Chapter - 10

EXPECTED CONTRIBUTION,
LIMITATION
AND
DIRECTIONS
GREEN PRODUCT MARKETING STRATEGY: A STUDY

Chapter X

Expected contribution from the study:

Holistically, following are the verticals that get contribution from the present study:-

To the researcher:-

1. As researcher I gained overall holistic understanding about the Green Product Marketing Strategy environment in Indian perspective in major sectors.
2. The Study also helped me to understand how Strategic Marketing Initiatives in various sector/firms can be improved and resistance can be reduced in Green Product deployment in Indian Markets.

To the organizations:-

1. Taking present study as a guideline, Green Marketing Strategy loop holes and strong points can be identified about Green Firms facing resistance for Green deployment in Markets.
2. Additionally study guidelines can be used to correct Green Marketing Strategy and sustain firm’s position in Indian markets in better way, Secondly organizations can adopt alternative marketing strategy and new techniques for improving survivability and profitability which was not achieved currently, resulting in getting the lead amongst the competitors.

To the Green Consumers:-

1. It was observed in study that, Green consumers were also unaware about the Green Marketing, and benefits of Green products in current environment in India. Thus they will get a chance to understand the green Marketing strategic initiatives implemented by Green firms in Indian context.
2. With the development and understanding of Green Marketing and Strategic initiative of films, it will be easy to identify environmentally responsible firms, and can assess the brand value of the firms.
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Limitations of Study

Broadly, following are the available characteristic classification of different limitation observed in present conducted study:-

1. **Geographic Limitations:** The Study was undertaken at state level; hence its results may not reflect the other states or National as a whole, understanding green marketing strategy about green product deployment in India.

2. **Demographic Limitations:** Study also found some demographic characteristics difference in data collection and analysis. Thus results may deviate in conducting studies with different demographic profile of respondents in other sectors which are not considered.

3. **Psychographic Limitations:** Study also found few Psychographic Limitations, thus understanding of questionnaire by respondents may generate some standard error, which may affect accuracy of actual results.

Directions of Future Research

Following are the general / specific directions for future studies:-

1. The current Study was focused on General aspects and holistic Macro dimensions approach of Green Product marketing Strategy. So Future researches can be conducted on Micro dimensional approach focused on Specific sector or particular industry in India.

2. Present study was conducted in predictive mode by enlarging the aspect of Green Product marketing Strategy. Therefore for obtaining more precise guidelines & strategy for a particular firm or company, problem solving approach, and or, forecasting approach could be adopted in future studies in Indian domain.

3. Specific studies can be conducted for detailed understanding about specific sector/firms Brand Image Development, Business Growth Rate Analysis, Market Share analysis and Impact on Ecology and Environmental analysis in Indian Scenario.

4. Similar study can be carried out in different geographical areas and States to understand Green Marketing Strategic initiatives to develop and implement by firms in different sectors for green deployment in India.