

GREEN MARKETING INCLINATION: A STUDY OF GREEN MARKETING MIX STRATEGIES FOR THE SERVICE SECTOR IN SRI LANKA

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Abstract

The concern on environmental degradation has been increasing day by day with the changes of positive thinking of customer segments. Development of business patterns in all business industries is needed based on their customers' expectations. Initiating strategies for green service industry is a less challenging task than doing so for other industries and inclining towards green marketing mix has brought out benefits on the economy, the society and the environment. Accordingly, this study addressed how the service sector has inclined towards 7P's green marketing mix in Sri Lanka by identifying the level of inclination and identifying the differences in inclination level of selected service industries towards green marketing mix. The cluster sampling method was employed to select listed companies in Colombo Stock Exchange (CSE) that belong to the service sector and the primary data was collected through an email survey. Only 115 responses were received out of 172 companies from October to December 2020. The outcomes from descriptive analysis and multivariate analysis of variance revealed that companies in the service sector have achieved a 62 percent level of inclination with high variation among the companies and the inclination level of 7Ps in the green marketing mix differ by their type of business except for green physical evidence. Therefore, the Sri Lankan service sector has to enhance their status of consideration on green marketing in the future unlike in the past and they need to consider the present status to reward the benefits of the green concept. All types of business in the service sector also have to upgrade the level of green marketing inclination to merge as an industry by keeping the consistency between each business type and 7P's. According to the above findings, the service sector in Sri Lanka has inclined with less conformity towards green marketing mix and relevant parties have to pay attention to greenness applied in the service industry.

Keywords: Green Marketing, Green Marketing Mix, Inclination, Service Sector

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1. Introduction

All the unlimited needs and wants to have to be fulfilled with limited resources by companies and consumers. While business organizations managed limited resources on unlimited consumer wants, marketing plays an important role in organizational success. Hence the behavior of customers is crucial, where marketers need to reexamine their business environment on marketing theories and practices with changes in the global economic, business scenario and information technology revolution. Marketing has focused on customer requirements in the present and had created a product to sell to the maximum number of people without understanding their needs in the past. Because customers are considered the backbone of modern marketing, goods and services are tailored to the needs of the customers. As a result, customers are serviced with maximum benefits from modern marketing (Francis, 2019). To enhance the sustainability, companies must carefully balance their goals by adding an environmental dimension to their profile (Kotler, 2011). As a solution, the concept of green business is practiced due to the power it has on economic, social and environmental performance (Thevanes & Weerasinghe, 2018; Voon & Yazdanifard, 2017).

In the way of the evolution of green businesses, green marketing is a new concept for businesses. It is considered a tool for environmental conservation for future generations (Tiwari, 2015). The first green marketing definition was published in 1975 by the American Marketing Association. According to them, "green marketing is the marketing of products that are considered environmentally safe." Green marketing includes components of the marketing process that covers a wide range of activities, including product, manufacturing process, packaging and advertising changes (Dangelico & Vocalelli, 2017, p. 1268; Francis, 2019). Furthermore, Mintu and Lozada (1993) also identified green marketing as a program to preserve, protect and conserve nature by achieving corporate and individual goals (as cited by Rajain. & Rathee, 2016). It will achieve the goals and objectives of the organization without participating to environmental degradation. In addition to these definitions, this concept was further developed by combining it with some other features in the field of management. Green marketing is seen as a marketing strategy not only an environmental protection tool (FuiYeng & Yazdanifard, 2015), it is the full responsibility of business organizations to maintain profitability and sustainability. Thus, the timely adoption of green marketing strategies will bring long-term benefits to present and future generations (Roy, 2018; Wahab & Eneizan, 2016). Companies need to adopt green marketing to benefit from this concept. This is because the trend towards green (eco-friendly) practices is defined as a tool to eliminate the harmful effects of services (Maheshwari, 2016). The above definitions clearly emphasize that the overall functioning of the organization should change based on this concept. It can reduce the cost of the operating process by converting it into green energy consumption policies. Employee morale about the organization, customer image of the company and customer satisfaction are enhanced within this concept (Pradeep, 2017).

Although green marketing is a management tool for marketing, many researchers have revealed that this concept is new to companies. Therefore, some issues occurred with the practice. A research study on overview of green marketing

indicated that less awareness about this concept is the main issue for converting to green business. Improper standardization, unusual patterns in consumer behavior and lack of confidence in green commodities are identified as other potential problems in the market. Problems that arise in this concept can be solved by introducing innovative strategies and conducting awareness programs on green marketing (Roy, 2018). The company and the customer are responsible for this due to the urgent need to turn it green (Rajain & Rathee, 2016). Companies design their products based on their customers' perceptions. Therefore, a study on green marketing revealed that customers intend to purchase green commodities because present-day people are more concerned about the environment rather than the past (Roy, 2018). Thus, there is a direct future for green marketing concept (Rajain & Rathee, 2016).

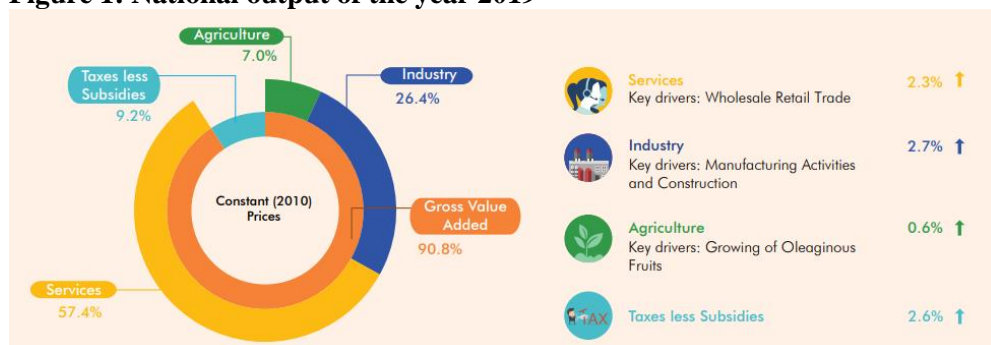
Because of the clear and direct future of this concept, it focuses on the well-being of the company, its customers, the economy, the community and the environment. There can be significant reasons to incline towards the concept of green marketing. Converting towards green policies can eliminate negative problems in services. The discussion on advantages that can be gained from green marketing implies the reason for green marketing inclination. A conceptual framework for the greening of services depicts proper green practices related causes for several outcomes which consist of sustainable development, environmental safety, high profit, customer attraction, corporate social responsibility, competitive advantage and resources saving (Maheshwari, 2016). Also, a study on eco-friendly initiatives towards sustainable development revealed the competitive advantage, rules and regulations, competition in the market segment, social responsibility, green consumerism and automated operational process lead towards implementing green commodities (Pradeep, 2017). Further, Kapoor (2014) reviewed the emergence of inclining green practice as a norm because it is an opportunity, a social responsibility, a pressure from the government and competitors and a cost reduction tool (Francis, 2019; Kapoor, 2014). In addition, initiatives and green marketing practices lead to achieving a sustainable organization (Thevanes & Weerasinghe, 2018). Therefore, green adoption will generate higher operational and organizational performances in the way for sustainable development (Priyashani & Gunarathne, 2018). The main positive aspects of initiating green strategies into the businesses are buyer attraction, environmental considerations and social sustainability (Kaldera, 2019). Developing sustainable and green innovative products also save energy, minimize pollution and benefit the company as well as the environment (Rajain & Rathee, 2016).

However, adopting green marketing will not be easy in the short term, but in the long term, it will generate a positive impact on the company (Rastogi, 2014; Tiwari, 2015). Thus, some companies adopted this practice on the pressure coming from the competitors and customers to gain a competitive advantage (Rajapaksha & Rajapakse, 2017). Not only the competitors but also intermediaries who are practicing this concept is an influencer (Rastogi, 2014). Wahab & Eneizan (2016) revealed that companies can earn more profit by practicing green marketing strategies while enhancing both the financial and non-financial performance of the company. Consequently, Sehgal (2017) expressed that there is an inclination on green marketing even as a win-win strategy because both customer and company get the advantage from it.

Given the advantages highlighted, there must be green strategies to move towards green marketing. Therefore, researchers have identified many green marketing strategies that can be followed in organizations. The green marketing strategy is a tool kit of marketing which enables to corporate with target customers without contributing to environmental degradation (Wahab & Eneizan, 2016). The impact of this concept is significantly considered in the process of inclining marketing strategies into green marketing strategies. Green marketing strategies indirectly affect the development of consumers, employees and the community. Among those green marketing strategies, the most popular 7P's of marketing mix has been critically evaluated and is known as the green marketing mix. From a marketing point of view, many books and researchers have found that the 4P's of marketing mix which includes product, price, place and promotion, is the most common marketing mix in the field of marketing. Although it is highly compatible with product marketing, there are other components that need to be considered in service marketing. Thus, the marketing mix is further developed by adding another three elements process, physical evidence and people and now defining it as 7P's of service marketing mix. Marketers should manage their companies' marketing activities by keeping consistency among Kotler's service marketing mix which consists of product, price, place, promotion, physical evidence, process and people. This marketing mix needs to be transformed into an eco-friendly model of green products, green prices, green place, green promotion, green physical evidence, green process and green people known as the green marketing mix. This is because the main focus of marketing on green marketing is environmental concerns (FuiYeng & Yazdanifard, 2015).

Consequently, this study determines how the adoption is done by service organizations for green marketing mix and identifies it as the gap that needs to be filled in the field of green marketing. Because of the highlighted urgent need and the benefits gained from green marketing. Also, researchers revealed green marketing concept is playing an important role in the developing countries towards sustainable development. Because the practice would be different among developing nations compared to developed nations based on the status of their economies (Rastogi, 2014) this study was applied to companies in the Sri Lankan context. However, green marketing is one of the most significant economic issues of option in developing countries (Sehgal, 2017).

Figure 1: National output of the year 2019



Source: CBSL annual report, 2019

Meanwhile, Kotler (2011) emphasized that service organizations are empowered to make a green initiative in front of manufacturing companies due to the high efficiency of the service industry. Services are consumed as they are produced and they are intangible, perishable, and heterogeneous in nature. The contribution from the service sector over the world to the global economy was around sixty percent (61.198%) in the year 2018. Also there was a 3.21 percent of positive change in the global service sector (Services Value Added (% of Gross Domestic Product), 2020). This suggests that the contribution of the services sector to the development of Gross Domestic Product (GDP) will have a significant impact on the economy of each country as well as the global economy. As a result, more than fifty percent of the economy depends on the strength of the service sector. According to the annual report 2019 of Central Bank of Sri Lanka, the Sri Lankan service sector also contributes more than fifty percent (57.8%) on GDP as a developing country. The agricultural sector dominated in the economy of Sri Lanka in the past but it has been changed over the last few decades to service and trade sector. Therefore, stakeholders have more interest in the service sector in the present days more than in the past (Department of Census and Statistics, 2018). In addition to that National Accounts Estimates of Sri Lanka for the first, second and third quarter of 2020 indicated 3.1 percent expansion, 12.9 percent contraction and 2.1 expansion in the service sector respectively. Though variations occurred, the service sector had the least contraction or the highest expansion compared to other sectors. Therefore, the service sector is also the backbone of the Sri Lankan economy. It covers a wide range of activities such as wholesale and retail trade, transportation and storage, and accommodation and food service activities, information and communication, financial, insurance and real estate activities including ownership of dwellings, professional services and other personal service activities, public administration, defense, education, human health and social work activities (CBSL, 2020). The threat in these services has created awareness about the effects on the environment and actions taken to adopt green initiatives by worldwide service sectors. Overall negative issues occurring in the services can be eliminated by inclining towards green practices (Rajain & Rathee, 2016). Ultimately, this research identified this particular gap of “how the service sector has inclined towards green marketing mix in the Sri Lankan context.” According to a research study in South Africa, the service sector has inclined than other sectors to achieve market position through greenness but they have given less attention to developing the green image, green brand and green opportunities in the market, than manufacturing and merchandise sectors (Duffett et al., 2018). Thus, companies in the service sector always develop strategies to compete with the market to give the maximum benefits for their customers (Francis, 2019). Thus, this study focused on identifying whether there is a difference in inclination of service industries on green marketing through the hypothesis.

Hypothesis 1: There is no significant difference in inclination among selected service industries.

According to the statement of identified problem, this study was designed to answer to which extent the service sector has inclined towards green marketing mix

and what are the differences in inclination of selected service industries towards green marketing mix. The ultimate goal was to find an answer to how the service sector has inclined towards green marketing mix in Sri Lanka. Specific research questions were fulfilled via designed objectives for this study. To identify how the service sector has inclined towards green marketing mix in Sri Lanka was the main objective which was accomplished at the end of this research by identifying the extent to which the service sector has inclined towards green marketing mix and identifying differences in inclination of selected service industries towards green marketing mix.

2. Methodology

Reviewed literature emphasized the wide range of activities that are included in the green marketing mix under the green marketing strategies. Therefore, marketers and relevant parties should determine the right marketing mix required to incline by the company (FuiYeng & Yazdanifard, 2015). A study on identifying definitions of green marketing revealed that more than fifty percent of research articles have discussed green marketing mix in their research studies from 1993-2015 (Dangelico & Vocalelli, 2017). According to the reviewed literature, 4Ps and 7Ps marketing mix model is analyzed on green purchase intention and green management practices. "Marketing mix is the set of marketing tools the firm uses to implement its marketing strategy" is how Kotler and Armstrong defines it (Kotler & Armstrong, 2017, p. 38). In this context, 4P's including product, price, place and promotion are referred to as controllable variables and in the case of service organizations people, physical evidence and process are the extra Ps that are considered. Some scholars reviewed and analyzed Kotler's 7Ps marketing mix as a green marketing strategy. Not showing high dissatisfaction with the 4Ps model is considered to be the most important for the introduction and consumer marketing (FuiYeng & Yazdanifard, 2015, p. 19). Meanwhile, the 7Ps model is widely accepted by respondents as a general marketing mix in the present study. Furthermore, the seven components green product, green price, green distribution, green promotion, green people, green process, and green physical evidence indicated that the green marketing strategy affects positively on the non-financial performance of firms. In addition to that companies can earn high profit by adopting green marketing strategies (Wahab & Eneizan, 2016). It implies that 7Ps green marketing mix is a suitable model to analyze green marketing inclination. Maheshwari (2016) highlighted the greening service package for companies who are offering services. It includes green service and products, affordable price, easy availability, marketing communication and word of mouth. It describes the product, price, place and promotion components in 4Ps marketing mix. These components are the fundamental terms in the green service marketing package. A study on the emerging trend of green marketing also studies 4ps marketing mix as a marketing mix of green marketing (Kapoor, 2014). Another study also measured the level of inclination of the green marketing concept on 4Ps green marketing mix in research on food industry (Alabdali, 2019). Thus, there was enough information to perform this study on green marketing mix by including all the components in the 7Ps marketing mix which comprises green product, green price, green distribution, green promotion, green people, green process, and green physical evidence respective to service marketing.

Based on the findings and suggestions of the past researchers, the service sector was identified as the most important sector to be converted into a green marketing concept. Therefore, the research population of this study comprised of all the registered companies in Sri Lanka which belong to the service sector under the industry classification of the Central Bank of Sri Lanka. According to the ownership basis, companies are categorized into public limited companies and private limited companies. The researcher selected the public limited companies (PLC) in Sri Lanka which belong to the service sector under the industry classification of the Central Bank of Sri Lanka. PLC in Sri Lanka which belong to the service sector are again classified as listed public limited companies under the Colombo Stock Exchange (CSE) and non-listed public limited companies under the CSE. All the listed public limited companies in CSE which belong to the service sector in Sri Lanka were chosen as the sample of this study.

The population of the study comprised of two homogeneous clusters (private limited companies and public limited companies). The selected cluster of PLCs also comprises two groups (listed in CSE and non-listed in CSE). Among those groups, all the listed PLCs in CSE which belong to the service sector in Sri Lanka were chosen as the sample. Therefore, the two-stage cluster sampling method was followed to select the sample. Furthermore, CSE representing listed PLCs in line with Global Industry Classification Standards (GICS) include commercial and professional services, transportation, consumer durables and apparel, consumer services, retailing, health care equipment and services, banks, diversified financials, insurance, telecommunication services, food and staple retailing and real estate (CSE, 2020). It represented 172 companies under the above 12 categories as at 11th October, 2020 when the questionnaire distribution process began. A listed public limited company in CSE which belongs to the service sector in Sri Lanka in selected service industries among 12 categories was the sampling unit of the survey study. The marketing manager who answered the questionnaire in a listed PLC in CSE which belongs to the service sector in Sri Lanka in selected service industries among 12 categories was the response unit of this study.

A self-administrated questionnaire was used to collect primary data regarding the inclination towards green marketing in the service sector to reach a large sample. In the first step of the designed questionnaire, the researcher conducted a general review of previous studies on the area of green marketing and green marketing mix model. After gathering evidence related to the research problem, the questions were developed according to that. To measure the variables, the researcher used a five-Point Likert scale. The respondent had to select their agreement on adoption where ranges are strongly agreed – 5, agree – 4, neither disagree nor agree – 3, disagree – 2, strongly disagree – 1. The finalized questionnaire was created as a google form and sent to the relevant parties through email. Because of the incompleteness of company profile details by response units, secondary data were gathered from companies' websites and annual reports of relevant companies.

Descriptive analysis and inferential analysis techniques were used to achieve the main objective and specific objectives of this study, based on the constructed indices from multiple correspondence analysis. Advanced analysis technique which covered the objectives is multivariate analysis of variance was tested by using

Statistical Software Package for Social Sciences (SPSS). Univariate Analysis was used to identify the summary measurements of one variable which consists of mean, mode, median and standard deviation. This analysis technique was used to identify the extent to which the service sector inclined towards green marketing. Average inclination level, the variance of average inclination level and quartiles of inclination level of the service sector were measured. Multivariate Analysis of Variance was tested on more than two variables on more than two groups simultaneously. In this study, the average inclination of green product, green price, green place, green promotion, green physical evidence, green process and green people were compared based on the twelve types of businesses in the Sri Lankan service sector (banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation). Results of the MANOVA test provided evidence to identify differences in inclination of selected service industries towards green marketing.

3. Analysis of the Study

Distribution of the sample and response rate

The researcher was able to distribute the research questionnaire among 165 companies out of 172 companies due to the difficulty of access. Only 115 sampling units responded to the google form from the companies the questionnaire was distributed. Therefore, the response rate of this research study is 70 percent. This is the main limitation which occurred due to the use of email survey as the survey strategy.

Reliability and validity

The test of the reliability of variables measures the internal consistency in constructs of variables. Most of the research designs measure the reliability of collected data on Cronbach's alpha values. Past research studies revealed Cronbach's alpha value should be greater than 0.7 to consider if the data collection was reliable and variables measured with many items can be used to further analysis. To conduct an analysis, collected data should meet the reliability and also the validity. Researchers use the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy test to measure the adequacy of the sample and the significance of Bartlett's test of sphericity to identify the correlation between variables for suitable detection of structure. Seven Items in each variable are validated when the KMO value is greater than 0.5 and the significance value of Bartlett's test is less than 0.05.

Reliability Testing: This research design consists of 7 Likert scale statements per each variable. The following table represents Cronbach's alpha values obtained for each variable. As shown in above table, overall construct of green product, price, green, promotion, physical evidence, process and people are reliable in this study. Therefore, these constructed 7 variables can be used for further analysis.

Table 1: Reliability statistics of 7 variables

Variable	Cronbach's Alpha
Green Product	.861
Green Price	.826
Green Place	.892
Green Promotion	.922
Green Physical Evidence	.873
Green Process	.896
Green People	.911

Source: Survey findings, 2020

Validity testing

The following table represents the KMO values and significant values of Bartlett’s test obtained by each variable. 7 Items in each variable are validated when KMO value is greater than 0.5 and significance value of Bartlett’s test is less than 0.05.

Table 2: Results of KMO and Bartlett's test for validity

Variable	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity (Sig.)
Green Product	.849	.000
Green Price	.791	.000
Green Place	.820	.000
Green Promotion	.871	.000
Green Physical Evidence	.837	.000
Green Process	.854	.000
Green People	.864	.000

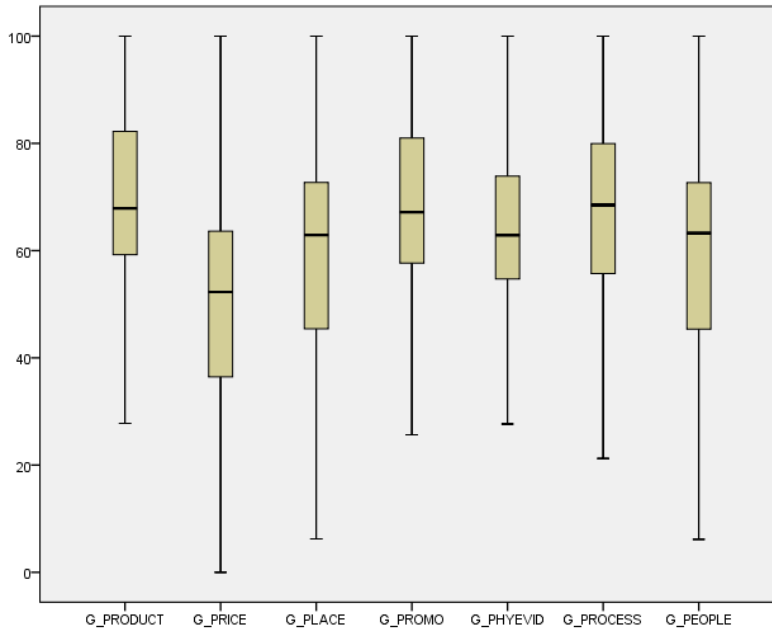
Source: Survey findings, 2020

Testing Normality

Table 3: Test of normality of 7 variables

Variable	Kolmogorov-Smirnov		
	Statistic	Df	Sig.
Green Product	.087	115	.052
Green Price	.082	115	.057
Green Place	.077	115	.089
Green Promotion	.083	115	.051
Green Physical Evidence	.063	115	.200
Green Process	.054	115	.200
Green People	.074	115	.176

Source: Field survey, 2020

Figure 2: Boxplots for seven variables

Source: Survey findings, 2020

Descriptive analysis of the green product indicated existence of outliers and the Kolmogorov-Smirnov significance test of normality highlighted that the distribution of the green product is normally distributed. The distribution after adjusting outliers is also normally distributed. The box plot for green price represents that distribution of green price does not contain outliers and it is normally distributed at a 5 percent level of significance. The distribution green place after adjusting existing outliers is normally distributed with a sample mean of 60.24 and standard error of 1.38. Descriptive analysis of green promotion indicated existence of outliers and the Kolmogorov-Smirnov significance test of normality highlighted that the distribution of the green product is normally distributed. The distribution of green promotion after replacing outliers with mean is also normally distributed. The box plot for green physical evidence represents the distribution after adjusting the outliers is also normally distributed with sample mean 63.57 and standard error 1.41. As figure 2 indicates the distribution of the green process after adjusting outliers is normally distributed (p -value = 0.200) with a sample mean of 68.29 and standard error of 1.60. Descriptive analysis of green people indicated the distribution after adjusting outliers is also normally distributed (p -value = 0.176) with sample mean 60.46 and standard error 1.83. Thus, the relevant 7 variables are free from outliers and normally distributed.

The corresponding average inclination level of green product, green price, green place, green promotion, green physical evidence, green process and green people are 70% ($M = 69.60$, $SD = 16.34$), 52% ($M = 69.60$, $SD = 16.34$), 60% ($M = 60.24$, $SD = 19.13$), 68% ($M = 68.28$, $SD = 16.65$), 64% ($M = 63.57$, $SD = 15.11$), 68% ($M = 68.29$, $SD = 17.18$), and 60% ($M = 60.46$, $SD = 19.62$) respectively.

Meanwhile, green price represents the largest range in inclination level (range = 100), green product indicates the smallest range in inclination level (range = 72.2) towards green marketing. As shown in the table 3, all the seven components in the green marketing mix were centered around the mean inclination level according to the normal distribution.

Analysis on objectives

Statistical analysis was used to identify how the service sector inclined towards green marketing in Sri Lanka and specific research questions will be fulfilled via designed objectives for this study. Descriptive statistics was used to satisfy the pre-determined specific objective that was to identify the extent to which the service sector inclined towards green marketing mix by here. Past researchers found the level of adoption or inclination towards a particular concept by getting the average response of variables related to inclination. Therefore, this study also followed descriptive analysis to identify the level of inclination towards green marketing in the service sector by measuring the average responses of green product, green price, green place, green promotion, green physical evidence, green process and green people.

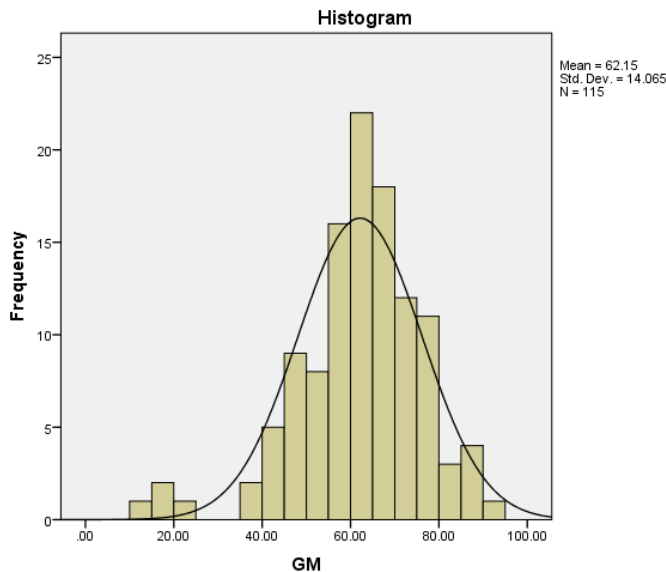
According to the descriptive statistics of green marketing inclination, the mean inclination on seven variables is 62 percent and 64 percent level of median value was obtained by the observed 115 companies for seven components of marketing mix. Thus, it can be highlighted that the service sector inclined towards green marketing at 62 percent based on observed sample of companies. Although 62 percent inclination level is achieved, this value highly deviated in the sampling distribution of green marketing inclination since the sample comprises companies that practiced less green marketing and companies that were highly converted into green marketing. The distribution of green marketing inclination was moderately skewed to the left and it represents most of the companies were inclined at the lower level on green marketing. Inclination achieved by observed 115 sample is out of normal distribution. There is enough evidence to indicate 25 percent of companies in the sample inclined 55 percent while 75 percent of companies inclined only 71 percent. Thus, only 25 percent of companies have totally converted towards green marketing which is more than 71 percent.

Table 4: Descriptive statistics of green marketing inclination

Green Marketing		
N	Valid	115
	Missing	1
Mean		62.1477
Std. Error of Mean		1.31157
Median		64.2116
Mode		10.79
Std. Deviation		14.06507
Variance		197.826
Skewness		-.921
Std. Error of Skewness		.226
Kurtosis		1.915
Std. Error of Kurtosis		.447
Range		80.32
Minimum		10.79
Maximum		91.11
	25	55.3804
Percentiles	50	64.2116
	75	71.1832

Source: Survey findings, 2020

Figure 3: Histogram for green marketing inclination



Source: Survey findings, 2020

The multivariate Analysis of Variance (MANOVA) technique was used to achieve the second specific objective of the study that is to identify differences in inclination level of selected service industries towards green marketing mix. The

following results represent analysis which was done to test whether inclination level of green product, green price, green place, green promotion, green physical evidence, green process and green people of the service sector companies differ by their type of business (banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation). According to the descriptive statistics of seven components in the green marketing mix model based on the type of business, food stapling & retailing businesses had highly inclined their products, price, place, promotion and people towards the green concept. Transportation businesses were the lowest inclined business type on the green product, price and promotion. Although telecommunication services had the lowest inclination on green place, the highest inclination was reported on the green process. Furthermore, real estate businesses highlighted the highest inclination on green physical evidence while the lowest inclination in green people. The banking sector indicated the lowest inclination in green physical evidence and commercial & professional services providing businesses were the lowest inclination in the green process.

Hypothesis Testing for Multivariate Analysis of Variance

Table 5: Multivariate test results

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.970	443.518	7.000	97.000	.000
	Wilks' Lambda	.030	443.518	7.000	97.000	.000
	Hotelling's Trace	32.006	443.518	7.000	97.000	.000
	Roy's Largest Root	32.006	443.518	7.000	97.000	.000
Business Type	Pillai's Trace	1.066	1.681	77.000	721.000	.000
	Wilks' Lambda	.293	1.738	77.000	588.708	.000
	Hotelling's Trace	1.433	1.773	77.000	667.000	.000
	Roy's Largest Root	.559	5.231	11.000	103.000	.000

Source: Survey findings, 2020

Hypothesis 1: There is no significant difference in inclination among selected service industries.

Results in table 5 indicate that concerning Wilks' Lambda statistical test ($F = 443.518$, $p\text{-value} = 0.000$) the 12 groups (banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation) are significantly different when the seven components in the green marketing mix are considered simultaneously. It can be concluded with a 5 percent level of significance that there is a difference in the level of inclination among selected twelve service categories. Thus, there is enough evidence to reject the hypothesis developed to test the

significant difference in the level of inclination among selected twelve service sectors.

Table 6: Levene's test of equality of error variances

	F	df1	df2	Sig.
Green Product	1.092	11	103	.375
Green Price	1.155	11	103	.328
Green Place	.691	11	103	.744
Green Promotion	.913	11	103	.531
Green Physical Evidence	5.957	11	103	.000
Green Process	1.053	11	103	.406
Green People	.642	11	103	.789

Source: Survey findings, 2020

Hence multivariate test results indicated the significance difference of inclination among 12 types of businesses and the relevant assumptions for multivariate test are presented. According to table 6 results for testing equality of errors green product, price, place, promotion, process and people indicate that the error variance of the dependent variable is equal across 12 types of businesses except green physical evidence.

Furthermore, post hoc analysis of multivariate test represents inclination level of green product, price, place, promotion, process and people are different to one another among banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation businesses except the green physical evidence.

Table 7: Multiple comparison among 12 types of businesses

Green Product	Inclination level is significantly different in 12 business types
Green Price	Inclination level is significantly different in 12 business types
Green Place	Inclination level is significantly different in 12 business types
Green Promotion	Inclination level is significantly different in 12 business types
Green Physical Evidence	Inclination level of real estate do not significantly differ with banks, consumer durable and apparel, consumer services, diversified financials, and retailing. Banking and insurance businesses also do not significantly differ except all other types of businesses.
Green Process	Inclination level is significantly different in 12 business types
Green People	Inclination level is significantly different in 12 business types

Source: Survey findings, 2020

4. Discussion

The findings of this study identified how the service sector inclined towards green marketing mix in Sri Lanka. Seven components in the green marketing mix which comprise green product, green price, green place, green promotion, green physical evidence, green process and green people were used to measure the results for developing three objectives where Ravi and Beloor (2016) also suggested 7Ps marketing mix of green marketing. The inclination level of components in the green marketing mix were gathered by companies in Sri Lanka that belong to the service sector through the questionnaire. Those seven variables satisfied reliability by taking Cronbach's alpha value more than 0.8 by all the variables and the validity of the statements proved with significant values.

Adoption of green marketing is not just a marketing tool, it has the power to reduce the environmental impact while influencing stakeholders (suppliers, competitors and customers) towards the green concept (Anju, 2014). Reevaluating own business activities with the environment should be done by organizations due to the drastic change in the modern world (Francis, 2019). Thus, to reevaluate the inclination level, past researchers found the level of adoption or inclination towards a particular concept by getting the average response of variables related to inclination. Therefore, this study also followed descriptive analysis to identify the level of inclination towards green marketing in the service sector by measuring the average responses for a green product, green price, green place, green promotion, green physical evidence, green process and green people. The results of objective 1 revealed service providing companies in Sri Lanka inclined towards green marketing mix at 62 percent. Although 62 percent inclination level is achieved, inclination level has highly deviated since the sample comprises companies that practiced less on green marketing mix and companies which fully converted into green marketing mix. Moreover, most of the companies represented inclined at a lower level on green marketing mix. There is enough evidence to indicate 25 percent of companies in the sample inclined 55 percent while 75 percent of companies inclined only 71 percent. Thus, only 25 percent of companies converted into more than 71 percent inclination. Inclining towards green marketing generates more efficient ways of green operations and green companies tend to achieve sustainable development (Sehgal, 2017). For that reason, the service sector has to pay attention to the green marketing concept in the present and future rather than in the past.

Another research study verified that the type of the business has a significant impact on green business development (Duffett et al., 2018). Results of multivariate analysis of variance (MANOVA) technique was used to achieve the second objective of this study. It revealed that inclination of green product, green price, green place, green promotion, green physical evidence, green process and green people of the service sector companies differed by their type of business (banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation). Hence companies are always developing strategies to compete with the market to give the maximum benefits for their customers (Francis, 2019) and all the companies in the service sector have to compete with the competition towards green marketing.

Furthermore, inclination level of green product, price, place, promotion, process and people are different from each other among banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation businesses. Only the green physical evidence is not different in banks, consumer durable and apparel, consumer services, diversified financials, insurance and retailing businesses.

5. Conclusion

According to the specific objectives designed, the results obtained to identify the level of inclination towards green marketing mix in the Sri Lankan service sector indicated that only 62 percent of inclination level have been achieved by the companies in the service sector. Furthermore, there was a high variation in the level of inclination among the companies. Accordingly, it depicts that the Sri Lankan service sector has to enhance their status of consideration on green marketing in the future rather than in the past and the present status to reward the benefits of the green concept. Sri Lankan service sector has to upgrade the greenness applied in prices of the services, distribution channels, surrounding of the service providing and beliefs and attitudes of stakeholders as other components in the green marketing mix (product, promotion and process). Further analysis of this study identified that inclination of seven components in the green marketing mix of the service sector companies differ by their type of business - banks, commercial and professional services, consumer durables and apparel, consumer services, diversified financials, food and staples retailing, health care equipment and services, insurance, real estate, retailing, telecommunication services, and transportation. All the components in the green marketing mix significantly differed with their business type except green physical evidence. It can be concluded that each type of business in the service sector has to upgrade the level of green marketing inclination.

Accordingly, the findings of this research study highlight that service sector companies have to upgrade their level of inclination towards green marketing more than in the present. Also, price, surrounding, distribution and beliefs and attitudes of stakeholders have to incline towards green marketing. Keeping consistency with green marketing mix is the most efficient way towards green marketing inclination. Each type of business in the service sector also has to move with green marketing as one sector.

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