



In the digital era, the marketing mix is governed by the “7Ps” and “1G.”

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Abstract:

Because of market dynamics, rapid IT development, and globalisation phenomena, the digital marketing mix has recently developed some highly fascinating new elements. The 4Ps model is still used in the old paradigm (product, price, promotion, and place). This study creates a theoretical framework for marketing mix especially. Starting from a literature review regarding the 4 Ps in marketing and studying the new generation (Z) features, it can be drawn new directions on digital marketing mix, such as people, process, perseverance (other 3P). At the same time, environmental developments force us to design and apply new marketing tactics in order to achieve long-term eco-innovation. At the same time, environmental developments force us to design and apply new marketing tactics in order to achieve long-term eco-innovation. As a result, green marketing (1G) is an important component of the marketing mix for generating awareness of new policies and best practises for environmental protection. The essay introduces a new marketing mix paradigm: 7P+1G, and validates the model using unit data. The What-If analysis is used to make a green marketing forecast.

Keywords:

Marketing mix, 7P (product, price, promotion, place, people, process, perseverance) +1G (green marketing), cloud computing.

Introduction:

Due to the viral transmission of information and environmental issues, firms are facing greater competition in the Internet of Things era. As a result, businesses must develop new methods to respond to client requirements as well as environmental challenges. The essay proposes a new approach to the internet marketing mix by including a new item, green marketing, that has a positive impact on sustainable eco-development.

The importance sub-criteria of green marketing are examined using a Likert scale in this article. The following are the research methodology statistics for the H1 hypothesis: The marketing mix elements have a significant impact on long-term environmental sustainability. The unit root test determines how much variation in the model variables is explained. Finally, a prognosis based on What If marketing simulation

research suggests that: increased awareness and business ethics will have a significant impact on green marketing (1G).

Literature review:

The literature review discusses the shift in consumer behaviour brought on by the current generation, also known as "Generation Z or F" or "Facebook." Is the generation that interacts on social media before going to bed, the generation that is apolitical, has little faith in politicians, but has the power to influence election results if an online leader persuades them that a policy will harm their interests or economic stability. This generation shops online, entertains themselves online, and uses an avatar to live a second life online. This generation appears to have unrestricted access to information and liberty, yet they struggle to identify role models and a leader, and they appear to be inconsistent in their ideas and actions (Jelev, 2015).

The ferocious advances in technology, as well as the global economic crisis and instability, appear to have brought humanity to a halt. There appear to be no leaders or ideologies that can save us from self-destruction. The younger generation must come out of their shells and stop hiding behind their avatars. They will alter the economic landscape as well as marketing strategies.

The 4Ps are well-known in the marketing field: product, pricing, promotion, and place. In the era of 3.0, we must add some more "P"s: people, process, perseverance, and one G: green marketing, in the context of globalisation and technological advancement. We'll go over each of them in detail below:

Product

Three sorts of products can be sold in an online setting (Gay, 2009):

- Physic products: computer components, books, equipment, medicines, stationery, and so on.
- Services or intangible products: medical insurance, travel, bill payment, and consulting, among other things.
- Products that have been digitised include:
 - Software, music, movies, computer games, and other forms of digital creativity;
 - It could be electronic: airline tickets, books/magazines/newspapers;
 - Information as a product: purchased for offline purposes (reports on market research) or presented only for online transmission (white papers), or prepared in response to an on-line request and transmitted using the Internet.

Online service - does not relate to services provided before or after a purchase, but is seen as part of a promotional effort or an improved product. Refers to services that can be paid for online and delivered off-line (the majority of which are listed above) as well as services that can be paid for online and provided online. The most recent are a function of electronic technology (Watchfire validating a site's accessibility for disabled users according to W3C guidelines) or the service's outcome can be transmitted online (results of a SWOT analysis paid to a consulting firm may be sent by email).

Customers say they are unaware of the presence of a hard-to-find commodity known as a hidden product. Antiquities DVDs, rare books, and works of art were extremely difficult to come by before the Internet, and may now be purchased specifically for clients in the shop's geographic area. The Internet has aided the quick rise of firms selling these types of things, with little competition, making them the most profitable businesses, alongside large online merchants.

Proofs are important in internet marketing because online products/services cannot be touched, tasted, or tested. If the client's expectations are not satisfied, the corporation must allow the client to return the product. The business can provide free samples and must collect as many positive testimonials as feasible. If the customers are satisfied, they will tell others about the product. The inverse is also true: a disgruntled client can spread information to thousands of people in a matter of seconds.

Pictures/videos - In the internet world, the initial impression is crucial, as the product only has 3 to 7 seconds to capture the attention of the consumer. Humans can comprehend images 60,000 times faster than plain words, and visual information accounts for 90% of the information transferred to our brain. Typically, photographs and videos have a greater impact on eliciting emotional responses. Customers link themselves or their expectations with the emotion conveyed in a photograph or video (Stone, 2015).

Price

The online price must represent the cost of the product and its perceived worth in the eyes of consumers, as well as distribution and promotion costs and the flexibility to adjust the electronic pricing system. After their organisation has covered these costs, they must set aside a portion of the price in order to maximise earnings, especially when buyers are willing to pay more than the supplier planned. However, in on-line pricing, such as airline tickets or investment markets, prices must be flexible enough to alter frequently within the same day, if necessary.

Because certain labour expenses, storage items, and various forms of taxes (customs) are often lower in the online market than in the physical market, the price will be lower and consequently revenue will be lower. Affiliate marketing revenue can be re-invested.

A product's price level influences demand for that product. Reduced prices, in theory, boost demand, and vice versa. This assertion should be compatible with revenue-based price elasticity for various products. The profit from selling is determined by the price and amount of products sold.

Online pricing will include the company's goals, market segmentation and complexity, customer perceptions of product value and price, price competition, and raw material suppliers. Prices are set in connection to the product portfolio, which includes a product lifetime as well as sales and market share goals.

As a result, the price is set so that he can attain the following goals (Gay, 2009):

1. Extra income - can be obtained by aggressive pricing, penetrating, tiny, short-term;
2. To preserve market area - with long-term potential may decide the decision of higher prices;
3. Increased revenue - in a market with heavy competition and loyal clients, supplying enhanced products is designed to keep prices stable and boost sales volumes;
4. Repositioning - businesses alter their image to appeal to a new market.

Consumer sensitivity to pricing fluctuations can be tested in real time by web marketers. Price elasticity is high at particular price levels: a decrease in price, but not below a specific level (because to concerns about product quality or market saturation), might result in greater sales. Although price transparency on the web is important, ideal competition in this environment is impossible to attain because the winner is the one who moves first, pricing deceit, price discrimination, product differentiation, and access to online market areas, among other things.

Promotion:

Traditional techniques such as giving the firm's website address in all printed materials, business cards, interviews, documents, publications, or any other material mentioning the company name in traditional promotion campaigns might aid online promotion.

The following items are included in the promotional communications mix (Gay, 2009):

- Advertising, which involves the use of interpersonal communication channels.
- Face-to-face engagement between sellers and prospectors (sales promotion).
- Sales promotion - short-term additives to encourage speedy sales.
- Public Relations - Continue to project a positive image to the target audience.
- Direct marketing entails the use of customer databases for transactional and relational marketing via responses and measures.

Direct marketing, which is done through Internet promotions, targeted advertising, search engine marketing, and e-mail, gets the best reaction from customers in the online environment. Personnel participating in promotion in the online environment is smaller and comprises of professionals to converse in social media by providing information and comments to customers for free (with media), professional staff in producing online advertisements, and specialised online public relations.

Place

Although the Internet has eliminated some of the intermediaries who significantly raise the price of products, it has also introduced new cyber entities that help with information distribution, such as brokers, web developers who implement shopping carts, and those who provide online payment services.

Customers can buy more products at once with the shopping cart, regardless of the amount of information in the online catalogue, and it includes secure command forms and trade facilities with safe credit card number entry.

Online marketplaces respond effectively to actions such as product promotion, payment, and purchase. Aside from digital product distribution, physical products purchased from an online environment are a difficulty that is reflected in the product's cost at a rate of roughly 10%. Companies can opt to distribute their products through DHS-approved distributors or go it alone, which requires a well-coordinated logistics and execution management system.

Establish marketing channels for online distribution:

- Direct sales - the most successful method for the online environment, sales via cyber intermediaries, sales via online telemarketing, direct sales via e-mail
- Organize physical distribution: storage, inventory management, transportation, communication, and packing are all easier in an online context, especially if transportation is handled by intermediaries.
- Building a customer service department.

Online marketplaces – based on commercial agreements with organisations operating in a specific sector: (www.gnx.com)

- a) Vertical hubs – based on commercial agreements with organisations operating in a specific sector: GlobalNetExchange;
- b) Horizontal hubs - locations where non-industry-specific products or services, such as office supplies and maintenance equipment, are sold (Maintenance, Repair, Operations). (Gay, 2009 & Joniș 2011) give detailed strategies for the four Ps of the marketing mix.

People:

Working with online clients necessitates the use of people. Understanding the client culture allows people behind the scenes (workers and management) in online marketing to turn each online meeting into a bill of sale. After selling a product, customer service, professional guidance, free tutorials, and free information can turn a buyer into a devoted customer.

People's enthusiasm is what allows them to express their creativity and personalities. We are all clones of our families and society as a whole. It's simpler for us to live if we can hide behind generational rules, but what if these rules seem to lead us nowhere? Now is the moment for each of us to be unique, to think and feel

freely, to create, to be inventive, and to share our experiences with others. Yes, we require the assistance of society and technology, but we must choose to pursue what we enjoy and to do so with zeal.

Being yourself, having a distinct brand, and allowing others to see the best of you are all important aspects of a person's personality. The online consumer longs for the experience of dealing with a real person; he wants to know who is selling the goods, he expects competent guidance, and he wants to be treated as an individual. This is why a virtual firm must open the gates and allow customers to view what goes on behind the scenes, as well as participate in company community events. Customers want to know that their input is valued.

Process

Like a spiral, online marketing is a constant developmental process. Each P of the marketing mix would be bolstered by constant feedback from clients and the company. The firm can have a smooth and consistent evolution if it is aware of all new apps, systems, and programmes. The amount of loyal and productive relationships formed is one of the new online marketing KPIs. Statistics pertaining to the number of clients or products sold came in second.

To make this process go smoothly, businesses must employ technology such as data warehousing and business intelligence solutions to obtain an instant, real-time picture of the business, key performance indicators, customer expectations, and market resources. In order to build a marketing plan, businesses must balance all of these factors while keeping internal resources in mind.

However, technology has become prohibitively expensive, with numerous implementation and absorption roadblocks. Although, the answer to these issues is a new paradigm: Cloud Computing Services. Cloud computing reduces the cost of software and technology resources and services by allowing businesses to pay only for the services they require, saving time, energy, money, and stress. Joining the cloud also has other benefits, such as lower initial implementation costs (by not disrupting the company's cash flow by hiring qualified IT personnel for application development), remote maintenance (by eliminating the need for in-house specialists), and access to cutting-edge technologies.

Cloud computing solutions are well suited to the needs of online businesses, as they have fewer financial and human resources to devote to the integration of information technology into their operations, therefore they stand to gain nothing. Cloud solutions allow for the purchase of services with a small initial investment and without the need for in-depth knowledge of IT solutions that are well-suited to online businesses. With the increased adoption of the internet, every business must consider its presence in the virtual world, where competition has become tough. Cloud is a type of internet advertising that allows a firm to have an online presence without having to spend in web building procedures. (Jonis, 2016)

Perseverance

A successful firm or product is one that stands the test of time. The results may not always appear as quickly as intended, but if they manifest as devoted and productive connections, the war has been won.

Future recommendations and the creation of long-lasting products and services are smart ways to keep clients loyal.

Green marketing is a long-term marketing strategy that represents high-quality insurance.

Mobile marketing is becoming a prevalent marketing trend that will assure the strategic approach's long-term viability. "The most important aspect of mobile marketing is to target the correct consumers with the proper message content; otherwise, the consumer's response will be far more extreme in comparison to other marketing channels" (Catoi, 2010).

Figure 1. Online Marketing Mix: 7Ps and 1G

Source: Authors' own research results/contribution

Green Online Marketing:

Green marketing is the process of creating, pricing, advertising, and distributing products that are environmentally friendly. These goods could make use of recyclable materials and green technologies in a sustainable manner. It must avoid global warming, electricity waste, and the use of natural resources such as solar, wind, and wave energy, as well as reduce soil, noise, and air pollution, recycle water and materials, reduce CO₂ emissions, improve product recycling after use, and replace materials with less polluting or hazardous substitutes, among other things. Companies need additional government support in order to reduce or support a portion of the tariff and quota on recyclable and biodegradable materials, which reflect the input cost, in order to use the principles of green marketing. The government must develop long-term plans to promote green products for the benefit of future generations. Education must take a special position in state regulations in this regard, and they must be required to return the packing when it is returnable. (2016, Osman)

Organic products should be consumed in order to maintain a healthy population. Consumers with greater incomes willing to pay an additional tax for green items in exchange for a higher product value. The use of non-polluting transportation will help to minimise carbon emissions. If they encourage a green lifestyle, online businesses can gain a corporate image of environmental responsibility.

Green marketing also entails advocating environmental protection ideas and best practises, such as those found on the Greenpedia.ro portal. The first target should be parents, who are responsible for teaching their children sustainable eco-behavior. The education entities should be the second objective, followed by the commercial entities.

Green advertising is a means of disseminating and informing the public about a company's role in global challenges. Even the government utilises green advertising to promote the green environment concept in order to raise environmental awareness. Hasan et al., 2015).

Cloud computing is a very beneficial strategy and instrument for growing web traffic, lowering carbon dioxide emissions, and promoting green innovation. The greater the influence of green innovation and promotion on business performance, the more successful it is.

Everyone has become accustomed to the trend of rising prices for eco-products and services. A portion of the price for eco-products should be supported by commercial and governmental bodies. As a result, these products may have the same or a lower price than standard products.

Consumers now perceive organisations that adhere to ecological principles as more trustworthy, representing quality assurance. They have the difficulty of raising customer awareness about environmental issues as well as possible remedies and the availability of an environmental label. 2105 (Murin).

Companies can gain a long-term competitive advantage by incorporating green marketing into all aspects of their operations, including relationships with customers, employees, investors, suppliers, partners, and vendors. One of the most significant advantages of green marketing for businesses is its increased competitiveness, as green products guarantee quality (Nadanyiova, 2015).

As detailed in the matrix of green marketing strategy, the stages of becoming a sustainable greener consumer begin with setting an example, then becoming a credible partner and offering improvement solutions, developing the market, and finally designing new business models that can challenge consumption (Majerova, 2015). Companies benefit from consistent future competitive advantages when they focus on social responsibility.

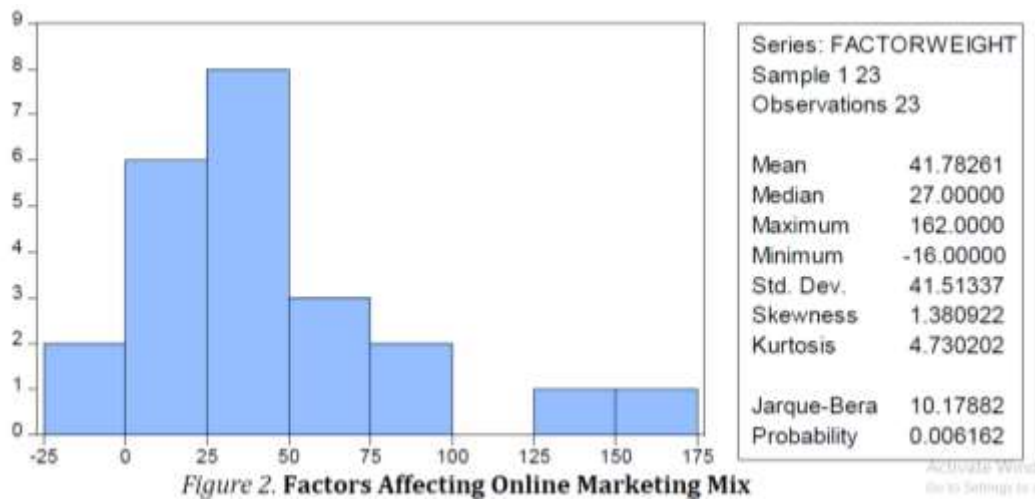
Research Methodology

According to a research of 149 organisations (Abdullah, 2016), companies faced five sorts of factors in the process of adopting green principles: business ethics, awareness, environmental factor, business continuity element, cost and customer aspect. Following green technology in the manufacturing process, using energy-saving machines for manufacturing purposes, always following green sales promotions, minimising greenhouse gas emissions, and purchasing raw materials from only green suppliers, these companies believe that adhering to the principles of green manufacturing/development will make a significant contribution to eco-sustainable development.

As stated in table 1, the first step of the research technique was to use a Likert scale on 23 sub-criteria to determine the influence of each component on sustainable eco-development.

Table 1. The impact of each factor on sustainable eco-development

Criteria	Importance	Percent
Product	0.747203579	30.37054
Place	0.597315436	24.27825
People	0.293064877	11.9118
Promotion	0.261744966	10.63878
Process	0.210290828	8.547397
Green	0.125838926	5.114799
Perseverance	0.124161074	5.046602
Price	0.100671141	4.091839
Total	2.460290828	



The histogram above indicates that certain aspects of the online marketing mix, such as product and location, have a higher importance/weight. People, promotion, and process are examples of medium-importance factors. Green marketing, perseverance, and price are factors that are regarded less important. The data form a steep curve, with a larger Kurtosis value (4.73) than the standard Gauss value of 3. With a Skewness value of 1.38, the curve shows a left asymmetry.

The second step of research technique aims to determine whether the data are relevant and to assess the statistical model's relative quality for the provided data. H1\shypothesis: The marketing mix elements have a significant impact on long-term environmental sustainability.

The Unit Root Test reveals that the model is valid, with a 95% probability and a p value of 0.0425 0.05. This result is based on the Augmented Dickey-Fuller Test, which shows that the model can explain 66 percent of data variation (Adjusted R-squared is 0.66 and p=0.0160.05). The R2 value is 0.71. The model modifies sample data better if R2 values are closer to 1. In our model, it is recommended to add some other variables to be more representative. (Table 2)

Table 2. Unit Root Test - Augmented Dickey-Fuller test

Null Hypothesis: WEIGHT has a unit rootExogenous: Constant

Lag Length: 0 (Automatic - based on AIC, maxlag=1)

		t-Statistic	Prob.*
Augmented Dickey-Fuller	test statistic	-3.538469	0.0425
Test critical values:	1% level	-4.803492	
	5% level	-3.403313	
	10% level	-2.841819	

*MacKinnon (1996) one-sided p-values.

Warning: Probabilities and critical values calculated for 20 observations and may not be accurate for a sample size of 7

Augmented Dickey-Fuller Test EquationDependent Variable:
D(WEIGHT) Method: Least Squares

Date: 03/14/17 Time: 12:32Sample (adjusted): 2 8

Included observations: 7 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
WEIGHT(-1)	-1.383158	0.390892	-3.538469	0.0166
C	0.453835	0.154007	2.946840	0.0320
R-squared	0.714624	Mean dependent var		0.019415
Adjusted R-squared	0.657549	S.D. dependent var		0.420386
S.E. of regression	0.246007	Akaike info criterion		0.268043
Sum squared resid	0.302597	Schwarz criterion		0.252589
Log likelihood	1.061850	Hannan-Quinn criter.		0.077031
F-statistic	12.52076	Durbin-Watson stat		2.303919
Prob(F-statistic)	0.016590			

Source: Authors' own calculation.

H1 hypothesis should be accepted for intercept (constant term) since $p = 0.030.05$. The intercept value is 0.45, with a high probability and an error of 0.15.

H1 hypothesis should be accepted for the Weight variable (importance of each component in eco-sustainable development) since $p = 0.0160.05$. The coefficient of Weight is -1.38, with a high probability and an error of 0.39. The standard errors, 0.24, are quite low.

The autocorrelation of mistakes is tested using Durbin-Watson. A positive autocorrelation exists when the test value is less than 2, and a negative autocorrelation exists when the test value is more than 4.

There is no autocorrelation if the test value falls within the interval [2,4], indicating that the model chosen is good and accurately represents the data series. This is the case that was investigated ($D-W=2.3$).

Overall, the AIC (Augmented Dickey-Fuller test) demonstrates that the model used to quantify the influence of each component on eco-sustainable development suited the data collected, while it might be improved by adding new variables.

An optimistic scenario has been developed using What-if marketing simulation analysis: a 24 percent increase in awareness and the business ethics component value will have a favourable impact on sustainable eco-development from 1.26 to 1.73. (maxim of 5 points). Only by embracing green ideals by companies and individuals all around the world can we influence sustainable eco-development. For a future safe environment for ourselves and our families, we must all change our conduct (Table 3).

Table 3. *Optimistic scenario regarding adopting the green principles by companies and people on sustainable eco-development*

Scenario Summary	Current Values:	Increase to:
Changing Cells:		
Awareness	0.261744966	0.5
Business Ethics	0.679194631	0.91
Result Cells:		
Sustainable eco-development Impact	1.265510813	1.734571216

Source: Authors' own research.

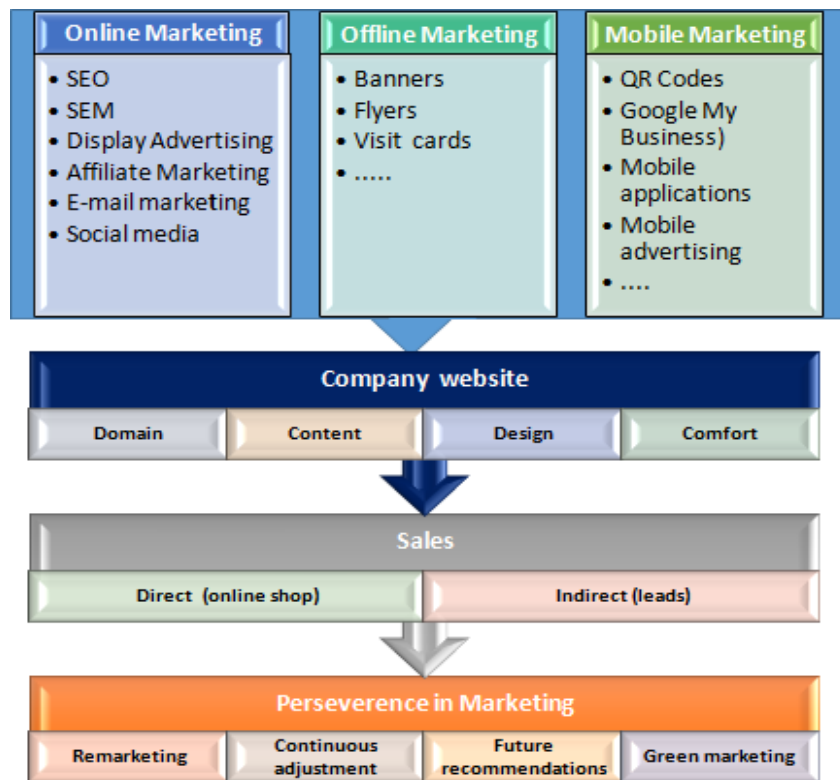


Figure 3. Future Strategic Approach of Online Marketing Mix

Source: Authors' own research results/contribution.

To sum up, a well-known Chinese saying states that "a picture is worth a thousand words." As a result, we combine the content of the article into a visual (fig. 2).

Conclusions

The scientific approach to Marketing Mix begins with the current situation that the Z is in. generation. It also examines the characteristics of the internet marketing mix. The research yielded a new conceptual framework for the internet marketing mix, which includes additional aspects such as more P (people, process, and perseverance) and one G (goals) (green marketing). The model, which has been confirmed by AIC and Durbin-Watson tests, supports this framework. We will strive to improve the model in the future by adding new sub-variables. We provide a future strategic approach to the internet marketing mix towards the end of the study.

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