proven to be anything but simple or manageable. And, as you have seen on our Source and Resource site thus far, green marketing can include a variety of activities in diverse areas. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

**EVOLUTION OF GREEN MARKETING**

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. The green marketing has evolved over a period of time.

According to Peatti (2001), the evolution of green marketing has three phases- First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

**PROCESS OF GREEN MARKETING**

The process of green marketing involves producing quality products which are not harmful and supplying to the consumers. It also uses the resources in such a way to ensure its availability to the future generations to avail the resources to meet their needs leading to Sustainable Development. For the purpose policies are framed and implemented in such a way to protect the environment and ensure sustainable development. It also makes marketers and consumers sensitive to the need for switch in to green products and services.

**NEED FOR GREEN MARKETING**

Many companies understood their responsibility to be environmental friendly in order to achieve their objective of profitability through achieving environmental objectives. They have started using green marketing as a tool to tackle the issue. Under the concept of green marketing, the companies produce commodities to meet the health issues, neighborhood amenity and climate change. Moreover, government framed legalizations and initiatives requiring the companies to adopt green marketing. The nature of innovative technologies and approaches of dealing with pollution, improved resource and energy efficiency and need to retain existing customers, the companies are urged to adopt green marketing.

**MARKETING MIX STRATEGY**

The marketers make and use various policies to get success in the field of marketing. Out of such policies marketing mix is one of the important policies. This marketing mix involves various activities like identifying the market behaviour, determine the consumer needs, and plan to face the competition effectively. The group of these activities is known as marketing mix. It involves four elements viz., product, price, physical distribution and promotion popularly known as P's to ensure placing of the product in the hands of the consumers successfully. The marketing mix, as it is a plan, will have to be changed according to the changes in the marketing conditions. Green marketing is changing condition of market to meet the present needs of the market expectations. Hence, the marketing has to

be changed according to the expected changes. Accordingly, the four 'P's followed in conventional marketing are changed in view of the changed scenario and adopted in the present day market environment as described below:

**Product**

Marketers who want to use green market strategy must produce products according to the expectations of the customers. In the present day need of protecting the environment and conserving the scarce resources to attain the sustainability is the most concern of the customers. Also it should enhance the competitiveness of the company. Such products include Products made from recycled goods, Products that can be recycled or reused, Efficient products, which save water, energy or gasoline, save money and reduce Environmental impact, Products with environmentally responsible packaging, Products with green labels, as long as they offer substantiation and Organic which offer quality.

**Price**

Pricing is a critical element of the green marketing mix and it should be based on the additional product value it offers. This value may be improved performance, function, design, visual appeal or taste. These values are the added benefits and often will be the deciding factor between products of equal value and quality.

**Place**

The place where the product is available and the time of its availability are the most crucial factors in the purchase behaviour of the customers. Most of the customer is not ready going to faraway places or unknown places where the products are available. Their expectation is easy accessibility to the market place. Marketers who want to succeed in green marketing strategy should position them in the market place apart from making an appeal to them. The location also speaks the image of the company that it wants to project and differentiate it from the competitors.

**Promotion**

It is promotion which informs the customer about the availability of the green product. Users of green marketing strategy adopt variety of techniques in promoting their products. Such techniques include paid advertising, public relations, sales promotions, direct marketing and on-site promotions. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing.

**CONCLUSION**

Green marketing is based on the assumption that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. Indeed, there are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and reengineering of existing marketing efforts on the part of many businesses. Green marketing mix strategy and the promotion of responsible consumption are related with business category. A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing mix should be considered as an approach to marketing and it has to be pursued with much greater vigor, as it has an environmental and social dimension to it. The marketer must find an opportunity to enhance their product's performance and strengthen the customer's loyalty and command a higher price and thereby fulfilling his profitability and environmental objectives.

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