

GREEN MARKETING STRATEGIES FOR CONSUMER DURABLES WITH SPECIAL REFERENCE TO THE SELECTED TWO WHEELERS

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Dr.TNR.KAVITHA

M.Com., M.Phil., M.B.A., PGDCA., Ph.D., Research Supervisor, Assistant Professor
Commerce Department, Chikkaiah Naicker College, Erode, Tamil Nadu, India

V.KUMARAGURUPARAN

M.Phil., Research Scholar, Chikkaiah Naicker College, Erode, Tamil Nadu, India

Abstract

In that time goes by Consumers tend to be more responsive about the environment and this have changed their manner and perceptions towards the atmosphere. The fact that consumers are open to the elements of information about the detrimental goods and their long term effects on the environment, this has exaggerated their purchasing judgment and not to mention that consumers be stepping forward towards the greener goods as marketers are using dissimilar strategy to persuade them to buy products that are considered to be environmental friendly. Today companies are struggling to grow and increase their Profit Margin on many occasions, because the corporate companies are not able to perform economically due to tough competition and versatile environment. During last decade, lot of companies across the sectors have tried to create competitive advantage by becoming more environmentally responsible. Nowadays some companies try to green everything from their ground level manufacturing to their top management. Green marketing is used today by companies as it deals with all the activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, with minimal effect on the natural environment (Polonsky1994). Environmental issues like Air defect, deforestation and greenhouse impacts are the major natural issues that have happened till now alongside the activities of a person. In fact, consumers' concerns about the environment have encouraged the marketers to change their strategies and adopt a marketing strategy called "Green marketing". This study mainly focuses on green marketing strategies for selected consumer durables for physical products in the automobile two wheeler sector.

Keywords: *Natural Environment, Green Marketing, Marketing Strategy, Greenhouse impact, Deforestation, Profit Margin, versatile environment.*

Introduction

According to the American Marketing Association, "Green marketing is the marketing of products that are presumed to be environmentally safe, 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". Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers liability,

life-cycle analysis, material use and resource flows, and eco-efficiency. As per Mr. J. Polonsky' study, 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." The "Green Marketing" is holistic marketing concept incorporates a broad range of activities, wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. According to Charter (1992), green marketing is defined as 'greener marketing is a holistic and responsible strategic management process that identified, anticipates, satisfies and fulfil stakeholder needs, for reasonable reward, that does not adversely affect human or natural environmental well being'. This definition adds a strategic dimension stressed the importance of a long term perspective and the role played by stakeholders.

Environmentally Durables

In a strict sense, there is no such thing as a positively supportable or green item, as all items we purchase, own, use and dispose in our regular lives will have negative environmental effects at any stage in their product life cycles. If it happens to be that an item has a low natural effect, it is viewed as an environmentally sustainable item. An alternate meaning of this term, for attention in this paper, is that items ought to be promptly accessible to buy and incorporate those supplied by organizations with notoriety for lessening natural effects from their assembling procedures. However, green marketing widening up and companies are carrying out an advertisement and campaigns to increase the awareness of the customers about green marketing.

The advancement of green marketing has three stages. Initial stage, when it was a completely new strategy, it was termed as "ECOLOGICAL" green marketing, and during this stage of green marketing, marketers was concerned about the environment and this provided solution for natural issues. Second stage was "ENVIRONMENTAL" green promoting and the object moved much on technology that included outlining of imaginative new items, which deal with contamination and waste issues. And lastly but not least the reason why companies are adapting green marketing is because of the pressure they get from the government, most of the governments of civilized countries imposed laws to secure the environment from goods that are considered to be harmful and to protect buyers as well through a guaranteed law that different varieties of purchasers can assess the natural composition of products (Ghoshal, 2008).

Literature Review

Patrali, (2009) carried out study on "Green brand expansion approach and online communities" The reason of this study was to inspect current and prospective consumer perceptions, purchase intent and parent brand evaluation due to green

brand – line and category extensions by marketers of established (non-green) brands for products with high versus low perceived environmental impact. The results suggest that consumers are more likely to purchase green extensions of products with high perceived environmental impact and that current consumers prefer green line extensions to green category extensions. Both have similar reciprocal impact on parent brand evaluation among current consumers.

Breno and David , (2010) conducted research on title „Green Operations Initiatives in the Automotive Industry“ The function of this study is to centre on investigating and benchmarking green operations initiatives in the automotive industry documented in the environmental reports of selected companies. The study roadmaps the main environmental initiatives taken by the world's three major car manufacturers and benchmarks them against each other. The categorization of green operations initiatives that is provided in the paper can also help companies in other sectors to evaluate their green practices. The findings show that the world's three major car manufacturers are pursuing various environmental initiatives like following green operations practices: green buildings, eco-design, Green supply chains.

Gian and Deborah (2010) conducted research on “Green labels and sustainability reporting”, The study aims to give the consideration to corporate sustainability reporting strategies and communication tools that are increasingly being adopted to foster green market outlets, with focus on the building materials supply chain. Focusing on the present Italian situation and with emphasis on ornamental stones, ceramic tiles, cement and tangible products, the interest and the reply in the building materials supply chain are tinted pointing out strengths, weaknesses and future perspectives.

Strategies for Green Marketing

Marketing literature on greening products, firms builds on both the societal and social marketing research. Social marketing focuses on designing and implementing programs that increase the acceptability of a social idea, cause, or practice in (a) target group(s) (Kotler, 1994). Ken Peattie (1999) defined environmental marketing in terms of customer satisfaction in a sustainable fashion which refers as 'the holistic management process responsible for identifying, anticipating, and satisfying the requirements of the consumers and society, in a profitable and sustainable way'. It implies that organizations (governments, businesses and non-profit organisations) need to determine the needs of target markets and to deliver the desired satisfactions in a way that enhances the consumers and the society's well being. Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards "greenness." 1. To adopt new technology/

Process or modify existing technology/ Process so as to reduce environmental impact. 2. To establish a management control system that will lead to adherence of stringent environmental safety norms. 3. To explore possibilities of recycling of the used products, so that it can be used to offer similar or other benefits with less wastage, using more environment-friendly raw materials at the production stage itself. 4. The marketing strategies for green marketing also include the Marketing Audit (including internal and external situation analysis) and Benefits of Green Marketing. Nowadays as technology improves, so it does the mind of consumers about the environment. And the fact that consumers have started to build concern about the environment. Hence, organizations could only share their consumers' concern and goes by respecting their values by reducing the production of goods that are considered to be harmful towards the environment. The Shortcut is what many companies are looking forward to have as they will ultimately step forward to become green.

Green Marketing Mix

At the point, when organizations think of new innovations like green products, they can get to new markets, not to mention that organizations are usually picky, hence companies have a marketing mix that is considered to be their favourite and this basically leads to expanding benefits and market shares. Pretty much as we have 4ps *product, price, place and promotion*, we have 4ps in green marketing as well, however they are a bit distinctive. Nevertheless, the four Ps in the green marketing mix are concisely detailed in this paper and it is mentioned how challenging actually it is for the marketing managers to use the green marketing mix in a way that is considered to be creative according to Darling, Heller, & Tablada, (2009), as Cited by (Awan & Raza, 2010)

Green Product

Companies innovate their *products* according to the needs and preferences of their consumers and usually consumers tend to be concerned about the environment, so therefore companies prefer to produce products that are less harmful towards the environment. Environment friendly products tend to save money, water and other natural resources, as the products can be manufactured from reused materials or products that have been used before. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment friendly, as it has significantly reduced the usage of harmful glue adhesives.

Price

Among all the green marketing mix "price" is a standout, it is considered to be the factor in the green marketing mix that is most imperative and critical compared to the rest of the other factors in the green marketing mix. Not to mention that consumers are very sensitive to price changes and it easily affect consumers purchasing decision (Morel & Kwakye, 2012). Most purchasers might be willing to pay extra value if there is a self-impression of additional item value. Green marketing ought to look into visual appeal, taste, design, and performance while charging a premium price from the clients (Sharma, 2011). According to Dua, (2013) Green marketing contemplates the profit, individuals and planet in a manner that deals with the strength of workers and groups and guarantees proficient productivity.

Place

It is related to the distribution gates that deal with green products, which are proper for customers, as far as encouraging their conveyance, and to secure cycling methods leading inside natural conditions and prerequisites (N. Hashem, 2011). According to K. Sudhalakshmi & Chinnadorai, (2014) green distribution consists of two different aspects which are defined as "inner and outer", by inner viewpoint, we mean the internal environment of the company that must be a spot in which supervisors and representatives have a feeling of peacefulness other than watching the natural issues in inward techniques of the corporation and the proportionality between the inside space and the planned item (Hashem & I Rifai, 2011). Because of the agreeable and acceptable behaviour of the employees, consumers seem to be gravitated by it. And on the other side outer aspect is defined as the place where environmentally-friendly goods and services are placed for sale.

Green Promotion

There are numerous concerns among the buyers about environmental *advertisement*. According to N. Hashem, (2011) It refers to giving true data about the items in a manner that does not harm the materialistic and good buyers' investments. Companies should give it a critical thought before they advertise their products, it's very important for companies to list the functions, design or uses of their products before they advertise them, this will help to avoid any misleading information about the products. According to Dua, (2012) Designing the tools of promotion is what the green promotion includes web sites, signage, material for marketing and white papers by keeping planet and individuals in mind as their main aim is to make profit. After carrying out empirical research Morel & Kwakye, (2012) concluded their results by stating that "there is a positive relationship between advertisement (publicizing) and state of mind towards green items (Arora, 2014). The more individuals are uplifting state of mind to green claim, the more individuals are ready to buy green items. For sure green advertisement licenses, buyers are to make attention to green items and to

comprehend better the green characteristics, so there is sure a relationship with buy plan". Besides, what has been said previously in this paper, a lot of authors kept sharing their ideas and perceptions about green promotion, according to Yazdanifard & Mercy, (2011) Most buyers are influenced through an advertisement that reflects a company's commitment to the environment. At the point when an organization conveys this through their promotions, advancements, publicity and corporate social obligations, they are certain to get a numerous number of loyal clients.

Green Consumer

According to Boztepe, (2012) & (Anvar & Venter, 2014) the term "Green Consumer" was defined as one who embraces environmentally friendly practices /and who is willing to buy for green items over the standard options. With consumers' perception towards different products and of course, consumers' purchasing decision have numerous effect on the nature. Choices made by consumers with respect to food or modes of transportation, for example, impact greenhouse gas emanations and help environmental change. As voters, individuals can further help or reject ecological strategies. Since it is exceptionally difficult for buyers to perceive the natural results of their activities, open information about the issue may be restricted (Tobler, 2011). Eco labels are characterized as names which distinguish general natural inclination of an item or service inside a particular product range (Rahbar &Wahid, 2011). Along these lines, an eco-labeled item is qualified to carry a logo that accompanies a claim that the item has been created in a manner that impose less effect on the environment, and not to mention that green consumers tend to spend their resources willingly for this eco-labeled products (Maheshwari, 2014.).Beside it's very hard for the purchasers to anticipate or notice the effect of their purchasing decision towards the environment, as information about that particular matter might be limited. Regardless of the possibility that consumers are mindful of their natural effects, they may be unwilling to shift their behaviours as a result of the expenses or disadvantages included. According to D'souza, Taghian, Lamb & Peretaiko (2007) as cited by (Banytė, Brazionienė & Gadeikienė, 2010) the end goal to know a green purchaser better, it is important to explore their different characteristics (demographic and psycho-realistic behavioural) as just knowing green consumer traits, their lifestyle and identity, the intentions to purchase natural product, usefulness and mentality, it is conceivable to pick powerful arrangements of green marketing. Consequently, tolerating the approach that the origination of green consumer is best reflected by his qualities, it is intentional to investigate the profile of a green buyer further. Besides, it is considered in the investigative writing that "there is no accord about what is "genuine" profile of a green purchaser". Eco labels are a fundamental tool utilized within green marketing (Delafrooz, Taleghani & Nouri, 2014).

Durable Goods or Hard Goods

In economics, a durable good or a hard good is a good that does not quickly wear out, or more specifically, one that yields utility over time rather than being completely consumed in one use. Items like bricks could be considered perfectly durable goods because they should theoretically never wear out. Highly durable goods such as refrigerators or cars usually continue to be useful for three or more years of use, so durable goods are typically characterized by long periods between successive purchases. Examples of consumer durable goods include automobiles, books, household goods (home appliances, consumer electronics, furniture, tools, etc.), sports equipment, jewellery, medical equipment, firearms, and toys.

Research Objectives

1. To measure the importance given to durable products green marketing strategies in two wheeler manufacturing.
2. To assess the relative strength of product related green marketing strategies.

Research Methodology

Sampling: The samples are collected from 100 Respondents about top five two wheeler manufacturing companies.

Sampling Methods: Convenient sampling method is used in this study.

Research Tools

In this study, Structural Questionnaires Likert five point Scale is used. The research is conducted all over Tamilnadu, in five branded two wheeler users. The questionnaire contains each price related 10 questions, product related 10 questions, Place related 10 questions and promotion related 10 questions.

Data Analysis

In this calculation, Mean, Standard Deviation, t - test and present value through used apps statistical software are used.

Details of the Samples

S. No	Brand Name	Consumer Strength
1	TVS Apache RR 310	20
2	Bajaj Pulsar 150	20
3	Honda CB Shine	20
4	Royal Enfield	20
5	Yamaha	20
	Total	100

Demographical Profile of Respondents

S.No	Profile Of Respondents	Details	Frequency	Percentage
1.	Age	21-30	25	25
		31-40	40	40
		41-50	28	28
		51-60 And Above	7	7
2.	Occupation	Business Man	20	20
		Govt Employee	12	12
		Private Employee	65	65
		Others	3	3
3.	Income	10001-50,000	27	27
		50001,-1,00,000	55	55
		1,00,000-and above	18	18
4.	Family Strenth	3 members	21	21
		4 members	50	50
		5 members	29	29

Data Analysis. (N=100)

S.No	Green Marketing mix strategies	mean	Standard deviation	T value	P value
1.	Green marketing related product strategies	4.22	0.53	6.03	.0015
2.	Green marketing related Price strategies	3.25	0.47	5.07	0.012
3.	Green marketing related Physical distribution strategies	4.59	0.63	6.07	0.019
4.	Green marketing related Promotion distribution strategies	5.23	0.76	6.89	0.025

From the above table it is clear that higher mean score is promotion related green marketing strategies and next high mean score is place or physical distribution related green marketing strategies. Third high mean score is product related green marketing strategies. In above table low mean score is earned for Price related green marketing strategies.

Brand Related Data Analysis (N=100)

S.NO	Green Marketing mix strategies (PRICE. PRODUCT, PROMOTION, PLACE.)	mean	Standard deviation	T value	P value
1.	TVS APACHE RR 310	3.25	0.21	4.23	0.223
2.	BAJAJ PULSAR 150	3.17	0.19	4.23	0.222
3.	HONDA CB SHINE	3.09	0.16	4.01	0.211
4.	ROYAL ENFIELD	3.05	0.12	4.00	0.129
5.	YAMAHA	3.02	0.10	3.69	0.103

From the above table it is clear that **First rank** is earned by **TVS APACHE** and it has higher mean score adaptation of green marketing strategies. **Second rank** is earned by **BAJAJ PULSAR** and it has high mean score adaptation of green marketing strategies. **Third rank** is earned by **HONDA CB SHINE** and it has high mean score

adaptation of green marketing strategies. In above table, **Fourth rank** is earned by **ROYAL ENFIELD** and it has high mean score adaptation of green marketing strategies. **Fifth rank** is earned by **YAMAHA** and it has high mean score adaptation of green marketing strategies.

Conclusion

Marketing mix delimits four separate part as 4ps (*Product, Price, Physical distribution, Promotion*) as well-defined and independent management processes. Even with the reliable effort by many physical businesses to deal with the 4P in an incorporated mode, the drafting and predominantly the functioning of the 4P policies residue mostly the task of a variety of departments and individuals within the administration. Even more considerable thought is the fact that the customer is typically experiencing the being possessions of each of the 4Ps in diverse occasions, times and places, even in case that some companies take great pains to fully mix their marketing. Integrated Marketing Services (IMS) are important that the grading among the 4Ps is needed based on the likes given by the consumers. If it is noticed through the lenses for expenditure pattern, product acquires the major share followed by promotion and place. Indian consumers are becoming more aware of the products in terms of its life cycle cost too, which is making the chances of product correlated green marketing to be more brighter than other marketing mix. As product is physical, its green features are witnessed by the trade. The eco-friendly efforts done towards other 4ps of marketing mix except product is not clearly seen by the ultimate users.

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