

Original Article

Organized Retailing and Planning in Green Retailing Environment Strategies

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Abstract Today's the largest retailing process as a part of holistic approach to addressing through consumer behaviour. The companies to develop in a new way of various techniques to using green marketing strategies in business unit. Green marketing environment production is natural consumption pattern of green products, implementation and development of export opportunities to profitable goods. Now a days the organic nature production system experts in agriculture field to set green consumption new trend in the world. In current market penetration increasing in sales of green products. Product development and market development strategies of green products increasing in sales and improving present market.

Keywords: Green Retailing, Green Retailing Strategies and Planning, Green products, Green target marketing, Green Retailing organisation, Green Retailing Mix.

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INTRODUCTION

The one of the oldest production system in this earth is organic production system. Now days the experts in genetics, agricultural and environmental fields are providing more and more attention to redefine the production of goods and services in organic nature due to natural imbalance and increased number of disease and side effects to human community. The government and health care agencies prefer themselves to set the green consumption trend in this world. It is not extremely possible to replaces the non-organic products market into organic one in our highly populated country. But the prevailing nature and scope of marketing for green products can be extended slowly.

GREEN RETAILING IN COIMBATORE DISTRICT - PROBLEM FORMATION AND RESEARCH METHODOLOGY:

The shift of Coimbatore district from agriculture background to industrial background designate the progress in Education, Health care sector, Cotton and apparel industry, establishment of large number of MSMEs in iron and steel sectors agro-based industries and agricultural sector. It consists of Hills, Rivers and Rich Cultivating Land and industrial zone. But there is a negative

relationship between the degree of economic growth and level of qualities of nature and its conditions. In other words, apparel industries are dramatically proving its growth status. But the river of Noyal and related agricultural lands are polluted in Coimbatore and Tirupur Districts. As a one of important southern industrial area, Coimbatore district is providing the employment opportunities to all types of workers and executives from Madurai, Dindigul, Ramanathapuram and Thirunelveli districts. But the labour migration results urban slum pockets, consumption of non-organic products, occupational and other diseases and highly stressful cum fluctuating life style. The enormous production and marketing of non-organic goods and its chemical reactions are making the painful health condition to all segments of human beings. It reduces the span of period of healthy breathing of human community and other ecosystem. The Negative impacts of anti-eco-friendly strategies force to choose the green consumption of human community. But there is a lack of awareness and impossibility regarding the same. So an observation study based on secondary data has been undergone entitled on "The Green Retailing strategies and Practices in Coimbatore District of Tamil Nadu."

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GREEN RETAILING STRATEGIES AND PLANNING:

The Green Retailing strategies decide the nature of business units. The course of actions of Green Retailing activities which are followed by marketing entrepreneurs in Coimbatore districts are as follows

- I. Speciality stores for green products of multiple producers
- II. Speciality stores for green products of single producers

- III. Producers direct outlet
- IV. Departmental or chain stores dealing all products with green products section
- V. Stores formed by producers with support of horticulture department or tribal welfare department
- VI. Producers marketing organisation
- VII. Cooperative Institution under the Direct Control of Government Authorities
- VIII. Others

Table No: 1 Green Retailing Planning for Business Growth

Sl. No	Strategic options	Green Retailing Planning
1	Market penetration	Strategy of increasing sales of existing green products in current market (Sarvodaya shangam)
2	Market Development	Strategy of increasing sales by introducing green products into new market (Herbal Products in Uzhavar Santhai)
3	Product Development	Strategy of increasing sales by improving existing green products in some way or developing entirely new product for present market .(Pathanjali green products)

(Sources: Complied from secondary data)

The marketing planning for green products has entirely different features from other products. Because it is not only containing monetary exchange value but also cultural, social and health care values. In addition to it, certain herbal products and handloom products of our country represent and foster our culture. It can be measured by both quantitatively and qualitatively. Market penetration strategy is most admirable to this district. The state government intervention is playing a key role in marketing of some kind of green products of hill areas and organic textiles. It can be observed that strategic planning includes the heredity values, government intervention and other related things. (Table no: 1)

PREVAILING MARKETING ENVIRONMENT FOR GREEN PRODUCTS IN COIMBATORE DISTRICT

The most support economic aspect of environment for marketing of green product consists of increased demand for natural goods, profitable export opportunities for organic cotton, products of clothing and apparel industry, high demand for green coffee, Tea and herbals for medicine. The technical support for organic cultivation of cotton and food grains, liberalised taxation policy for green products, implementation of development and welfare scheme from various government department such as tribal welfare department, horticulture department and agriculture department create the pavement of progress for the production and marketing of green products. In addition to it, cultural values, traditions and Indian heritage always educate the natural consumption pattern.

GREEN PRODUCT WISE MARKET SEGMENTATION OF COIMBATORE DISTRICT**Table No: 2 Distribution of Selected Green Products and Services in Coimbatore District**

Sl. no	Area	Name of the green specialized product	Name of the marketing organization /agency
1	Organic cotton	Avanasi and Coimbatore block	TEA and Apparel Exporting Companies
2	Organic apparel	Avanasi and Coimbatore block	TEA and Apparel Exporting Companies
3	Tea and Coffee	Vallparai	Private tea & coffee companies
4	Honey, fruits and vegetables	Anamalai and Vallparai	Tribal's
5	Foods grains	Anamalai Hills	Tribal's
6	Organic silk saree	Vadavalli, Coimbatore	Sarvodaya Shangam
7	Organic kora silk saree and cotton sarees	Sirumugai and Alangkombu	Handloom weavers cooperative Societies
8	Holistic health mgt, Natural Medical services	Anamalali and Aliyar	Mahatma Gandhi natural research centre, Arivu thirukovil,
9	Herbals for medical	Anamalai Maruthamalai and Vallparai	Sarvodaya Sangham patanjali products, Isha yoga
10	Natural foods	Anamalai and Aliyar	Arivu thirukovil, Isha yoga

(Sources; Complied from secondary data)

It is observed that product wise geographical segmentation for the marketing of green products can be possible in this Coimbatore district. The area wise

segmentation of Green Retailing represents the specialized product of particular area of Coimbatore district. (Table no: 2)

GREEN TARGET MARKETING

Table no: 3 Green target marketing and Positioning

Sl. No	Nature of product	Target marketing
1	Organic cotton & Apparel	Foreign Exporters
2	Herbals and green foods	Members of organization of Yoga, Meditation and holistic health
3	Tribal products	Nearby residents and manufactures of Sidha and Homeopathy medicine

(Sources: Complied from secondary data)

The peoples of remote villages of Coimbatore district are consuming nearly 25 to 40 percentages of green products in their total consumption. But position of peoples residing in urban and semi-urban areas is not in same manner. Their source of consumption is as the non-organic in this district. So the target market for green products is the all groups of peoples residing in urban and semi –urban areas of Coimbatore District.

GREEN RETAILING ORGANISATIONS:

There are three types of marketers in this district. One is private business organisation aiming with profit maximization, second one is non-profit making organisation aiming to provide the services to the public and other organisation and cooperative institution under the direct control of government authorities (Table no: 4)

Table No: 4 Green Retailing organisations

Sl. no	Nature of Marketers	Name of the major Marketers
I	Private Business Organizations (PBOs) (firms and corporate)	Apparel exporters – a). Eastmen Group of companies b). Poppys Group of companies, c). Sunrise d). crystal and etc. Domestic marketers – Sathiyam natural foods (p)ltd. Sakkarai chettiar (firms) and etc. Nilgiris and etc.
II	Non Profit Making Organization (NPOs)	1. Mahatma Gandhi natural research centre, Anamalai 2. Arivu thirukovil, Aliyar 3. Eysa yoga and etc
III.	Organization and Cooperative Institution under the Direct Control of Government Authorities	Handloom weavers Cooperative Societies under the control of Handloom and textile department Sarvodaya Sangham, under the control of Kadhi and village industries commission(KVIC), Government of India Chinthamani super market under the control of Cooperative Department Horticulture store established under the control of Horticulture Department Tribal products marketing Agencies Traditional Cow Milk producer’s cooperative society under the control of Cooperative Department Uzhavar santhai under the control of Agriculture Department and etc

(Sources; Complied from secondary data)

The above discussed Green Retailing organisations are in systematic manner. They are carrying the business with following the proper legal rules and regulation. As against to it, there are some kind of small trader and producers who are carrying the Green Retailing activities without any kind of organisational setup and legal permission come under category of informal sector. Their course of action and

volume and value of business do not be neglect able in this district.

GREEN RETAILING MIX

The marketing mix of green products like the other products consists of product mix, price mix, place and promotion mixes.

1. Product Mix

Table no: 5 Distribution of Green products in Coimbatore District

Sl. No	Types of green products	Products
1.	Essential consumer goods	Rice, Food grains, Vegetables/fruits ,Green leaves, dhal, oils, cookery items and Others
2.	Fast moving consumer goods	Soap, Shampoo, Hair oil, Face wash powders, Tooth and other pastes, Chapels, Bags and Others
3.	Health care products	Health drinks , Herbals /honey, Refreshers & Others
4.	House hold items	Durable , Non –durable & Others

5.	Medical products	Sidha and homeiyo
6.	Apparels	Home furnishing, Male garments, Female garments Children garments Others medi-text and agro- text
7	Services	Education , Holistic health mgt, Medical and Others

(Sources; Complied from secondary data)

The production or cultivation method decides the nature of product whether organic or not. Now the product line of the natural goods and services are extending from time to time. The majority of green products marketable in this district essential and fast moving consumer goods. The institutions which are established for holistic health and meditation are also produce and promote the organic products in Coimbatore district. There are three main organizations functioning in this district such as Mahatma Gandhi natural research centre, Anamalai, Arivu thirukovi, Aliyar and Eysa yoga, Coimbatore. (Table no:5)

2. Price Mix

The three types of marketers prefer three types of pricing strategy for their green products. In addition to it, the state government proceeding and orders are to be followed in fixation and revision of price by those organisation which is under control of the same. The KIVIC regulates the pricing practices of green products of Sarvodaya shangam in Coimbatore district. But the motto of private marketing organisation is profit maximization. The cost plus pricing method is generally followed to fix the prices for green products in this district.

3. Promotion mix of green product

The Consumer sales promotion strategy has been adopted to promote the sales of green products in Coimbatore district. The dimensions of promotion activities are not only motivating the buying preferences but also providing the education and the awareness on organic products, Building the brand image and explaining New usage of existing product and etc. The providing of sampling, demonstration and discount are the major promotional measures followed by marketers in this Coimbatore district. In addition to it, dealer's sales promotion strategy also has been adopted by NPOs.

4. Place mix of Green Products

Both the direct and indirect channels of distribution have been adopted in transformation process of green products from producers to consumers. The state government intervenes in distribution of green vegetable in hill area through its direct purchase at place of cultivation spot in order to support the marketing activities of tribal. The green producer's cooperative organizations are also collect the products of its members in its business centre. The work is carried out by INDICOSERVE, Milk producer's cooperative societies and handloom weaver's societies in this district. The private marketing channel members are also directly collecting the green products from the production centre. The following places are selling points of green products in this district.

1. Residence of producers of green products (direct channel)
2. Organisations/federation of producers (Co-operative societies)
3. Super market
4. Departmental stores
5. Medical stores (siddha and homeopathy)
6. Garment stores
7. Natural product sales store (both speciality and producer's direct outlet)

CONCLUSION

Only one of the remedy for holistic health of human community is the green products. The green cultivation and production system is the means for preservation and generation of the eco system of this world. So the philosophy of greenish moments as supported by M.K. Gandhi, M, S, Swaminathan and Nammalvar are the most opt able and relevance to this human society as their life style.

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Conflicts of interest

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