

# An Analysis of Green Marketing in Iran

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## ABSTRACT

Bearing in mind the above context and the possibilities and obstacles that it all poses, we began our quest for a (green) business with a green product on the market. We found the idea to be fascinating. Firstly, due to the small size and resources of LaieAsls, these pose some unique challenges. Additionally, since the industry is a sales industry and a business to business operating with all potential business buyers while still having to accept an end user? Thirdly, because of the ambiguity of the positions of the parties concerned, provided that LaieAsl has a contract with another producer to be the Iranian distributor, Wholesale distributor and brand covering the problem of LaieAsls own marketing and distribution exposure, logo and decision-making rights. And last but not least, because it is important to see how this system of production and sales relates to the consumer demands for green authenticity because mentioned above.

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## INTRODUCTION

"Green marketing is a giant wave that everybody gets an opportunity to surf. Others would surf it wonderfully (authentically), while others would eat sand, and most of those in the latter group actually didn't have any business surfing it in the first place. "Barton's wave-metaphor, quoted above, wonderfully ties the most fascinating aspects of green marketing together and why, together with a strong personal interest in paving the way for green goods It has found the strategic management of green marketing both interesting and fascinating (Rakhsha&Majidazar, 2011); Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al. , 2018; Seneviratne et al., 2019; Tarofder et al., 2019. Barton points to the new green product success — the big wave. He also points to the highly critical and clever green buyers, who keep behind the product the credibility of both the product and the business as a big preference when buying green -They try to buy authentically from all who catch the wave (Vazifehdust, Taghipourian, &Gharib, 2011). Most specifically, green hushing is also a direct result of the ambiguity of the word "being green." Going green is initially about avoiding climate change, but in the consumer's minds it ranges from sustainable to ethically acceptable connections. It is difficult to imagine that a green corporation has child labor, is handling its workers unfairly, or is not behaving ethically in any other respects. Therefore, standards appear to be higher for green companies, and the tolerance level lowerWhen a company fails to resolve issues unrelated to its green initiatives, customers will more than certainly still judge and mistrust them on their green basis, and the green marketing of the business will backfire and leave a poor taste of deceit in the consumer's mouth, who believed the business was "one of the good guys." To say the least, surfing the green wave is a delicate and somewhat risky attempt based on the historical background mentioned and adding to that remains the argument that "the green wave must be surfed authentically." Research indicates that the personality and appearance of the product concerned are no longer the only considerations to be weighed as purchasing decisions are made by modern consumers (Baheri, Dalvand,

Ansarinejad, Miri-Nargesi, &Hatami-Shirkouhi, 2011).Even the company or firm behind the product is subconsciously up for assessment. Under this heading, we will define and explain our process and approach in answering the question indicated on the previous page in the introduction(Souri,Sajjadian, Sheik & Sana, 2018). We will also clarify our rationale for using these methods in being true to scientific science and thus prove the scientific validity of our findings (Abzari, Safari Shad, AbediSharbiyani&ParvareshiMorad, 2013).The promotion component in its original and real form, as opposed to the "promotion mix" umbrella usage of the term covering virtually all marketing communication activities. The Latin promotional word - promoter - means "going forward," Whereas the Latin advertisement term — advertising — means "turning off" If we compare these concepts from a marketing point of view, advertisement has the role and emphasis of "turning the customer to the brand," often known as creating a long-term positive brand attitude in a technical phrase. In comparison, advertising has the role and focus of more short-term tactical "moving sales forward now" (Delafrooz&Goli, 2015).

Given the probable desire of LaieAsl to drive sales forward on the Iranian market now, immediate purchasing action is impractical without first creating a favorable or optimistic brand attitude that turns the customer towards the product, in this case is in reality a single demand added to the demands made by all customers for availability, cost and quality, as indicated by Gilmore and Pine. Or, if this is valid for just one segment of the population as indicated, among several past reports, this segment calls the new realists and claims that the scale of this segment is just under half of the Iranian population and just under one fifth of the American population (Dangelico&Vocalelli, 2017). It is also endorsed, as we will see, by the green marketing theory, which deals with credibility either explicitly or indirectly (Hussain, Mosa, &Omran, 2017). We will therefore begin this study with an introduction to the definition to explain matters.

It could be suggested that cultural factors will also have an significant role to play in researching global markets and

how consumers are behaving. Furthermore, we did not want to include a detailed study of the society as a separate part of this thesis. Firstly because such an approach would take considerable research in this context to eliminate attention from other important issues. Firstly, as we already have a clear understanding of Iranian culture in our world view which can also be argued is very close to ours. And thirdly, since we are only interested in the cultural factors that could affect the attitudes towards the presented product form and finally the purchase. We have therefore chosen to include only cultural elements in the study when needed, for example how the Iranian consumer uses shoes (Hussain, Mosa, & Omran, 2018). There would be no chance, or in other word, it would be expected not to be able to go back to make sure that there are no mistakes in the classification stage. Thus, no matter whether the classification is correct, incomplete knowledge is the only reason for the uncertainty. Here are some of the examples of prediction in this case, predicting which product would be topping the chart, predicting which customers / members would be leaving soon, predicting which types of products could be hitting on the probable customers. Prediction can also be adapted with the help of classification and estimation.

On the selection phase, we decided to restrict our attention to general level characteristics of the target audience as it is beyond the reach of this study to undertake a comprehensive customer or business survey focused on loyalty groups and buyer behavior as Percy and Elliot suggest (Hussain, Musa & Omran, 2018). The actual knowledge exist along orthogonal dimensions. The information that you know you know (YKYK) is the simplest case in this matrix. There is actually information that exists in the data set itself, and it is clear to the users that they are aware of it. For example, it is clear and obvious to us that water boils at 100c, and froze at 0c. People know that the earth is round, know that student cannot be late for school; know that airplanes fly from one country to another and etc. There are many things that can be characterized in this category. In daily lives, people know that they do not know a lot of things. For instance, they know that they do not know how many people die every single day; they know they do not know how many new born every day; they know they do not know the angle of the Earth's rotation on its axis, on its orbit around the sun; and etc. The types of information that you do not know you know (YDYK) is targeted in exploratory analyses in which there might not be having definite answers about what it is expected to find. There are always the possibilities that new discoveries of interesting information are already contained within a data set though it might not currently being used. In business context, one may not be suspecting that there are some predictable patterns associated with a particular set of investment behaviors, though this may be achievable through the analyses of the existing data. We have opted to substitute Percy and Elliot's explanations of various segmentations of lifestyles with a segmentation model. We consider the Minerva model a valuable tool for understanding different types of consumers as it divides a population into our large categories of consumers based on characteristics of general rates. We recognize that the model has been criticized for being too broad; however, we find it an advantage in this study, because we do not want to identify specific target groups, but rather consider general patterns and characteristics. The point we would like to comment on is the fact that the model is of Danish origin and reflects the characteristics of the Danish and

Scandinavian markets and population. We believe the two cultures are relatively close and, as long as one looks at matters with a critical eye, we do not consider the use of the Danish business model on the Iranian market to have any uncertainty in this sense of the study. However, we find evidence that the model is widely accepted in the context of an Iranian textbook on Iranian consumer behaviour, including the Minerva model. We have also decided to ignore the demographic specifics of the Danish market in order to make the model applicable, because we assume they would vary on the Iranian market. We will include demographics where relevant data are found; however, we are mostly interested in types of consumers, not sizes of groups of consumers (Hussain et al . , 2012). This leads to the entire data warehouse, data mart, and decision support communities being its largest target markets and attracts professionals from various industries, such as retail, health care, medical, insurance, transportation, and others. Apart from business industries, there are still many other areas that need data mining techniques as problem solvers, for example medical and microbiology industries. Prediction on the factors that are affecting the population rate and others like predicting the optimum respiration rate and also to prediction on the reaction of certain types of microorganisms towards certain kinds of chemicals, are some of the popular application of data mining in microbiology industry. As for the application in medical fields, data mining technique is often used as a predictive analysis on the reaction of a certain kind of chemicals towards the specific virus or bacteria and this will help them to produce better solutions for combating the fatal diseases

## LITERATURE REVIEW

In Another deviation from the original model of Percy and Elliot is our decision to exclude their model in selecting suitable benefits. Percy and Elliot suggest that they contact a large part of the target audience and use a multi-attribute model with different attributes of the brand, product or company that can then be ranked in order by consumers on the basis of valued importance. We found it easier to use our resources to perform an in-depth interview with a representative from the shoes maker industry as he has an up-to - date insight into the general market and also what buyers expect, e.g. what shoes makers need to live up to (Nawaz, Azam, & Bhatti, 2019).. It is not possible that we could have obtained enough answers from our chosen target group to make a representative of the survey. Therefore, we will base our collection of benefits on our collected in-depth and statistical data, and promote subsequent research into conformity. With regard to the emphasis on green marketing, we chose the green marketing grid of John Grant, an Iranian author, businessman and consultant. His grid is offering us nine tactics for green marketing and communication. Nonetheless, he only focuses on the ecological benefits and features of the goods, and he also focuses only on the end tactics and therefore does not include solutions to all the simple legwork and market analysis such as the conventional marketing model. That is why we are using this idea only as support for a more conventional marketing model (Nawaz, Afzal, & Shehzadi, 2013). As students of International Business Communication, we research at the Faculty of Humanities, concentrating on understanding human behavior and culture as opposed to social science dealing with society and its systems and procedures, and natural science dealing with empirical

findings and nature measurements. In natural science objectivity leads us to ask the question that there is an objective reality while researching human behaviour? We do not think this is the case. We consider that the results will vary depending on the eyes that see — that the decisions taken, theoretical and otherwise, and the perspectives of the researchers, in this case us, will affect the results to some degree, making it impossible to present a "true fact," but only degrees of truthful results. It does not say, however, that we are relativists and assume that there is no such thing as "fact," we agree with previous research that conclusions that are more or less possible can be achieved. We have therefore chosen to perform our study within the hermeneutic model that, as we shall see below, supports this perspective on humanities.

Operating within the context of hermeneutics often means believing that without relation to each other, neither a whole text nor any particular element can be interpreted, and that the understanding of a given text must shift circularly. Such motion is called the hermeneutic circle in the study and interpretation. It is important to be remembered that the information that are needed when representing the actual values that are used to comprise the objects and their attributes can be well abstracted from the low level details into the composite representations. This is a useful technique, in which it provides a wide range of information needed in the earlier analytical process, on the classes of relationships and patterns in the data set. Composite representations can be formed, once the objects had been classified into each group of objects having similar user-selected characteristics, into a single object.

Our data is a mixture of primary as well as secondary data. Our initial strategy was to collect as much as possible of the secondary information. The essence of data theory indicates that "secondary data will actually solve the problem." Therefore, to be more precise in our resource allocation, we found it more appropriate to begin by obtaining an overview of what was already known on the subject, and what was already available. Based on this, our primary data is used to shed light on topics we felt required more in-depth knowledge. This consists solely of external sources, when analyzing our secondary results. Sadly, neither Pars Laminat's internal databases and communication research nor LaieAsl's internal information has been available to us. We also gained access to a study by the Consumers Association Research and Testing Center commissioned by the Consumer Affairs Department, DTI, Home Office on "the health and use of tea lights and shoes." Since this work is governmental in nature, we find it highly confident. We that doubt whether the data is up-to-date, providing an accurate image of Iran's market and consumer behavior since the study was conducted in 2000. We use the study as a basis for further analysis, however, and we have managed to obtain additional information on nearly all the data used from the study. In some cases, the database may even grow larger than what the system administrators can handle. They do not always know exactly what information to be represented and how it might relate to the others. It is therefore, an advice for organizations to mine their database. This is to help visualize and understand the patterns underneath the large sets of data. And well, with today's advancement of technologies, more and more techniques and methods of data mining have grown rapidly. To discover the new hidden patterns and trends within the database can be performed with more accuracy nowadays. These are all the basic or general knowledge

about data mining. This is a correlative process. Discovery is the progress, usually performed either automatically or even manually. Well, this progress is normally done in steps. First of all, an overall picture of the available data is obtained. Subsets of the data are then modeled and analyzed. New models would be formed if there are discoveries of any new interesting patterns, by re-sampling the data set. These new models are meant for emphasizing particular aspects of the data. This will be going on and on. There are no restrictions, or no specific rules or approaches in this iteration. It may occur within a single data source or across multiple sources. There are several functions for data mining to extract meaningful information from database. Overall, Classification, Estimation, Prediction, Association Rules or Affinity Grouping, Clustering, Description and Visualization that can be performed by six basic functions of data mining. The other three functions are the examples of the opposition of the first three. They are actually the undirected data mining functions. The objective of directed data mining is different from the objective of undirected data mining.

As our primary details, we decided to put questions/topics for the Iranian Shoes Makers' Federation first, which would give us a context for a later in-depth interview. It was done to increase the usefulness of quantitative data and to tailor in-depth analysis for our purpose. We find the Federation of Iranian Shoes Makers a credible source of information on the Shoes market because they have contact with a wide range of Federation members, including manufacturers and Shoes / scent / fire protection laboratories. Roy Wilde, the Federation's Honorary Secretary with whom we conducted the interview, is not a Shoes manufacturer himself indicating that he did not have any particular business interest in answering the questions asked. His answers, however, will naturally be influenced to some extent by his role in the Federation and the interests of the Federation. We considered Roy Wilde to be a very useful source in order to gain in-depth business information and decided to concentrate our efforts here rather than interviewing a small sample of the Iranian population. This is not to suggest the latter could not provide any more valuable information, but it was not our first priority.

### ANALYSIS

It is important to communicate the green credentials of an organization to educate the public about what you are doing and what the buyer's interest is.' This is far from being a simple job, however. One thing to bear in mind is that people might be interested in the greenness of a product; however, this should not be the sole criterion for judging the product. The product's quality and value must not be disregarded, since they are still important for consumers. Intended to develop strategies to convey the greenness of a company that promotes conventional marketing approaches on conventional quality and value (benefits) ads, as discussed in Chapter 4 Strategic Marketing Management.

The green marketing grid of John Grant, which will be discussed below, is focused on the premise that green marketing can be combined with conventional marketing ideas and objectives, and that marketing as a profit-oriented genre can be combined with attempts to communicate green, considered to be motivated by nobler motives, without reversing allegations of green spin and green washing as mentioned above.

His grid is based on the idea that it is important to abandon Traditional Image Marketing and adopt a New Marketing

model in order to effectively communicate green credentials. The New Marketing idea essentially means moving away from selling a picture to people and turning to a new approach to communication that promotes customer interaction and incorporates people in the brand. Current marketing is about keeping customers engaged and informed rather than seducing them with false promises and misleading photos. A modern idea of authenticity has arisen as a direct opposite of artificial imagery and as a requirement for brand engagement, as presented in chapter 3.

Such green goods run on a single standard of marketing. The strategy's goals are solely commercial. In other words, the marketing technique of a company is to determine a particular selling proposition based on specific features and benefits. Green goods are often put in one of two ways "by being stripped and inexpensive or by being niche and expensive," often called the less approach and the more approach. The less Approach is about money interest, comfort and other such simple advantages. Money value is not inherently limited to negative associations such as cheap and stripped-down; it may also mean longer-lasting associations. Moreover, eco-tech also applies to clever architecture. The further the strategy discusses additional benefits that come directly from environmental credentials. It may be naturalness, taste, wellbeing or even luxury. Due to competition, these goods may be more costly, but if the company also has green credentials and added value, consumers will be able to pay the premium. In the lesser method, flexibility and usability are main terms. In comparison, as part of a certain quality of life, the more approach focuses on luxury, complexity and a more intimate and indulgent view of brands. In entering this market, our goal is to build the basic marketing message – a message that attracts customers to the product and thus creates a favorable attitude towards the brand. And we're not going to give targets of financial or market share.

The opening of this stage described the goals for marketing and identified the business source. It also gave us understanding of the product through the definition of the product above. Now, according to a SWOT framework, demand analyses and competitive evaluation will be carried out. In the general marketplace, we will concentrate primarily on opportunities and threats and then discuss how LaieAsl could tackle these in their Pars Laminate product communication.

## DISCUSSIONS AND CONCLUSIONS

To strategically plan ads, we looked at the background of Pars Laminate (the man and the company), the goods and any situational aspects that may prove useful or disadvantageous when entering the Iranian market. We needed to establish what that was when addressing some or most of the benefits the customer is looking for. We concluded that the target audience is evaluating shoes in line with a combination of a desire for green shoes and a desire for quality shoes as heavy users and then, lastly, a desire for style. Here, we consider it important that the designs of Pars Laminate convey nature / greenness and consistency. We also considered honesty to be a valued advantage in the segment that likes to look below the surface and understand the "reality." We also decided that Pars Laminate provides natural authenticity — the product is made of natural and recycled materials. Additionally, the brand offers referential authenticity with the cultural and historical origins of Pars Laminate in Thailand – offering the Shoes as a way of living with

something culturally authentic. What's more, the brand offers the advantage of powerful authenticity – our consumer buys into the value-set and saves atmosphere when buying the products. Despite the latter goal, We have found that our customers are inspired by a strong sense of self-help and feeling healthy. They were also inspired by optimistic emotions in wanting quality and design in achieving a visually nicer house.

Examining what Pars Laminate is doing with their contact on the American market, we find the need for a more straightforward approach in explaining the relationship between product and nature with no or minimal brand knowledge for the new Iranian customers. This led us to evaluate a final overall plan to develop brand awareness and attitude towards the brand. When building brand awareness, we recommend helping each other through a recognition strategy and a recall strategy. We recommend a recall strategy because we see Pars Laminate as a brand with a strong and unique set of advantages (green, price, design) with the ability to build as strong a connection between the need of the product category and the brand as meeting the need. Nonetheless, it would be beneficial to have a broad emphasis at the point of purchase in the process of entering the new market, seeking to cause a purchase through awareness. In terms of creating a favorable brand attitude, which was the initial question that we set out to address, we concluded that LaieAsl and, in effect, Pars Laminate would benefit from a strategy focused on the target audience's low engagement and the positive motivation(s) that motivate them. As they are positively motivated, we recommend that the affective aspect of an attitude be targeted — the part of any attitude that comprises emotions and feelings towards the product or brand. In particular, we suggest framing the Pars Laminate Shoes into a layer of positive emotions and connections, presenting the specified benefits as a reward for using the product. To give the customer the feeling of playing her part, to make her feel good about her or even feel better than the culture that surrounds her, and/or to give her the feeling of enhancing the home's visual effect, feeling confident in the identity that she is signaling.

What's more, we also recommend targeting the cognitive aspect of an attitude – helping to build a collection of brand beliefs / knowledge. It is important for customers to believe that what Pars Laminate tells them / offers them is real and genuine. Especially because we have created an attraction for emotional pathos, which can seem untrustworthy without hard data. It is in this regard that we see the value of authenticity in particular. Because pretending to be authentic may be the same as pretending virtue, however, we propose that Pars Laminate uses authenticity as an underlying basis, and that authenticity is something that is conveyed but not explicitly stated. Specifically, we suggest that in their communication Pars Laminate enhances the "simplicity of nature" which creates associations with rusticity and bareness.

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