

The Problems of Green Marketing Based on Marketing Strategies

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Abstract: *Environment friendly, so called green marketing has become a discussed subject and companies are constantly trying to find the best ways to reach the customers with their green message. Customers are becoming more demanding and they have started to pay more attention to the environment. What is important with brand is how customers perceive them, what the image of the brand is? The aim of this study is to find out how strategic issues in green marketing are addressed companies .Green marketing incorporates a variety of activities, including modifications to products, changes to the production and distribution processes , packaging and modifications to marketing communications. In this research, moreover questionnaire results conducted on 500 consumers of Green Bathing Soaps (GBS) in Bangalore are evaluated statistically.*

Introduction

Green Marketing is a full service marketing strategy and brand development firm offering a complete array of services including marketing plan development, sustainability auditing and planning, branding/creative strategies, graphic design/copyrighting, PR, and integrated marketing communications development, among a host of others. Green Marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their money, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales.

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 and yet there are problematic issues are related in sale of the green marketing products. This research deals mainly with the problems in applications of marketing strategy in sale of green products in special reference to Green soaps.

Objectives of the study

- To know about the problems faced by the organized retail shops in sale of Green soaps.
- To study how the marketing strategies influences the changing purchase behavior.
- To critically view the challenges faced by firms in adopting green marketing techniques.
- To suggest solution on the basis of the findings of the study.

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Limitation of the study

- The sample size is 500. And it does not represent the whole population.
- The period of the study is very short.

Scope of the study

The researchers had collected the primary data by taking surveys from those who frequent the commercial malls.

Research methodology

Research is a scientific and systematic way of searching for correct information on a specific topic. The purpose of research is to seek solutions to problems through the application of scientific methodology, which guarantees that the information is reliable and unbiased.

Method of sampling

The researchers have used convenience sampling method. A convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Tools of Analysis

To analyze the primary data the researcher has used the following tools;

- Percentage analysis
- Anova Test

Problems Based on Product Strategies

Respondents were asked to indicate their opinion with regard to various Problems they face based on Product Strategies of GBS. The results of the same are displayed in the following section

Encountered Duplicate GBS Products

Table 1: Encountered Duplicate GBS Products

| Sl. No | Encountered | Number of Respondents | Percentage |
|---------------|--------------------|------------------------------|-------------------|
| 1 | Yes | 354 | 70.8 |
| 2 | No | 146 | 29.2 |
| Total | | 500 | 100 |

From table 1 it is concluded that out of 500 sample respondents 354 (70.8 %) respondents have encountered duplicate GBS products and 146 (29.2 %) respondents have not encountered duplicate GBS products.

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Frequency of Encountering Duplicate GBS Products

Table 2: Frequency of Encountering Duplicate GBS Products

| Sl. No. | Frequency | Number of Respondents | Percentage |
|--------------|--------------|-----------------------|------------|
| 1 | Very Often | 177 | 35.4 |
| 2 | Often | 122 | 24.4 |
| 3 | Regularly | 87 | 17.4 |
| 4 | Not Often | 38 | 7.6 |
| 5 | Not so Often | 76 | 15.2 |
| Total | | 500 | 100 |

It is clear from table 2 that out of 500 respondents 177 (35.4 %) respondents very often encounter duplicate GBS products. 122 (24.4%) respondents often encounter duplicate GBS products, 87 (17.4 %) respondents regularly encounter duplicate GBS products and 76 (15.2 %) respondents not so often encounter duplicate GBS products

Dissatisfied by using GBS

An attempt was made to understand whether the respondents are dissatisfied by using GBS. The responses are tabulated in table 3.

Table 3: Dissatisfied By Using GBS

| Sl. No | Dissatisfied | Number of Respondents | Percentage |
|--------------|--------------|-----------------------|------------|
| 1 | Yes | 180 | 36.0 |
| 2 | No | 320 | 64.0 |
| Total | | 500 | 100 |

From table 3 it is concluded that out of 500 sample respondents 180 (36.0 %) respondents are dissatisfied by using GBS and 320 (64.0 %) respondents are satisfied by using GBS.

Less Effective Healing Capacity of GBS

Table 5: Less effective healing capacity of GBS

| Sl. No. | Less effective | Number of Respondents | Percentage |
|--------------|----------------|-----------------------|------------|
| 1 | Yes | 272 | 54.4 |
| 2 | No | 228 | 45.6 |
| Total | | 500 | 100 |

Table 5 shows that out of 500 sample respondents 272 (54.4%) respondents agree that GBS has less effective healing capacity such as curing rashes and allergy and 228 (45.6 %) respondents disagree that GBS has less effective healing capacity such as curing rashes and allergy.

Problems based on Price Strategies

Respondents were asked to indicate their opinion with regard to various Problems they face based on Price Strategies of GBS. The results of the same are displayed in the following section

Table 6: Problems based on Price Strategies

| Sl. No | Price strategies | Opinion | |
|--------|---|-------------|--------------|
| | | Yes | No |
| 1 | GBS not meant for common people but only for high income group | 317 (63.4%) | 183 (36.6%) |
| 2 | GBS has not come out with more of discount programs | 307 (61.4%) | 193 (38.6%) |
| 3 | GBS provides less price offers compare to other soaps | 260 (52.0%) | 240 (48.0%) |
| 4 | Price of GBS is high but the weight or size of the soap is less | 307 (61.4%) | 193(38.6%) |
| 5 | Even though the price of GBS is high yet did it not durable for long time | 320 (64.0%) | 180 (36.0%) |
| 6 | Buying of GBS an additional expenses to the family budget | 272 (54.4%) | 228 (45.6%) |
| 7 | Government should take initiatives to reduce the price of GBS | 306 (61.2%) | 194 (38.8 %) |

Table 6 displays that out of 500 respondents, 317 (63.4 %) respondents are of the opinion that GBS is not meant for common people but only for high income group. The analysis also revealed that 307 (61.4 %) respondents agree that GBS has not come out with more of discount programs. Also it was found that 260 (52.0%) respondents have agreed that GBS provides less price offers compare to other soaps. It is also found that 307 (61.4%) of the respondents are of the opinion that Price of GBS is high but the weight or size of the soap is less. It is revealed from the analysis that 320 (64.0%) respondents were of the opinion that Even though the price of GBS is high it is not durable for long time usage. 272 (54.4 %) respondents felt that Buying of GBS an additional expenses to the family budget . The analysis also made it clear that 306 (61.2%) respondents agreed that the Government should take initiatives to reduce the price of GBS

Problems based on Place Strategies

Respondents were asked to indicate their opinion with regard to various Problems they face based on Place Strategies of GBS. The results of the same are displayed in the following section

Table 7: Problems based on Place Strategies

| Sl. No | Place strategies | Opinion | |
|--------|--|-------------|-------------|
| | | Yes | No |
| 1 | Shop where GBS is available is far place from locality | 339 (57.8%) | 161(32.2%) |
| 2 | Find it difficult to access GBS conveniently | 340 (68.0) | 160 (32.0) |
| 3 | Are there enough public transports to reach the shop to buy GBS | 300(60.0%) | 200 (40.0%) |
| 4 | Travelling long distance to purchase GBS an added cost to the product | 304 (60.8%) | 196 (39.2%) |
| 5 | GBS only available in big retail shops and not in convenient shops that is close to home | 371 (74.2%) | 129 (25.8%) |
| 6 | Government must take steps to make GBS available everywhere | 267 (53.4%) | 233 (46.6%) |

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From table 7 it is found that, 339 (57.8 %) respondents were of the opinion that Shop where GBS is available is far place from their locality. The analysis also showed that 340 (68.0 %) respondents agree that it is difficult to access GBS conveniently. 60 Percent of the total sample respondents agreed that there enough public transports to reach the shop to buy GBS.60.8 per cent of the sample respondents agreed that travelling long distance to purchase GBS is an added cost to the product. 74.2 per cent of the total respondents were of the opinion GBS only available in big retail shops and not in convenient shops that is close to home. 53.4 per cent of the sample respondents suggest that Government must take steps to make GBS available everywhere.

Problems based on Promotion Strategies

Respondents were asked to indicate their opinion with regard to various Problems they face based on Promotion Strategies of GBS. The results of the same are displayed in the following section

Table 8: Problems based on Promotion Strategies

| Sl. No | Promotion strategies | Opinion | |
|--------|--|-------------|--------------|
| | | Yes | No |
| 1 | Display boards of GBS not exhibited properly | 311 (62.2%) | 189 (37.8%) |
| 2 | Found it difficult to locate GBS in the retail shops | 361 (72.2%) | 139 (27.8%) |
| 3 | Less experienced sales persons involved in selling the GBS | 295 (59.0%) | 205 (41.0 %) |
| 4 | Promotional methods and publicity not reached the end customers sufficiently | 358 (71.6%) | 142 (28.4%) |
| 5 | Felt being cheated by the advertisement of GBS | 321 (64.2%) | 179 (35.8%) |
| 6 | Unethical guidance in the promotional methods of GBS | 299 (59.8%) | 201 (40.2 %) |
| 7 | GBS products are not shelved properly in retail stores | 269 (53.8%) | 231 (46.2%) |

It is clear from table 61 that, 311 (62.2%) respondents found Display boards of GBS not exhibited properly. 72.2 per cent of the respondents Found it difficult to locate GBS in the retail shops. 59 per cent of the total respondents faced Less experienced sales persons involved in selling the GBS. 71.6 per cent of the sample respondents were of the opinion that Promotional methods and Publicity not reached the end customers sufficiently. 64.2 per cent of the respondents Felt being cheated by the advertisement of GBS. 59.8 per cent of the sample respondents stated that there is Unethical guidance in the promotional methods of GBS. 53.8 per cent of the respondents stated that GBS products are not shelved properly in retail stores

Association between Personal Profile of the Respondents and the Strategy Problems of the Respondents (Product Strategy Problems, Pricing Strategy Problems, Place Strategy Problems and Promotional Strategy Problems)

Hypothesis

H_0 = There is no significant mean difference among the personal profile of the respondents with respect to respondents Product Strategy Problems, Pricing Strategy Problems, Place Strategy Problems and Promotional Strategy Problems.

To determine how far the mean score of various Strategy Problems varies between the personal profiles of the sample respondents a one-way analysis of variance was conducted to analyse the significant mean differences. The results are discussed below.

Table 9: ANOVA between Personal Profile of the Respondents and the Respondents Product Strategy Problems, Pricing Strategy Problems, Place Strategy Problems and Promotional Strategy Problems

| Personal Profile | Category | Dependent Variables | | | | | | | |
|---------------------------|------------------|---------------------------|--------|-------------------------|--------|-------------------------|-------|-----------------------------|-------|
| | | Product Strategy Problems | | Price Strategy Problems | | Place Strategy Problems | | Promotion Strategy Problems | |
| | | Mean | F | Mean | F | Mean | F | Mean | F |
| Gender | Male | 2.40 | 1.893 | 2.33 | 0.759 | 2.47 | 0.063 | 2.46 | 1.577 |
| | Female | 2.49 | | 2.39 | | 2.49 | | 2.55 | |
| Educational Qualification | Primary | 2.36 | 0.794 | 2.20 | 0.615 | 2.65 | 0.661 | 2.53 | 1.071 |
| | Higher Secondary | 2.39 | | 2.35 | | 2.47 | | 2.42 | |
| | Graduates | 2.43 | | 2.38 | | 2.50 | | 2.54 | |
| | PG | 2.55 | | 2.28 | | 2.37 | | 2.45 | |
| | Others | 2.65 | | 2.39 | | 2.42 | | 2.74 | |
| Location | Rural | 2.61 | 6.102* | 2.49 | 4.368* | 2.59 | 1.761 | 2.58 | 1.226 |
| | Urban | 2.37 | | 2.32 | | 2.45 | | 2.46 | |
| | Semi Urban | 2.37 | | 2.25 | | 2.43 | | 2.47 | |
| Type of Family | Joint | 2.40 | 0.290 | 2.28 | 2.794 | 2.48 | 0.201 | 2.45 | 0.869 |
| | Nuclear | 2.44 | | 2.38 | | 2.48 | | 2.51 | |
| Occupation | Business | 2.29 | 1.424 | 2.14 | 1.426 | 2.52 | 0.764 | 2.62 | 0.957 |
| | Government | 2.59 | | 2.29 | | 2.54 | | 2.50 | |
| | Private | 2.43 | | 2.41 | | 2.48 | | 2.48 | |
| | Professional | 2.37 | | 2.38 | | 2.45 | | 2.42 | |
| | Student | 2.44 | | 2.36 | | 2.49 | | 2.52 | |
| | Home Maker | 2.37 | | 2.51 | | 2.21 | | 2.43 | |
| | Others | 1.65 | | 1.55 | | 1.60 | | 1.65 | |

* Significance at five percent level

Anova test results for Product Strategy Problems

Table 99 indicates that there is a significant mean difference of Product Strategy Problems among the Location (F=6.102, P < 0.05) of the respondents. From the ANOVA table 36 it is evident that no significant difference was found among gender (F= 1.893, P > 0.05), educational qualification (F= .794, P > 0.05), Type of family (F= .290, P > 0.05) and Occupation (F= 1.424, P > 0.05) with regard to Product Strategy Problems.

Mean value comparison Product Strategy problems among the location of the respondents indicate that respondents residing in rural area (M = 2.61) have a higher Product Strategy problems than the respondents residing in other areas.

Anova test results for Price Strategy Problems

It is clear from Table 99 indicates that there is a significant mean difference of Price Strategy Problems among the Location (F=4.368, P < 0.05) of the respondents. From the ANOVA table 36 it is evident that no significant difference was found among gender (F= .759, P > 0.05),

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educational qualification ($F= .615, P > 0.05$), Type of family ($F= 2.794, P > 0.05$) and Occupation ($F= 1.426, P > 0.05$) with regard to Price Strategy Problems.

Mean value of Attitude on of Price Strategy problems among the location of the respondents indicate that respondents residing in rural area ($M = 2.49$) have a higher Price Strategy problems than the respondents residing in other areas.

Anova test results for Place Strategy Problems

From the ANOVA table 99 it is evident that no significant difference was found among gender ($F= .063, P > 0.05$), educational qualification ($F= .661, P > 0.05$), Location ($F= 1.761, P > 0.05$), Type of family ($F= .201, P > 0.05$) and Occupation ($F= .764, P > 0.05$) with regard to Place Strategy Problems.

Anova test results for Promotion Strategy Problems

From the ANOVA table 99 it is evident that no significant difference was found among gender ($F= 1.577, P > 0.05$), educational qualification ($F= 1.071, P > 0.05$), Location ($F= 1.226, P > 0.05$), Type of family ($F= .869, P > 0.05$) and Occupation ($F= .957, P > 0.05$) with regard to Promotion Strategy Problems.

Suggestions

The following suggestions are arrived based on the research done by the researcher.

- The duplicates of the green soaps are frequently encountered by the customers. The companies must take necessary steps to eradicate the duplicates.
- The green companies must introduce more discount programs and less price offers for their products.
- The green companies must also concentrate to increase the durability of their products.
- The price of the green products often considered very high among the customer. Thus the steps must be taken to reduce the price of the product.
- The government also must give tax reductions for the green friendly products in order to reduce the price.
- The availability of the green products are to be close to the customers locality and must take steps to make the product visible in the shops for the customers.

Conclusions

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. It is the fundamental responsibility of the marketers to innovate and adopt new marketing strategies those would safeguard our eco system as well as satisfy the customers.

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