ROLE OF 4 E’s IN GREEN MARKETING MIX

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ABSTRACT

Getting an insight into the various strategies and techniques followed in an organization gives us a market research. Here in this paper, we have given a concept of 4E’s for the recent marketing mix techniques. The 4E’s given are Enticing, Economic, Environment and Emerging Trends. We have given an overview of how these four factors affect the marketing mix and how the business gets changed by these factors. The companies can also gain an competitive advantage over other companies through these techniques. It is important for a company to use these factors appropriately to achieve competitive excellence. In general green marketing is a much broader concept, applied to consumer goods, industrial goods and even services. Here we say how these factors affect green marketing. By using these we could create a better place to live in.