GREEN MARKETING STRATEGIES AFFECT TO COMPETITIVE STRATEGIES: a CASE STUDY OF GREEN HOTELS IN THAILAND

[1]SASIKAN BUNTAO, [2]KUMPANART SIRIYOTA

[1]MBA Marketing Student, [2]Lecturer in Marketing,
Business Administration and Accountancy, KhonKaen University
E-mail: [1]gam.sasikan@gmail.com, [2]skumpa@kku.ac.th

Abstract- The study aimed to investigate Green Marketing Strategies that affect Competitive Strategies with in the hotel in Thailand. The study was a quantitative research. The population and sample were selected from a hotel in Thailand, which joined in the Green Leaf Foundation, Thailand. The current situation has been investigated in 206 hotels.The researcher will use the census form to collect data in this research. A total of 54 questionnaires were returned. The response rate is 26.21 % which is consider acceptable response rate. Statistics used in the research include Descriptive Statistics, Multiple Regression Analysisand Multiple Correlation Analysis. The results of these analyses showed that Green Product Strategies and Green Price Strategies has a positive relationship and positive impact on the Competitive Strategies of Green Hotels.

Keywords - Green Marketing Strategies, Competitive Strategies.

I. INTRODUCTION

At present, there are many natural disasters around the world today. Natural resources and environment global warming problem as a result, people around the world turn their attention to environmental protection. Whether using environmentally friendly products,Energy savings,Environmental conservation and the industry is also using environmentally friendly processes. To demonstrate social responsibility, the concept of Green Marketing another strategy is marketing that helps to conserve the environment.

Green Marketing is a concept that is widely applied. Organizations are using it to create a Competitive Advantage in product differentiation (Chen Y.S., 2010). As the number of green consumers around the world has increased steadily, manufacturers have had to. The reason is that businesses need to focus on Green Marketing. All human beings are involved in social and environmental responsibility (Porter & Linde,1995).

Therefore, the concept of Green marketing refers to the fact that producers produce products that take into account the environment from the upstream to the downstream. Therefore, the marketing mix must be adjusted to be a Green Marketing mix. It also builds trust and understanding with the society, the Green Marketing process in the organization. In the area of business hotels around the world have adopted this concept as well. That is the concept of Competitive strategy. As with any hotel business in Thailand, Green Marketing is used as a competitive Strategies.
In addition to Green Marketing that comes in the form of Green brands,Green products and Green processes used in various industries. In the business of the hotel group has also adopted a Green Marketing Strategies. Get involved in marketing your business. In Thailand, we see the same importance. It has established a Green Leaf Foundation. To develop Energyefficiencydevelop and improve the environmental quality of the tourism and hospitality industry.
In addition, Green Marketing has many Marketing mixes. In this research, which addresses Green Marketing issues that are consistent with the hotel business, the 7 Ps Marketing Mix of Green Services: Green Product, Green Price, Green Place, Green Promotion, Green People, Green Physical Evidence and Presentation ,and Green Process. Green Marketing is a strategy to gain competitive advantage and differentiation from competitors. Leads to a Competitive Strategies.Competitive Strategies are the ability that organizations can make a difference. To be able to fight and run the business of the organization itself better than other organizations. Modify strategies to gain advantage over competitors. Create value for your organization over your competitors.

Therefore, this research is to investigate what factors in Green Marketing Strategies of Green hotel Business in Thailand. Which issues lead to a CompetitiveStrategies. This is the reason for this research.

II. THEORETICAL FRAMEWORK

A. Marketing Mix

The service industry is different from the general consumer goods industry. In this type of business, there are tangible products and intangible products that are offered to customers. The marketing strategies applied to the service business need to provide a marketing mix that is different from the general market. The concept of service business uses the mix. 7Ps marketing consists is Product, Price, Place, Promotion, People, Physical Evidence and Presentation and Process (Kotler & Armstrong,2006)

B.Green Marketing Strategies

Green marketing is widely accepted and used (Chen Y.S., 2010). Green marketing is a strategic process that involves stakeholders in building long-term relationships. Meaningfulness to consumers (William&Ferrell, 2010) and Green Marketing are also part of social marketing. By trying to show the nature of eco-friendly products. (Rizwanalam, 2013) andKotler & Armstrong (2008) have said that Green Marketing The marketing mix is applied to. Environmental conservation In the same direction as Prakash (2002) states that Green Marketing Is the development of marketing mix.Relationship with marketing for the environment.

Marketing Mix 7P with Green Marketing:

Green Product: Amornchai(2009)said that Green Products are more productive than other products in the field of environmentalconservation. The 4R principles are: Reduce, Reuse, Recycle and Repair.

Green Price: Triratanawong(2007)concluded that Green Price is the value of a product in a monetary format where the buyer compares the value of the product. Consumers are willing to pay higher and accept better quality. It also reduces the cost of production within the organization.

Green Place: Triratanawong (2007) concluded that Choosing the channel that the product will pass through. Through different channels, there will be two environmental impacts: packaging that is related to travel distance, the strength of which will require environmentally friendly materials. Do not destroy the environment.

Green Promotion: Taghian (2005) said that Green Promotion must be able to communicate the relationship between products or services and the environment. The environment is eco-friendly and will ultimately enhance the company's image.

Green People: Chanchaochai (2015) said that Green Marketing comes from people. By executing Green Marketing policies andmotivating staff in the organization. By giving love Care for the employees to follow the policy of management and convey to the consumer.

Green physical evidence and presentation: Kotler & Keller (2012) said that The organization must present Green Strategies to customers. It is in the hotel. Products used inside the hotel. The service is environmentally friendly.

Green Process: Simachokdee, (2011) said that environmental protection processes must include environmental and social responsibility. Management of energy consumption does not affect the environment. Including the waste treatment process.

C. Competitive Strategies

Porter (1980) presents three approaches: 1) Overall Cost Leadership 2) Differentiation and 3) Focusing. No matter what the management uses to win a good business competition, executives must change to the current situation. And solve the problem of being threatened by competitors as quickly as possible. They also need to find a way to protect and strengthen the brand to sustain consumers.

D. Green Hotel

The Green Leaf Foundation (2007) says that the establishment of a resource-conscious enterprise will impress the unforgettable traveler. It also helps to make the travel of tourists worry that it will affect the environment.

E. Green Marketing Strategies and Competitive Strategies

During the 1990s, the argument that greening can act as a source of Competitive Advantage emerged, from authors such as Elkington (1994), Azzone and Bertele(1994), and Porterand van der Linde (1995). Obvious examplescome from companies such as The Body Shop,who compete on the basis of strong eco-performanceand by tapping into customerdemand for Greener Products. Porter and van der Linde's argument is that the search for environmentally superior solutions leads to innovation and the creation of more efficient and effective technologies. For the marketing strategist it is vital to
understand the potential impact of the green agenda on their business and its customers. It is important to understand the relative strengths and weaknesses of the company's eco-performance. Good eco-performance is important in many markets because it can provide:

- New market opportunities. Through access togrowing green markets. In markets such asfinancial services and tourism, green productsrepresent the fastest growing area for newbusiness.
- Differentiation opportunities. AEGincreased theirsales by 30 per cent within an otherwise staticwhite goods market, following an advertisingcampaign stressing the relative energy andwater efficiency of their products.
- Opportunities for cost advantages. Althoughconventional wisdom associates good
- eco-performance with investment andincreased costs, this is partly a reflection ofthe 'end-of-pipe' methods used (since adding acatalytic converter onto a car can onlyincrease its costs).
- Niche opportunities. the short term,greenerproducts such as organic food and cruelty-freecosmetics have succeeded within marketniches comprised of the most environmentallyaware consumers and marketed at premiumprices.Therefore, 7 hypotheses proposed as follow:

  H1. The use of Green Product in the hotel business affects the Competitive Strategies of the hotel business.

H2. The use of Green Price in the hotel business affects the Competitive Strategies of the hotel business.
H3. The use of Green Place in the hotel business affects the Competitive Strategies of the hotel business.
H4. The use of Green Promotion in the hotel business affects the Competitive Strategies of the hotel business.
H5. The use of Green People in the hotel business affects the Competitive Strategies of the hotel business.
H6. The use of Green Physical Evidence and Presentation in the hotel business affects the Competitive Strategies of the hotel business.
H7. The use of Green Process in the hotel business affects the Competitive Strategies of the hotel business.

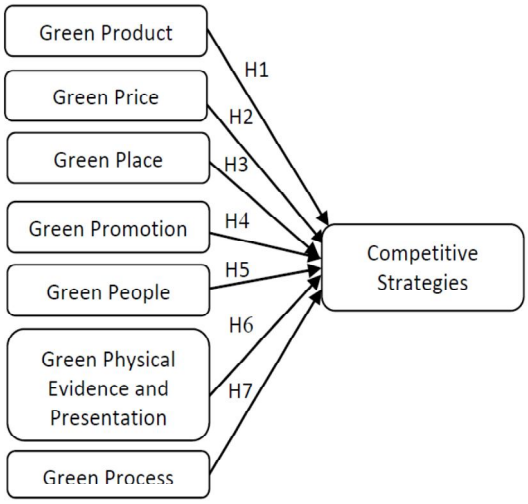

Figure 1.Research framework used in the study

III. MATERIALS AND METHODS

A. Sampling

In this study, the researcher will use the census form of the Green Leaf Foundation of Thailand, 220 hotels. The researcher reviewed the hotel's basic information. To find a contact address The current status of the hotel business is that there are 3 closed hotels, 11 renamed hotels. According to the Green Leaf Foundation 206 hotels, 206 hotels will be used as samples in this study.

B. Research Instrument

Questionnaire was created by researching documents and examples of environmental standard for hotel operation of Green Leaf Foundation. Include expert inquiry to create a questionnaire. The questionnaire constructed in this study is divided into 4 parts:
Part 1 General information of the respondents.
Part 2 General Hotel information
By Part 1 and Part 2 the question is Close ended or Structured Question. As a Multiple Choice Question.
Part 3 The use of Green Marketing Strategies in hotel business.
Part 4 The Competitive Strategies of the hotel business.
By Part 3 and Part 4the question isRating Scale. As the Likert Scales 5 Levels.

C.Data Collection

Submitted a questionnaire by mail to 206 samples on April 25, 2018, for assistance and cooperation in replying to the mail within 15 days after receiving the questionnaire. A total of 54 questionnaires were returned. The total collection time was 30 days.The response rate is 26.21 % which is consider acceptable response rate (Aaker, Kumar, and Day, 2001). Non-response bias was tested by T-Test of subjects who returned fast and slow questionnaires. Before the test, the researcher divided the questionnaires into two groups: the first group, 27 samples, and the second group, 27 samples.
The data of the respondents and the data of the hotel were used in the calculation. There was no statistically significant difference at the 0.05 level, except for the age difference between the two groups at the level 0.05 (P = .001). (Armstrong & Oventon, 1977)

D. Statistical Analysis

Descriptive Statistics, Multiple Regression Analysis and Multiple Correlation Analysis.

IV. RESULTS

A. Summary of Qualifications of Respondents

The majority of the samples were females who had a period. Age 41-50years old. Bachelor Degree in Marketing, 5-10years.

B. Hotel summary

As a result, most of the respondents' hotels were located in Bangkok and its vicinity. The level of the hotel is at 4 starswith 50rooms or more (84.44%). The duration of operation is from 11 to 20 years with the registered capital of more than 50million baht.

C. The use of Green Marketing Strategies in hotel business

The analysis of Green Marketing data within the hotel found that Green Marketing within Green hotels in Thailand. Overall, the average was 4.06. It was found that the Green people was ranked No. 1.

D. The Competitive Strategies of the hotel business.

Find out if the Green marketing within the hotel. Overall, at a high level the average was 3.69. It was found that the focus on niche market was at a high level. Second is the strategy of making a difference. Differentiation is at a high level. And last,Cost Leadership.

E. The results of the hypothesis test on the relationship between Green Marketing strategies and the competitive strategies of Green hotels in Thailand.

In the first step, we will analyze the relationship of variables in the model used in the study. This condition is checked by using the value of Tolerance of the variables close to 1, indicating that the variables are independent of each other. If the value close to zero indicates a problem and the Variance Inflation Factor(VIF) is close to 10, then the degree of correlation of the independent variables in the linear regression equation is very high. Show that the problem Multicollinearity (Neter, Wasserman & Kutner, 1985)

Table I. Analysis of the relationship between each independent variable and the dependent variable.

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Constant		
1. Green Product	.281	3.556
2. Green Price	.458	2.183
3.Green Place	.612	1.635
4. Green Promotion	.315	3.175
5. Green People	.386	2.590
6. Green Physical Evidence and Presentation	.337	2.969
7. Green Process	.265	3.773

The tolerance values for each independent variable are from .265 to .612. The value of the variables close to 1 indicates that the variables are independent of each other. There is no multicollinearity problem.The Variance Inflation Factor (VIF) of each independent variable is from 1.635 to 3.773. The value of all independent variables is less than 10, so it can be concluded that all independent variables have no correlation.

Table II. Correlation Matrices. The relationship between Green Marketing within the hotel and its Competitive Strategies. Green Hotel in Thailand

Variable	Competitive Strategies	Green Product	Green Price	Green Place	Green Promotion	Green People	Green Physical Evidence and Presentation	Green Process
Competitive Strategies		.720*	.723*	.519*	.680*	.488*	.570*	.565*
Green Product	.763*		.669*	.518*	.631*	.466*	.706*	.748*
Green Price	.563*	.666*		.367*	.647*	.491*	.536*	.570*
Green Place	.701*	.685*	.666*		.525*	.509*	.407*	.454*
Green Promotion	.525*	.509*	.407*	.454*		.701*	.685*	.666*
Green People	.367*	.647*	.491*	.536*	.570*		.563*	.666*
Green Physical Evidence and Presentation	.669*	.518*	.631*	.466*	.706*	.748*		.763*
Green Process	.720*	.723*	.519*	.680*	.488*	.570*	.565*	

*Correlation is significant at the 0.01 level (2-tailed).

Table II shows the correlation coefficients between independent and dependent variables.Find all independent variables (Green Marketing Strategies = X). There is a positive correlation with the variables as follows.(Competitive Strategies = Y) at the .05 The result of the correlation between the independent variables was that the Green market within the hotel was correlated with the competitive variable. The statistical significance at the .05 level was used to analyze the multiple regression.level with correlation coefficient between.367-.763.

Table III.Multiple Regression Analysis

Independent Variable	Dependent Variable Competitive Strategies			
	B	Beta	t	Sig.
Constant	**-.482**		**-.847**	**.401**
1. Green Product	.420	.346	2.179	.034*
2. Green Price	.353	.352	2.831	.007*
3. Green Place	.160	.140	1.298	.201
4. Green Promotion	.261	.240	1.600	.116
5. Green People	-.019	-.014	-.102	.919
6. Green Physical Evidence and Presentation	.014	.015	.106	.916
7. Green Process	-.128	-.121	-.739	.464

*Adjust R^2 = .674, F = 13.557, *p < .05

Table III.Multiple regression analysis showed that the F-Test (F-Test = 13.557, p = .000) F-Test scores were statistically significant at .05 level. Null Hypothesis, we conclude that seven independent variables predict outcomes for Competitive Strategies.With the predictive power of 67% (Adjusted R Square = .674), the Green Product (Beta = .346, Sig = .034). The most Competitive Strategies was the Green Price (Beta = .352, Sig = .007).

In conclusion,accept the assumptions hypothesis 1 and 2 that the use of Green Products in hotel business affects the Competitive Strategies of the hotel business and the use of Green Price in hotel business affects the Competitive Strategies of the hotel business.

CONCLUSION

In conclusion, based on hypothesis testing, Green Marketing strategies can be used as a CompetitiveStrategies. Accept the assumptions hypothesis1 and 2 that the use of Green Products in hotel business affects the Competitive Strategies of the hotel business and the use of Green Price in hotel business affects the Competitive Strategies of the hotel business.

Because Green Products help reduce production costsandconsumers feel their contribution toenvironmental conservation. I want to use more. This results in a competitive strategies.The same goes for Green Prices that reduce costs. Reducing the cost of a hotel has the same Competitive Strategies.
Based on the results of the research and the discussion on the hypothesis of research that is consistent with the purpose of the research described above. The results of this research can provide the theoretical and practical implications of those involved in the hotel business. The results of this research can be used to improve or create new theoretical knowledge. This will be used to develop a competitive advantage.

REFERENCE

[1] Aaker, D.A., Kumar, v., & Day, G.S. (2001). Marketing Research. 11th ed. New York: John Wiley and Sons.
[2] Amonchai S. (2009).Green Product for sustainable environment. Journal of the Department of Science Service, 57(179), 29-36.
[3] Chanchaochai D. (2015).I do not see the need to compete with anyone because it is a 1. Bangkok: DMG.
[4] Chen, Y.S. (2010). The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. Journal of Business Ethics, 95(2), 307-319.
[5] Green Leaf Foundation. (2007). Green Hotel. Retrieved March 25, 2018,From http://www.greenleafthai.org/th/ green_standard/
[6] Porter, M.E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. New York: The Free Press.
[7] Kotler, P. & Armstrong, G. (2006). Principles of Marketing. 9th ed. New Jersey: Prentice-Hall.
[8] _____. (2008). Principle of marketing. 12th ed. New Jersey: Prentice Hall.
[9] Kotler, P., Keller, K.L. (2012). Marketing Management. 14th ed. New Jersey: Prentice Hall.
[10] Michael J.B. (2003). The Marketing Book. GreatBritain: Butterworth-Heinemann.
[11] Porter, M.E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance.New York: The Free Press.
[12] Simachokdee. (2011). Special Talk. Journal of Department of Industrial Promotion, 54(1), 5-7.

[13] Sinjaru T. (2014).Statistical analysis and research with SPSS and AMOS. 15th ed. Bangkok: Business R&D.

[14] Taghian, C.D.M. (2005). Green advertising effects on attitude and choice of advertising themes. Asia Pacific Journal of Marketing and Logistics, 17(3),51–66.

[15] Triratanawong D. (2007).Factors affecting the purchase decision of the market for the environment of Genesis Y. Master's Degree in Management Management Technology Suranaree University of Technology.

★★★